timebuyers — advertisers

here are more WOR facts that mean dollars and cents to you—

a. WOR’s daily audience is greater than the weekday circulation of any newspaper in America.

b. In Metropolitan New York, WOR’s daily audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK.

c. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

frankly — how can you not buy WOR — that power-full station?
Cow Bells ring... and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have paid to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.

Clear Channel Home of the NATIONAL Barn Dance

CHICAGO 7

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
a job well done!

these four stations cover

- 92% of Alabama's Radio Families
- 94% of Alabama's Retail Sales
- More than half of Alabama's Retail Sales in counties with better than 80% BMB penetration.

Nationally Represented
By
HEADLEY-REED COMPANY

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
WHILE NAB committee hasn't yet despairing of landing Niles Trammell to spearhead new million dollar Broadcast Advertising Bureau project as board chairman, preliminary conversations indicate his availability. He is strong for project, but his commitments to NBC, and desire of his family and friends that he should do less rather than more, believed to preclude acceptance even on temporary basis. Quest continues for big name active in radio.

WHY THAT deafening silence on what manufacturers will do on FCC ultimatum that they signify intention of manufacturing "bracket" sets which also would accommodate CBS color TV? With Sept. 29 deadline up, not single major producer has yet indicated positive intentions. One reason, according to informed opinion, may be that if organized group, such as RTMA, turned thumbs down, there might be open-shot anti-trust action.

ALTHOUGH there's dearth of comment on outcome of color situation, whispered speculation abounds. Telecasters—those tied closely into CBS—are insistent nothing but compatability will do. There's talk that at least one and possibly more top independent manufacturers will go for CBS under forced draft. And there's question what CBS system would do with RCA tri-color tube or with Lawrence-Paramount electronic color tube.

FLORIDA CITRUS COMMISSION early this week expected to confirm extensive radio and television spot campaign which its agent J. Walter Thompson, New York, recommended.

THAT Jean Muir incident might not have happened had it been handled through charted channels. Although you can't get anyone to say so, it was rumored authoritatively that subordinate at Young & Rubicam, filling in for responsible executive unavailable at time, handled matter as routine talent shift, after receiving initial complaints. When story hit headlines, account—General Foods Corp.—was forced to back up action.

ALTHOUGH Muir incident has been played up as spontaneous development, it's no secret networks have been concerned about possible explosion for more than year, and not because of "Red Channels" alone. They have tried to avoid "black list" but have found personnel screening extremely difficult problem because of talent buying done by agencies and accounts. They're hopeful of evolving effective affirmative policy soon.

IN THINKING STAGE within President's temporary Communications Policy Board is possibility of recommending creation of high-level communications policy agency within government on permanent basis. Idea was subject of discussion at two-day Washington meeting which ended Friday, is due for further study when board meets again Oct. 10. Board is headed by former FCC Comr. He is...

(Continued on page 91)

**Upcoming**

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

(Other Upcomings on page 72)

**Bulletins**

JACK BENNY signed to four 60-minute CBS-TV New York shows beginning Oct. 29 for American Tobacco Co., his radio sponsor. Variety format being completed for programs, to be spaced eight weeks apart. Mr. Benny's Hollywood program to be tape-recorded in advance to permit him to appear on telecasts.

PRESIDENT Truman Friday signed bill (HR 8726) extending sound recordings used in radio-televis newcasts and newswires from import duty. Legislation introduced by Rep. Aime J. Forand (D.-R.I.) at request of Abe Schechter, MBS special events director.

ECONOMIC mobilization bill containing wage-price-raising powers signed Friday by President Truman (see early story page 94).

**PABST ACQUIRES RIGHTS TO SERIES OF FIGHTS**

PABST BEER has bought radio and television rights to Joe Louis-Ezzard Charles heavyweight championship fight at Yankee Stadium, New York, Sept. 27 and will sponsor bout over CBS radio and television networks. Pabst reported paid $125,000 rights.

All CBS radio and TV affiliates expected to carry broadcast. Non-interconnected TV affiliates will present it later by film recording. Warwick & Legler, New York, is Pabst agency.

Pabst reported that bookings are for one year and third day of sessions. Wayne Coy, FCC chairman, also scheduled to speak. ANA meeting will be held at Chicago's Hotel Drake.

**LATHAM HEADS WKRC-TV**

U. A. (JAKE) LATHAM appointed general manager of WKRC-TV Cincinnati by Hubert Taft Jr., executive vice president of Radio Cincinnati Inc. which also operates WKRC-AM-FM and transit. Position formerly held by Mr. Taft. Mr. Latham has been general sales manager. He joined WKRC in 1946, was named local manager in 1941, and joined WKRC-TV in 1949.

**Business Briefly**


P&C MAY EXTEND • Procter & Gamble, Cincinnati, understood planning to expand spot campaign for Joy detergent into eight more cities. Agency, Bis, Co., New York.

PRUDENTIAL PROJECT • Prudential Insurance Co. of America, through Calkins & Holden, Carlock, McClintock & Smith, New York, understood to be readying sponsorship of hour-long dramatic show on CBS-TV, 8-9 p.m., Tuesdays. Show which will be opposite Milton Berle on NBC-TV, will probably start mid-October, to coincide with company's 75th anniversary.

KSO TO PETRY • Edward Petry & Co. last week announced its appointment as exclusive national representative of KSO Des Moines, CBS affiliate.

REVERE FORUM • Revere Copper & Brass, New York, to sponsor television version of Meet the Press starting Oct. 8 on NBC-TV Sun., 4-4:30 p.m. Agency, St. Georges & Reves, New York.


SUPER-BAB CALLED ANSWER TO CRACKING BIG ACCOUNTS

WELL-FINANCED Broadcast Advertising Bureau supported 100% by industry can crack big radio accounts and supply answers to competing media and claims of Assn. of National Advertisers, Allen M. Woodall, WDAR Columbus, Ga., and NAB District 5 director, told NAB District 13 meeting Friday at San Antonio (early story page 20).

Mr. Woodall, member of NAB board's BAB Committee, called on industry to adopt attack as best defense in media battle. Lee Hart, BAB assistant director, urged stations to exploit retail trend toward coordinated advertising. Charles A. Batson, director of NAB TV Dept., reported on progress of TV stations.

Friday resolutions endorsed BAB project, urged production of Broadcast Audience Measurement and full development of industry-owned rating service.

TRUMAN TELECAST FROM DESK

FOR first time in history President of United States was scheduled to speak to the people Saturday, Sept. 9, by radio and television from his personal desk in White House Executive Offices. Previous pickups have been from motion picture projection room or Oval Room in White House. President was to report to nation and world on controls to be applied in economic mobilization program. Program scheduled 19:30-11 p.m. Friday of previous week. President Truman had addressed people on Korean war.
The secret is out. AVERY-KNODEL is 5 YEARS OLD on the 15th OF SEPTEMBER.

**Five years of representing** one of the greatest group of stations in the country is not much, chronologically. But, A-K is awfully proud of the growth of those stations and the part it has had in that growth.

**Five years of serving** America’s time-buying agencies is not a long time. But, length of service is not as important as quality of service. And agencies in all parts of the country have rated AVERY-KNODEL among the leading station reps.

**Five years is a deceptive** figure if measured in average performance. But, AVERY-KNODEL is never satisfied with average performance. That’s why some of the country’s smartest stations are turning to...

**Avery-Knodel, inc.**

New York • Chicago • Atlanta
San Francisco • Los Angeles
Here's the Sensational LOW-PRICED WESTERN
That Should Be On Your Station!
PROVED FOR 3 YEARS! ...
RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!
Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."- Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This low-priced 1/2-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Washington 4, D. C.
Telephone ME 2022

IN THIS BROADCASTING...

Record Billings Assured in Grid Schedules
Political Football Events in Oklahoma
WFAA, KABC Rejoin NAB
NABSA Negotiations Are Resumed
Bert Howell Gives the nod to Radio
RWW and Kelley Continue Feud
Muzak Revives Narrowcasting Plan for FM
McCarron Security Bill Faces Veto
Voice Expansion Urged by Benton and Others
Revisions for 1950 Marketbook
KMPC Public Service Is Praised
Is Your Tower a Hazard—By Vincent T. Guccione
Veterans Hospital Radio Guild Formed

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HOLLYWOOD BUREAU
Taft Building, Hollywood and Orange Aves., TEL.: 8131; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Eиться 0773; James Montagnes.

Broadcasting & Telecasting was founded in 1911 by Broadcasting Publications Inc., using the title: Broadcasting. The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1922 and Broadcast Reporter in 1933.

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Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING • Telecasting

Page 6 • September 4, 1950
Through this portal...
passes

$112,000,000

If those digits dance like spots before your eyes—well that's it—the volume of national spot last year.
(In 1950 it's going to be 10% up).

It's the business sold to astute advertisers by those Evangelists of the Ether, those Paragons of the Presentation—the station representatives. (Cable Address: Sta-Rep). To those advertisers who require flexibility, ubiquity, tailored coverage to fit any distribution picture, your Sta-Rep has the answer.

Your Sta-Rep is a specialist in this post Chic Sale era. He can recite those BMB's for his list, county by county, hamlet by hamlet. He knows the number of radio homes in each square mile of each station's territory. He knows how many of those homes have inside plumbing.

And he knows, as well as he knows your rate card, or the story about the farmer's daughter. . . .

Spot announcement on back page
... farmer's daughter

that consistent display space in BROADCASTING • TELECASTING by the stations he represents, opens nearly all portals to nearly all agencies and advertisers in the sale of spot—notably in this transomless, air-conditioned era.

And that's why nearly all of the Sta-Reps advertise almost exclusively in the pages of BROADCASTING • TELECASTING—in fact, more than in all other trade-papers combined.
new business

SILICONE PRODUCTS OF AMERICA, Cleveland (furniture and auto polish), names Palm & Patterson, same city, to direct advertising. Radio will be used.

VAISEY-BRISTON SHOE Co., Rochester, N.Y., names Storm Adv., same city. TV will be used.


AMERICAN TELEVISION Inc., Chicago, names Turner Adv., same city, to direct advertising. Radio-TV to be used.

WARING BLENDER (mixer) planning TV test, to go nationwide if successful. Agency: Grant Adv., N.Y.

ATLAS FRAGER BREWING Co., Chicago, sponsors complete Chicago Cardinals schedule on WCFL same city. Station carries games exclusive.


WISEMAN'S APPLIANCES, Richmond, Calif., appoints Bill Veron Adv. Agency, S. F. Radio-TV will be used.

MAPLE LEAF MILLING Co., Toronto (Monarch flour), starts local quiz programs ranging from five minutes to quarter hour, and from three to five weekly on about 80 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

Network Accounts ...

U. S. COAST GUARD resumes series from Coast Guard Academy, New London, Conn., NBC, Sat., 1:30-2 p.m. GEORGE F. FOLEY Jr. will produce and JAMES LISTER will direct. Agency: Cecil & Presbrey, N.Y.


CUDAHY PACKING Co. (Old Dutch Cleanser), renews for fourth year, Nick Carter, half-hour program, Sun., 6:30 p.m., MBS. Agency: Grant Adv., Chicago.

ARNOLD BAKERS, Rochester, N. Y., will sponsor Life Begins at 80 on ABC-TV Wed., 8-9 p.m., effective Oct. 1. Agency: Benton & Bowles, N.Y.

GENERAL MILLS, Minneapolis, starts Armstrong of the SBI (Scientific Bureau of Investigation), ABC, Tues., Thurs., 6:30-6:45 p.m., CST. Agency: Knox Reeves, Minneapolis.

WILLIAMSON CANDY Co. (O Henry bars), Chicago, renews True Detective Mysteries, Sun., 5:30-6 p.m. over 512 MBS stations. Agency: Aubrey, Moore & Wallace Inc., same city.

PACIFIC COAST BORAX Co. renews for 52 weeks The Sheriff, dramatic half hour program, Fri. 9:30 p.m., ABC. Agency: McCann-Erickson Inc.

BROWN & WILLIAMSON TOBACCO Corp. (Raleigh cigarettes and pipe Tobacco), renews Tues. 9:30-10 p.m. CDT time period on NBC. Life In Your Hands, now aired, to be replaced Sept. 19 with People Are Funny. Firm also orders recorded repeat on Sat., 7:30-8 p.m., EST, for eastern NBC network. Agency: Russel M. Seeds, Chicago.

CALIFORNIA FARM BUREAU FEDERATION signs for 15-minute, five-weekly, 52-week farm service show on California stations of Mutual-Don Lee Network. Agency: West-Marquis Inc., S.F.

CHESBROUG Mfg. Co. (Vaseline cream hair tonic), adds three stations to those already carrying TV series, Greatest Fights of the Century.

(Continued on page 17)
Richard Harkness

"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market beginning next week. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

This Monday through Friday position represents a brand new availability on WRC.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC—or National Spot Sales.

Mondays thru Fridays 11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

strictly business

Mr. CUMMINGS

"PROMISE only what you intend to do. And be sure to do what you promise." That is the philosophy of Harry Emmet Cummings, Southeastern Radio Representative, Jacksonville, Fla. He believes his good fortune to hold many accounts continuously can be attributed to that philosophy.

Born in Peoria, Ill., April 5, 1890, Harry was only four years old when his mother died. He spent the next 12 years with relatives in Illinois and Texas. Lacking parental guidance, he terminated his education with two years of high school. At that time he left the home of an aunt and from then on was "on his own."

His business experience has been varied. His first job was working

(Continued on page 44)

Look On The Other Side

WEXL AM-FM

Phone Jordan 4-6523

National Representatives

HIL F. BEST

DETROIT MICHIGAN

feature of the week

UTAH'S expansion and production problems and private enterprise's role in developing the state's industrial frontier are being brought to radio listeners by the Industrial Relations Council of Utah.

Comprised of two-score major manufacturing, mining and distribution firms, the council is utilizing nightly quarter-hour news commentaries featuring Paul Sullivan and originating on KALL, Salt Lake City. The program also is heard over the other Intermountain Network outlets—KLO Ogden, KOVO Provo, KVNU Logan and KOAL Price.

In the five months he has presented the program for his industrial sponsors, Mr. Sullivan has taken a tape recorder or his notebook to such spots as the Kennecott open pit copper mine at Bingham, the Salt Lake Refining Co.'s oil tank "farm" in Salt Lake City, stock-yards, railroad offices, power plants, foundries and fabricating and machine shops on the city's industrialized west side.

Mr. Sullivan also has interviewed Gov. J. Bracken Lee, city health officers, farmers, mine superintendents, smeltermen, shopkeepers and housewives. In all instances he has stressed industry's impact on the pocketbook of what was once chiefly a farming and retailing region.

Though he gives full coverage to the Korean war, world and national news, Mr. Sullivan does so in the light of the impact the day's events have on the economy and welfare of the region centering around Utah.

Mr. Sullivan (r) discusses production problems with Joseph Rosembliatt, president of Eisco Corp.

He and Jack Goodman, Intermountain Network News editor, prepare all scripts and handle all interviews. Commercial messages, provided for the council by Salt Lake City's Gillham Advertising Agency, are institutional in nature. The messages point out free competitive industry's role in present-day America.

The general public, as well as industrial leaders and state officials, have responded heartily to the nightly broadcasts, according to George C. Hatch, network president. Also commenting on the broadcasts, Leon Hampton, manager of the Industrial Relations Council, said: "The general public is developing a new awareness of the role private enterprise plays in furnishing jobs and the good things of life."

—-and you'll discover you don't have to pay the High Dollar to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

✓ WEXL reaches over ½ the population of the State of Michigan

✓ WEXL is Michigan's First Independent Station (26 years)

✓ WEXL programs Music - News - Sports when you want them

Better "look on the other side" for High-Class Low-Cost Sell . . . on
Listen
TO LIBERTY...
EVERYBODY DOES!

From coast to coast... everybody is listening to LIBERTY... the fastest growing network in America! They're listening to the top talent, the kind of top programming that is building more listenership every hour of every day. THIS FALL... they'll hear the top sports announcers on the air with the nation's best collegiate and pro football games... they'll hear and talk about the most unusual and exclusive feature, news and music programs on the air!

These are just a few of the top programs available to your station through LIBERTY... giving you the biggest listenership at the lowest cost in the nation.

GET ON THE LIBERTY BANDWAGON NOW... AND ROLL INTO THE BIGGEST YEAR OF YOUR HISTORY!

LOOK... at this LIBERTY LINE-UP of EXCLUSIVES!

Exclusive! NEW YORK YANKEE and NEW YORK GIANTS FOOTBALL
The plums of pro football! No other sports on Sunday afternoons... and Gordon McLendon, the Old Scotchman, at the mike with the Yanks—Ted Husing with the Giants!

Exclusive! DOAK WALKER'S FOOTBALL FORECAST
Famous three-time All-American giving football forecasts every Friday evening for 10 weeks!

Exclusive! ARMY FOOTBALL
A Liberty ten-strike! Husing and the Army games give you the most sensational football package ever offered for cooperative sale!

Exclusive! LSU FOOTBALL
Only major college football on Saturday nights!

Exclusive! CROSS WORDS AND SWEET MUSIC
Crossword puzzles with music. Local sponsors, local prizes. A network show on a local level, already selling like hotcakes!

Exclusive! DISC JOCKEY'S ROUND-TABLE
Top disc jockeys throughout America competing with each other for the most amazing and hilarious show on the air!

Exclusive! LIBERTY MINSTRELS
A full hour, 5 days a week with top all-star cast—16 piece live orchestra. First morning minstrel show ever presented!

LIBERTY BROADCASTING COMPANY
AMERICA'S THIRD LARGEST NETWORK
THE BELL SYSTEM'S TV NETWORKS

Bell System TV Network Routes

IN SERVICE

PLANNED FOR 1950
i


t

, MONITORING POSITIONS in the new TV network control center at the headquarters building of the Long Lines Dept., A.T.

T. Co., New York. Video and sound equipment at each position provide finger-tip control of the network channels interconnecting Manhattan's studios with Bell System's inter-city TV networks. The picture monitors are RCA.


- use 44 RCA Picture Monitors!

RCA Picture Monitor, TM-5A. Provides complete supervision of composite picture signals at every stage of video transmission.

12 in New York, 8 in Philadelphia, 1 in Detroit, 3 in Baltimore, 4 in Boston, 5 in Chicago, 1 in Buffalo, 6 in Washington, 2 in Albany, 1 in Toledo, 1 in Milwaukee.

And the Bell System is moving right ahead. By the end of 1950, network routes will include 15,000 TV-channel miles—reach more than 40 cities—provide TV program facilities to areas with populations adding up to 57,000,000 people!

RCA takes pride in supplying many of the picture monitors for this vast network of coaxial lines and radio relays—the system that makes network television practicable.

When you get ready to expand your operations, look to RCA for everything in the "specs"—complete station studios, fully-equipped transmitter rooms, film projector rooms, all field equipment gear, entire control rooms, "tailored" antenna systems.

Your RCA Broadcast Sales Engineer is at your service. Call him. Or write Dept. 19-1B, RCA Engineering Products, Camden, New Jersey.
Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You understand The Cocktail Party and wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there cat quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, sister, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.
fulltime to KTLA (TV) Hollywood appearances.

ZERBE-PENN ADV. Co., Santurce, P. R., opens with JOHN ZERBE, vice president and general manager KWAQ San Juan, as president; RICHARD PENN, agency man in N. Y., and past manager Colgate-Palmolive-Peet branches in P. R. and Brazil, vice president. Address is P. O. Box 3686, Avenida Fernández Juncos 1264. Telephone 2-1242.

EVELYN WIGGINS, Roy S. Durstine Inc., L. A., to Guild, Bascom & Bonfigli, S. F., as office manager.

CHUCK SHIELDS, continuity department KRNT Des Moines, to copy and script writer Bosell & Jacobs, Omaha.

JAMES H. DAVIS, of agency bearing his name, to Wyckoff Agency, S. F., as account executive.

BRADFORD COLLINS, account executive McCann-Erickson, S. F., to Brisacher, Wheeler & Staff, S. F., in same capacity. Change effective Sept. 15.

J. WALTER THOMPSON Co. opened Florida office Sept. 1 to handle Florida Citrus Commission account. JOHN H. FORSHEW heads office, located at 711-12 Marble Arcade, Lakeland.

GARFIELD & GUILD, S. F., changes firm name to SIDNEY GARFIELD & Assoc. Address remains 45 Second St. Associates in new reorganization include BILL MORRISON and JERRY SCHUEPBACH.

HENRY QUEDNAU Inc., Tampa, Fla., elected to membership American Assn. of Advertising Agencies.

FORD SIBLEY, vice president Foote, Cone & Belding, S. F., to head publicity committee for this year’s Community Chest fund drive in Northern California.

HENRY P. RITZ, partner in Schultz & Ritz, Portland, Ore., to George McNutt Adv., Oakland, as account executive.

CONSOLIATED ADV. AGENCY Inc., S. F., changes name to RICHARD N. MELTZER Inc. Address remains 785 Market St.

ADVERTISING Assn. of the West moves headquarters to 425 Bush St., S. F. Telephone remains Garfield 1-6888.

Network Accounts

(Continued on page 11)

tury. WTCN-TV Minneapolis-St. Paul, will carry it Wed. evenings; KPIX (TV) San Francisco, Sat. nights following wrestling, and KRLD-TV Dallas-Ft. Worth, Tues. night, 10 p.m. This makes total of seven spot markets for series in addition to Fri. NBC-TV network program. Agency: Cayton Inc., N. Y.


PET MILK SALES Corp., St. Louis, renews Mary Lee Taylor Show from Oct. 21, and Fibber McGee and Molly from Oct. 24 on NBC. Fibber McGee and Molly returns Sept. 19 on Tues., 8:30-9 p.m., replacing pet Milk's Bob Crosby Show, Sun., 9:30 p.m. Taylor show originates in St. Louis Sat., 9:30-10 a.m. Agency: Gardner Adv., St. Louis.

HOUSEHOLD FINANCE Corp. returns People's Platform to CBS-TV Sun., 8:00 p.m. CDT. Agency: LeVally, Chicago.


WITH AGAIN 1ST IN RADIO AUDIENCE

WITH 23.8

STATION A 23.6 (NETWORK)  
--- $16

STATION B 21.4 (NETWORK)  
--- $55

STATION C 15.5 (NETWORK)  
--- $50

STATION D 9.6 (NETWORK)  
--- $70

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
HEAVY GRID SCHEDULES SOLD

FOOTBALL billings promise to set all-time records as sponsors all over the nation are completing schedules that will bring leading college, professional and high school games to weekend radio and television audiences.

Despite spirited bidding for rights to games and increasing efforts by schools to get more money out of sponsors, the fall radio campaigns will include most of the major college contests.

Customary last-minute juggling and dickering by timebuyers was at a peak last week but another few days will find sponsors ready to announce complete schedules.

Still noticeable was an increased trend to sports networking by sponsors through independent and regional station groups [BROADCASTING, Aug. 28 football roundup].

Coast-to-coast, the highlights in the fall football scene look about like this:

- Atlantic Refining Co. plans greater radio-TV budget, setting its sights on extensive coverage in the East.
- Tidewater-Associated Oil Co. announces a full radio schedule, with TV arrangements still pending in the West.
- Networks apparently holding their own. CBS' weekly roundup of college games will be sponsored by a national advertiser this year.
- Reappearance this fall of Chevrolet Dealers, Standard Oil of Indiana, and other traditional football sponsors.
- Sponsorship of Notre Dame games by American Trust Co. with feeds to more than 15 stations in the East and Midwest. More pick-ups, radio and TV, probably will be made of Fighting Irish games than of any other college schedule.
- DuMont TV will teletack Notre Dame games again this year. Chevrolet Motor Division of General Motors will sponsor all home games over 23 stations. Network still has an eye open for sponsors of Yale-Princeton, Yale-Columbia games which are fill-ins for gaps created by Notre Dame games played away. After games, Coca-Cola-Palmolive-Peet will sponsor Football Chat, a 10-minute summary.
- CBS again will carry its three-hour weekend roundup of leading college football games with a sponsor. Beginning Oct. 7, R. J. Reynolds Co. (Camels) sponsors the 20-game series. Prize for the package was about a quarter million dollars. Connie Desmond will handle description.
- On television, Esoh Standard Oil Co. will sponsor 19 Army, two Navy and one Columbia games over 31 CBS stations. Red Barber, CBS sportscaster, will handle games on TV.
- MBS reports co-op sponsorship of games from all over the country with Ohio State's schedule predominating. Mutual also plans a pickup of the Michigan-Army game to be played at Yankee Stadium. Network reports Gillette Razor Co. probably will pay the bill for exclusive Army-Navy game coverage although the contract is yet to be signed. R. J. Reynolds Co. also will sponsor five-minute roundups before and after the Game of the Week series. All Mutual stations will be fed.

NBC radio football coverage has not yet been set. NBC-TV reportedly plans a three-pronged coverage of Eastern football. Home games of Pennsylvania at Philadelphia; Harvard at Cambridge, Mass., and Princeton at Princeton, N. J., totaling 21 contests, are expected to be covered by NBC cameras. To facilitate handling, regional relays probably will be set up with some games carried into the Midwest. Some 16 stations will carry the telecasts, sponsored by Atlantic.

Sylvania Products Co. sponsors football on ABC radio, starting Sept. 30 with the North Carolina-Notre Dame tilt. Schedule includes outstanding games, according to pre-season estimates.

ABC-TV as yet has to obtain a sponsor for its coverage of Penn's seven home games. On Sundays, Sun Oil Co. foots the bill for National League pro football games, beginning Sept. 16. Network's hour-long film Thursday (Continued on page 89).

SOONERS' GRID ROW Regents Stymie Sponsor Plan

A POLITICAL tempest erupted in last week as the U. of Oklahoma board of regents balked at plans calling games under sponsorship of the university activities under political sponsorship will not be permitted by the regents." He added that the university's overall contract with KOMA was a "tentative" one subject to approval by the board.

Station officials later wrote to Dr. Cross and requested a meeting to resolve the dispute, which drew strong demands from Republican officials "for equal time." Floyd Carrier, state Republican chairman, had promised the protest will be carried "all the way up to the FCC if necessary."

James H. Arrington, Democratic Party chairman, said, however, (Continued on page 92)
NAB's current series of district meetings hit a high spot in San Antonio Thursday and Friday when Clyde W. Rembert, KRLD Dallas and District 13 director, told the district meeting that as a Texas broadcasters and San Antonio that two 50 kw Texas stations had returned to membership. The stations are WFAA Dallas (CLOSED CIRCUIT, APR. 24) and KBC, formerly 10 kW.

With the association planning a nationwide membership drive, the return to the fold of these outlets was hailed as a highly favorable percentage.

A disturbing exodus of larger stations had taken place in the last year - and a half, including such stations as WOAI San Antonio; WBAL and WFBP Baltimore; KTBS Shreveport, La.; WNEW WOY and WQXR New York; WIP Philadelphia, and WTMJ Milwaukee; WWJ Detroit; WKY Oklahoma City and KVOO Tulsa.

On top of that CBS and ABC withdrew as associate members last spring and then pulled out their O&O stations.

With fewer than 50% of stations enrolled as active members, NAB has been planning a campaign to swell its ranks. During the district meetings, board members have been contacting members and acquainting them with the services. William B. Ryan, NAB general manager, is planning to take several quick trips to contact key non-members.

In announcing the return of

**BANKHEAD SUIT**

**Settled for $5,000**

TALLULAH BANKHEAD, who flew into a million-dollar rage a year ago because she claimed Procter & Gamble had insulted her—by gallling an insult as you can throw at Miss Bankhead—last week had cooled off to such a low simmer that she settled her suit for $5,000.

Miss Bankhead in March 1949, sued Procter & Gamble, Benton & Bowles, CBS and NBC, for $1 million on the grounds she had been outraged by a singing commercial advertising Prell, a P & G shampoo.

According to her suit, filed in New York State Supreme Court, Miss Bankhead was "particularly aggravated" by the personification of "a tube as plaintiff."

The four defendants last week arranged a settlement with Miss Bankhead for $5,000. A spokesman for Procter & Gamble emphasized that the jingle was withdrawn from the air some time ago but that "the discontinuance was in no way an admission on the part of the defendant that the claims (of Miss Bankhead) were valid."

"Miss Bankhead signed the (settlement) agreement and accepted payment with that understanding," the spokesman said.

WFAA and KABC to NAB, Director Rembert told 114 Texas broadcasters at the Plaza Hotel, San Antonio, that he had invited non-members to attend for the explicit purpose "of demonstrating to them why they should be members of this association."

"I know NAB has not been a perfect association," Mr. Rembert continued, "but we are certainly making every effort to make it the kind of trade association you want. I want to see this state of Texas 100% in NAB."

NAB Highly Regarded

Favorable reaction to NAB has been noted at all the current district meetings, headquarters officials explain, with many members declaring they have been impressed by the sales presentation slide film prepared by the Public Affairs Dept. under direction of Robert E. Richards, director, and Jack Hardesty, assistant director.

This film is described as the first direct effort of NAB to promote its services to the members and acquaint them with the association's operations.

Mr. Rembert has been particularly active in membership work in his capacity as chairman of the NAB board's membership committee.

Mr. Rembert presided at his final district meeting, his term expiring at the 1961 NAB convention. A new director will be elected by mail in January, since Mr. Rembert is ineligible after two consecutive terms of service.

A resolution was adopted late Thursday voicing "rousing support for the NAB program and leadership in the present critical period." Mr. Rembert was lauded by the district for his "tireless efforts" on behalf of the industry. He called for support of President Justin Miller and General Manager Ryan,terming them "a great team."

Several resolutions were adopted Thursday, with others scheduled for Friday action. Approval was voted for NAB's proposal for an industry-wide study of radio rates and media costs, designed to answer the report by Assn. of National Advertisers calling for radio rate reductions because of TV audience inroads. Other resolutions endorsed NAB's board for pledging the industry's support of the national defense program and "heartily commended" appointment of Mr. Ryan as general manager.

Members of the resolutions committee were Charles Jordan, KFJJ-KF JZ Fort Worth; Ray Herndon, KTRH Houston, and Frank Punell, KCBD Lubbock.

**AMA SPOT DRIVE**

To Use 1,600 Stations

IN FURTHERANCE of its voluntary health insurance drive, the American Medical Assoc. may use spots on 1,600 stations covering the states, it was reported at Russell M. Seeds Co., AMA agency. Theme of the campaign, which will begin Oct. 8 and extend nearly two weeks, will be "the voluntary way is the American way."

AMA also plans to use up to 12,000 daily and weekly newspapers, 30 nationally circulated magazines, Sunday supplements in more than 150 newspapers and a score of trade publications, according to Frank Rembert, Advertising Agency, assigned to handle printed media.

Executives at AMA in Chicago reported that the number of radio stations to be used in the campaign has increased as state medical societies have recommended that radio be widely used.

LeBLANC CORP.

Agrees To Stop Ad Claims

LeBLANC CORP., Lafayette, La., heavy user of radio time throughout the South, with associated stations through a stipulation agreement with Federal Trade Commission to discontinue certain representations concerning the therapeutic properties of Hadacol, its tonic and vitamin compound, FTC announced last Tuesday.

The stipulation did not specify broadcast continuities and was not based on any previous formal complaint, but commission officials said the agreement would cover advertising representations in all media. The company has advertised on as many as 200 stations throughout the South.

The firm, headed by Dudley J. LeBlanc, agreed to cease claims that its product has "any therapeutic value other than such as results from vitamin B1, B2" which it supplies; that it has any "dietary value except as may result" from those vitamins; that it "assures good health, restores youthful feeling and appearance, and does not contain drugs or influence health without the use of drugs."

LeBlanc Corp. also has launched a Hadacol road tour to promote the preparation and reportedly has an advertising budget of about $400,000 per month covering radio, television and newspapers. Agency is Erwin, Wasey & Co.

A conference, held in September 1949, drew a number of station protests to Broadcast Advertising Bureau that they were solicited to merchandise the product by air spot announcements without charge [BROADCASTING, Sept. 19, 1949].
NARBA PROBLEMS FACED ANEW

Efforts to devise a new North American Regional Broadcasting Agreement were resumed in Washington last week as the Third NARBA Conference was convened for its Second Session amid mutual protestations of friendship and assurances of cooperation.

Commander C. P. Edwards, Canadian deputy minister of transport, who was Conference chairman during the stalemated First Session at Montreal last September-December, was elected by acclamation to continue as presiding officer.

He told the opening plenary session Wednesday that he was “quite optimistic” about the prospects of reaching an agreement which would stabilize North American AM operations for the next few years—much more optimistic, he said, than at some points in the past.

Mexico Participates

The sessions saw Mexico participating for the first time—she was unable to take an active role in the Montreal phase—and a new drawing put her first in line for conference vice chairman when Bahamas-Jamaica secured permission to give up its own priority on the office. Cuba also resigned its right to name the chairman of the drafting committee, giving Mexico this privilege.

Wednesday’s plenary session was followed by a series of committee meetings designed primarily to settle upon procedures. One of these was a U. S.-Cuba-Mexico meeting to work out a starting point for the difficult problem of negotiating channel allocations.

U. S.- Cuban differences were the principal stumbling-block in the

Address of welcome at opening plenary session was presented by Edward G. Miller (I), assistant secretary of state for inter-American affairs, shown here with Jean Millot, Conference secretary.

United States; Commander C. P. Edwards, Conference chairman, of Canada; Miguel Pereyra and Arturo Melgar, Mexico; G. C. W. Brownie, Canada, and Conference Secretary Jean Millot. The further NARBA negotiations are being held at the State Dept.’s Washington offices.

HEADS of delegations to NARBA Conference pose at opening plenary session Wednesday (1 to r): Keneth R. Ingraham and Alan D. Hodgson, Bahamas and Jamaica; Dr. Miguel A. Herrera, Dominican Republic; Dr. Jose Ramon Gutierrez, Cuba; Capt. John Cross and FCC Commissioner Rosel H. Hyde, Mexico; Dr. Miguel Pereyra and Arturo Melgar, Mexico; G. C. W. Brownie, Canada, and Conference Secretary Jean Millot. The further NARBA negotiations are being held at the State Dept.'s Washington offices.

Reconvenes in D. C.

Mexico’s contingent included Miguel Pereyra (center), director of telecommunication; Arturo Melgar (r), and Jesus Montes de Oca of the Department of Communications.

Bahamas and Jamaica were represented by (1 to r) Delegate Alan D. Hodgson; W. C. Thornton Cran, an observer; and Delegate Kenneth R. Ingraham.

Representing the Dominican Republic were Dr. Miguel A. Herrera (1), first secretary of the Dominican Republic Embassy, and Technical Advisor Francisco Martinez Alves.

Cuban representatives included (1 to r) Ambassador Luis Mochado, a familiar figure at past NARBA conferences; Dr. Jose Ramon Gutierrez, head of the delegation, and Dr. Nicolas Mendosa, one of the leaders in the original NARBA movement.

(Continued on page 38)
THERE HAVE been many success stories written on the sales effectiveness of radio, but the story behind the Howell Furniture Co. of Louisville is perhaps one of the greatest of them all when you consider the progress achieved by the company during 10 years of advertising on WAVE Louisville. It’s similar to the story of a man who started out on a shoe string and before long, thanks to his ingenuity, became owner of a shoe factory.

The man, in this case responsible for the advertising policy of the Howell Furniture Co., is Bert T. Howell, president of the organization, whose foresight and determination for success followed the excellent example set forth by his father, the late Clayton Howell.

The history of the Howell Furniture Co. began in May 1933 when, in the wake of the depression period, a partnership was formed between Clayton Howell and his son, Bert, marking the founding of a firm known as the Howell Auction & Storage Co. The firm comprised a staff of three employees whose business was devoted to the buying and selling of merchandise at auction, the storage of household effects, miscellaneous goods, equipment and whatever else anyone wanted to get rid of either by storage or sale. For approximately seven years small progress was made by the company and its future did not appear to offer any assured change for greater success. Well aware of the uncertain future of their business, Clayton and Bert Howell made a decision to begin dealing in new house furnishings. None of the firm was changed to Howell Furniture Co.

**Approached for Radio In 1940**

In 1940, soon after the store changed its name, a representative of a local radio station approached the Howells, urging them to call attention to their line of household furnishings by radio advertising.

Bert Howell listened with keen interest, for only a few years before he had learned what could be accomplished by radio advertising exclusively. He formerly had been associated with Montgomery Ward & Co. in Shenandoah, Iowa, where he had watched the amazing results obtained through radio advertising by Henry Field Co. and Earl May Co. Bert Howell had been convinced of radio’s effective selling power before the radio time salesman began his sales pitch, but it was a matter of deciding what type of radio advertising would work most successfully for their business. A meeting with the station representative and an advertising agency was arranged and, after discussing plans, it was decided that they take a trip to St. Louis and study the methods of radio advertising adopted there by several furniture stores. From the stores in St. Louis, which had successfully used radio for years, they learned the most results were obtained by using hillbilly musical groups.

With this knowledge they returned to Louisville, and upon finding a program opening on WAVE, the Howell Furniture Co. signed a year’s contract to sponsor Clayton McMichen and his Georgia Wildcats. “Cost of the one year contract on WAVE was more than the net worth of our entire company,” states Bert Howell. “And when we signed that contract for radio we built a bandstand in our store, making it the point of origin for the daily noon broadcast.”

**Series Is Innovation In Louisville Radio**

It was the beginning of something new in Louisville radio inasmuch as a local company never before had tried a program of this type as the one and only means of advertising merchandise.

Mr. McMichen was known for his work as an entertainer and showman in a few remote areas, but he was something new to the bulk of his Louisville-area radio audience. He had two problems that faced him. First he had to sell himself to the public and then in turn sell his sponsor’s products. From the start, his handling of the program was informal and down-to-earth and the arrangements of his catchy folk tunes quickly won the following of a large and loyal audience. Before long his theme song, “South,” an old Dixieland number, was known throughout Louisville and every rural town and hamlet in the WAVE coverage area.

“Crowds which attended the broadcasts were tremendous,” says Bert Howell, “and many sales were made before and after the broadcast. People would come from many miles to see the show. It was interesting to us that with this hillbilly advertising, 65% of our sales were rural. Although we knew the coverage of WAVE was approximately 150 miles, we didn’t expect that we would receive business that distant.”

That was the beginning of the...
BROADCASTING • Telecasting

Howell Furniture Co.'s venture into radio. Clayton and Bert Howell had "shot the works," signing a year's contract for more than the whole company's worth, but they didn't consider it a gamble. To them it seemed to be a good, secure investment, destined to pay off in profits when they were due. "The only advertising used by our firm was the WAVE program," states Bert Howell, "and in the first year we increased our sales from $58,000 the previous year to $326,000 and increased our net worth 12 times."

The amazing success of the first year of radio advertising for the Howells confirmed their belief in the medium by far exceeding their greatest expectations. They knew that with radio, plus the type of program designed to draw a maximum number of listeners, as well as a large daily store audience, they could count on equally productive years to follow. Year after year they renewed their contract to sponsor Mr. McMichen on WAVE, and several years ago supplemented their half-hour noon broadcasts with a program on WAVE, 6-6:45, with 15 minutes of Church in the Wildwood, 15 minutes of hillbilly records and 15 minutes of popular recorded music.

Live Talent Emphasized On Howell Shows

Although the Howells have added recorded music to their sponsored programs, they are of the strong opinion that talent is the key to radio advertising. The Clayton McMichen program is their continuous lure, bringing farmers from out of town, visiting celebrities who have heard of the program's high rating and drawing power, and town people who make it a point to attend the broadcast. Commercials on the program are handled by Ed Kallay, WAVE announcer.

The years that followed its first contract on WAVE continued to be highly productive for the Howell Furniture Co. and in 1948 two auxiliary stores were opened. "Prior to the use of WAVE advertising our firm consisted of three employees," says Mr. Howell. "At the present time, we are operating 11 trucks and have 81 employees."

The present day sales are approximately $15 million, with advertising expenditures of approximately $100,000.

When WAVE-TV began its first commercial telecasts in Louisville, Bert Howell watched knowingly. He realized that with the added feature of demonstrating and portraying products, the new radio-visual medium could be used successfully for selling his merchandise. It was not hard to decide on the type of program that could effectively use for television, because the crowds that came daily to his main store to watch Mr. McMichen and his Wildy supporters were unswayed. Those same people, and many more who perhaps were often unable to see him in person, would be well pleased to see their favorite on television.

On Feb. 7, 1950, the Howell Furniture Co. and Mr. McMichen teamed up for a weekly Tuesday, 7-7:30 p.m., television program on WAVE-TV. Background for the TV program was a huge photo mural of the city of Louisville with the Howell Furniture Co. marked with a white indicating arrow. Mr. McMichen played in the same style he had mastered in almost 10 years on WAVE and his television success was immediately assured. Noted for his ad lib remarks and original expressions, Mr. McMichen has stated: "For every man that wears a soup and fish tail, there's a hundred that wear overalls. So by granny, I feel I'm in a pretty good business."

To people unfamiliar with his stores, Bert Howell explains: "The fact that we have hillbilly advertising does not mean that we sell only low-priced merchandise. It is quite to the contrary and, surprising as it may seem, we find that we cater to the low middle and some high income groups. The majority of our trade is from the middle income groups."

10th Anniversary Plaque Awarded

June 1950 marked the 10th Anniversary of the Howell Furniture Co.'s exclusive radio advertising on WAVE and to celebrate the occasion WAVE presented Bert Howell with a bronze plaque commemorating "10 years of effective advertising" by the Howell Furniture Co. The presentation was made on a special commemoration program on WAVE-TV by La Veil Waltman, WAVE sales representative. In addition Mr. McMichen broadcast for eight years.

Bert Howell, proud of his 10th anniversary, was eager to pass on special benefits to his customers as a tribute to their loyalty throughout the years. It was decided that a big Radio Anniversary would be featured throughout the month of June with $1,500 in prizes offered to customers at each of the three Howell stores. In addition, each customer received a special premium at the discretion of Mr. McMichen and his band. The sale was given heavy on-the-air promotion, and the combined results 10 years of radio and Howell's efforts were rewarding. Following the June sale, the Howell Furniture Co. stores reported a 45% increase in sales as compared with the same period in 1949.

After more than 10 years, the amazing productivity of radio advertising continues for the Howell Furniture Co., illustrating the great potential of medium by medium co-operation with the U. S. Government and the local agency that handled the Howell account exclusively for many years. That's the success story of the Howell Furniture Co., and should you ever need a radio booster, there's none greater than Bert T. Howell.

Ex-Member Fires Back

AN "urgent communication" from the Radio Writers Guild Eastern Regional Council in New York to guild members last brought a fiery reply from former council members Welbourn Kelley and Daisy Amoury, Broadcasting has learned unofficially.

The council said Mr. Kelley came to its July 25 meeting with three documents. The first, a resolution that the Authors League of America, parent body of the RWG, be urged to offer the League's cooperation in any "nonpolitical or educational capacity" to the U. S. government, was tabled. The second, the Council said, read: The Council having refused to vote for or against cooperation with the . . . (government), now therefore be it resolved that in the present and continuing war crisis in which soldiers of the United States are fighting communist forces in Korea, the . . . (council) go on record as opposed to any cooperation with . . . (government) if such cooperation places the Guild or its members in opposition to communism.

"At this point," the council said, "the bad faith and lack of genuine conviction with which Kelley had brought his first resolution . . . stands out as apparent." The second resolution was ruled out of order. Whereupon Mr. Kelley submitted the third document, his resignation, stating the council had refused to cooperate with the U. S. Government and he found such association "distasteful." Having tabled the first resolution because of its doubtful constitutionality, the council continued, it rejected his resignation because it "deliberately misrepresented the actual proceedings of the meeting."

Trade Press Report

Subsequently a report of the meeting appeared in a trade paper [not Broadcasting], the council said, although Mr. Kelley had promised to "keep private and confidential all reference to his pending resignation." The report carried "allegations . . . to the effect that council is anti-Catholic and anti-American Legion." Whereas "the fact is that at a council meeting of July 11, 1950, in connection with reports by the fact-finding committee on blacklists, certain Catholic and Legion publications were cited for using smear material taken from or similar to that found in Counterattack. The reports of the fact-finding committee were made in accordance with the guild's resolution to combat the growing danger of blacklisting in radio and television industries. This cannot possibly be construed as an attempt at discrimination or on veterans' organizations.

Referring to the questionable constitutionality of Mr. Kelley's first resolution, the council said that the Guild and the League have always kept themselves in a position to talk for all members in regard to working conditions. In this way Guild and League have maintained enduring national unity of purpose within a group of people of widely divergent political and religious convictions, and any member of the council knew of Mr. Kelley's resolution before the July 25 meeting, it said.

The council then cited the reso-

(Continued on page 86)
GEORGE NAMED
Succeeds Patt at WGAR; Krause Promoted

CARL E. GEORGE was named vice president and general manager of WGAR Cleveland last week [CLOSED CIRCUIT, Sept. 4]. He succeeds John F. Patt, who was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPC Los Angeles) nearly a fortnight ago [BROADCASTING, Sept. 4].

Although only 38 years old, Mr. George is a 17-year veteran at WGAR. The appointment elevates him from vice president and assistant general manager. In that capacity, Mr. George had been working closely with Mr. Patt as head of the station's sales department.

Also moved up at WGAR was Elmer M. Krause from secretary-treasurer to station director. The appointments, announced by Mr. Patt Sept. 5, were part of a general realignment of executive personnel begun with the election of Mr. Patt by the stations' board of directors. G. A. Richards, chairman of the board, is the stations' chief owner. Election of Mr. Patt and promotion of Worth Kramer to succeed Harry Wimmer as vice president and general manager at WJR had been announced Aug. 28 by Mr. Richards.

Favorable editorial comment by the Cleveland Plain Dealer and The Plain Dealer was registered following Mr. Richards' announcement. The latter paper said Mr. Patt "had it coming. He has been one of the city's most potent workers."

Referring to FCC hearings on charges that Mr. Richards allegedly ordered the slanting of news presented over the stations, the Press said: "No breath of criticism ever could be brought against the fairness, the alertness and public spirit of WGAR. It [the appointee] is good for Cleveland because in spite of his promotion, Patt will remain here. His club, charitable and civic activities are too long to list here. . . ."

Along the same vein of praise for Mr. Patt, the News said "his attitude and approach here dates back two decades during which time he has shown himself to be a shrewd judge of public taste and a vigorous worker for civic projects."

Mr. George first learned radio at WALR Zanesville while still at college. He entered Cleveland radio after graduation, joining WGAR in 1934. He holds a law degree from Western Reserve U. Law School and is a member of both the Ohio State Bar and the Federal Communications Bar Assn.

Up from the ranks, Mr. George began his radio work in programming. He became program director in 1941, a year later he was made director of operations; assistant manager in 1943, and in 1948 he added vice president to his title.

In 1948, Mr. George served as the station's correspondent in the Pacific.

Mr. Krause, 42, has been a member of the WGAR staff since the station's opening in 1930. Accountant and office manager, Mr. Krause in 1948 became secretary-treasurer. During the war he served as a major in the Air Force.

AD COUNCIL
Lauds Media Cooperation

THE Advertising Council last week announced its biggest "peacetime" year in history. Utilizing all media, the Council reports outstanding results in each of its 51 campaigns of the fiscal year, 1949-50.

Radio and television played a large part in the campaigns of such projects as American Economic System, American Heritage, American Red Cross, Armed Forces Prestige, CARE, Community Chest, Stop Accidents, United Nations Day, U. S. Savings Bonds and Forest Fire Prevention. Nationwide radio coverage was provided by sponsors for spots through the radio allocation plan, through sustaining programs on networks and by local stations. The advertising agencies as well contributed their radio creative talents.

The Council reports that total listener-impressions for the year were 15,354,070,000 on radio alone. Television support of the cooperative campaigns has increased as its growth has boomed. The four TV networks, TV sponsors and local stations have requested and used the information provided in the Council's TV bulletins. Fall plans point to even greater television usage.

BROADCASTING • Telecasting
NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO’s Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a $400,000 investment, this new equipment not only improves WHO’s transmission, but also brings two hundred thousand new people within WHO’s .5 millivolt contour — nearly three million new people within WHO’s nighttime fading zone!

Here are the figures:

<table>
<thead>
<tr>
<th>Area Inside .5 Millivolt Contour (Square Miles)</th>
<th>BEFORE</th>
<th>NOW</th>
<th>INCREASE</th>
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</thead>
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<tr>
<td>Area Inside .5 Millivolt Contour</td>
<td>84,500</td>
<td>89,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Population Inside .5 Millivolt Contour</td>
<td>3,890,000</td>
<td>4,100,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Area Inside Nighttime Fading Zone (Sq. Miles)</td>
<td>73,000</td>
<td>125,300+</td>
<td>71.6%</td>
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<tr>
<td>Population Inside Nighttime Fading Zone</td>
<td>3,162,400</td>
<td>6,996,300</td>
<td>92.7%</td>
</tr>
</tbody>
</table>

*Area of Iowa is 52,680 sq. mi.*

Population figures based on 1940 Census.

NEW AM EQUIPMENT

WHO’s new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO’s Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO’s frequency. This model test made it possible for WHO’s engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna’s design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO’s major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO’s determination to provide its listeners with top-notch radio service . . . its advertisers with outstanding radio values.

The 1950 Iowa Radio Audience Survey gives further evidence of WHO’s leadership . . . reveals that WHO is “listened to most” by 37.5% of Iowa’s radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

†The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,215 Iowa families, scientifically selected from Iowa’s cities, towns, villages and farms. It is a “must” for every advertising, sales or marketing man who is interested in radio in general and the Iowa market in particular.

WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
MUZAK Corp. revived its FM subscription radio proposal last week—a pay-as-you-listen technique suggested and then abandoned by the background music firm five years ago during FCC’s general allocation proceeding. Its new name is “narrowcasting.”

A distinct, new, nationwide FM service competitive to AM was seen as the potentiality for narrowcasting.

In support of its renewed proposal, Muzak explained FM broadcasting has failed to evolve as a distinct new service and nearly all 700 of the FM outlets now on the air are merely duplicating AM programming. Lack of economic support for FM and continued withdrawal of FM operations also were cited.

The revived proposal was contained in a request filed with the Commission to amend an earlier Muzak petition seeking changes in the FM rules which would recognize the wireless “beep” music operations of some existing FM stations and also permit Muzak to abandon its telephone networks. [BROADCASTING, Jan. 28]. Muzak contended this “beep” operation by some FM stations—the furnishing of a special non-broadcast service to paying customers via a supersonic signal multiplexed upon the regular FM program—is of questionable legality and hence seeks specific approval. Doubtful legality of transcasting and store-casting also was cited as requiring classification.

If Commission consent were granted, Muzak indicated it proposed to negotiate with FM stations to channel its various background music services to paying customers via the “beep” technique. Muzak contended this would mean new revenue for FM stations, lower customer charges and extended operations. Muzak now has some 75 franchisers operating via telephone lines in some 200 cities in the U. S. and abroad.

Direct Payment

Muzak explained the narrow-casting service “would be paid for directly by the listening public in stead of being paid for indirectly by purchasing advertised products.” In operation, Muzak explained, “the plan involves the use of a simple, small patented device installed in the home radio receiver to filter out a sound super-imposed upon the transmitted signal which would make ‘beeping’ and other garbled sound while sets of subscribers, equipped with the patented device, would reproduce the program clearly.

The proposal originally was made by Subscription Radio Inc., a Muzak subsidiary. Muzak’s new petition was filed by its Washington counsel, ex-FCC Chairman Paul A. Porter of Arnold, Foss & Porter. The petition noted:

It would appear that the present use of nationwide service for broadcasting has not developed a new nationwide service and that the Commission’s acquisitive use of the use of these frequencies for narrowcasting in its various forms and to selected groups of listeners does not give promise of the development of a full-scale FM service which would make the maximum and most efficient utilization of the frequencies involved. In brief, the present uncertainties in FM operations if not removed can only result in a patchwork system in which the majority of the licensees will continue merely to duplicate AM programs and the resultant creates in attempts to obtain supplementary sources of revenue by methods of dubious legality, all of which would appear to contribute to the continued degradation of the service.

Nationwide System

For this reason, Muzak petitioned FCC to adopt its narrow-casting or subscription radio proposal “in order that one or more FM stations in the principal markets will be permitted to enter into arrangements with Muzak and others to employ such a system on a nationwide basis. This would afford the opportunity for Muzak and others who desired to enter the field to promote actively the sale and distribution of FM receivers in the homes as well as commercial institutions and would provide a new distinctive service to the public in competition with existing broadcasting services now rendered by AM stations.” Muzak contended only in this manner could the development of FM as a nationwide service be assured.

PER INQUIRY

Ex-Sponsor Makes Offer

PER INQUIRY offer has been submitted to stations by Mutual Benefit Health & Accident Assn. of Omaha, a former buyer of radio time. The offer was submitted on behalf of the company by Leo Shaw Advertising, New York. Continuity submitted by the agency calls on the audience to ask for information. Payment of $1.25 net per response (mail or phone) is offered.

It is understood the company authorizes co-op advertising for which it pays one-half. As one station manager pointed out: "Why should stations take a chance on PI when the company itself authorizes co-op advertising?"
KOA leads every station in Colorado-Wyoming 53% of the time

The Colorado-Wyoming Diary Study* presents positive proof that KOA delivers more people more hours each day than any other station in both states. Here’s the story:

- KOA leads every station 276 quarter hours per week (53% of the time).
- KOA’s afternoon audience is almost three times as large as the next station.
- KOA’s evening audience is 60% larger than the next station.

- KOA has a larger audience in many periods than all other stations in Colorado and Wyoming combined.

If you have a client whose sales in Colorado and Wyoming are lagging, switch to KOA. No other advertising medium in either state will tell his story to so many people so effectively.

*Conducted by Research Services, Inc. April, 1950. Copies are available without cost from Radio Station KOA, Denver.
ELWOOD RESIGNS
Retained as NBC Consultant

JOHN W. ELWOOD, general manager of NBC's owned and operated KNBC San Francisco, last week announced his retirement effective Oct. 1.

Mr. Elwood, who is a veteran RCA and NBC executive, will be retained by NBC as special consultant.

No successor has been named.

Mr. Elwood joined NBC in 1928 as assistant to the president, after serving as secretary of RCA for five years. In 1928 he became manager of the network's New York program department and two years later was elected a vice president.

In 1933 he resigned from NBC and for the next seven years served variously as director of radio of the Republican National Committee, as a public relations counsel and secretary of the Will Rogers Memorial Committee.

In 1941 he returned to NBC as manager of the International Shortwave Department. He was assigned to the network's San Francisco station, whose call letters were then KGO, in 1942.

Ad Women Course

THE 82d survey advertising course, sponsored annually by Advertising Women of New York, will open for registration Oct. 4. Lectures by advertising authorities will begin Oct. 9 and will be held every Monday evening for 24 weeks at the Waldorf Astoria Hotel. Further details of the course will be released later.

PLAY PREDICTOR

Dr. Meier Develops Method

AUTHORS, actors, directors and other people involved in the presentation of stage and radio plays and movies may be saved a lot of worry and expense in the future.

Dr. Norman C. Meier, U. of Iowa psychologist, said last week he believes he has developed a scientific method for determining whether a proposed new production would be a hit or a flop. Reporting to the annual meeting of the American Psychological Assn. at Pennsylvania State College, Dr. Meier told of two years' tests with a machine he has developed for studying audience reaction to "every moment" of a play or script being tried on a test audience.

Referring to the economy involved, he said "from the experiments and test runs, it is evident that they [plays] are produced on an expensive scale."

ADVISORY GROUP

Elected by Manufacturers

FIRST steps to set in motion a manufacturer's advisory service to work with top government policy officials in connection with electronics production were taken last Tuesday by the new Joint Electronics Industry Committee at a meeting in New York.

Set up Aug. 8 by Radio-Television Mfrs. Assn. and the National Security Industrial Assn., the committee elected Fred B. Lack, Western Electric Co., as chairman. The committee originally had been designated National Electronics Mobilization Committee.

Other officers elected by the committee at its organization session were H. G. Beauregard, of Washington, secretary; Commodore J. K. Richards, executive director of NSIA, treasurer; Patterson Humphrey, NSIA, assistant treasurer; John L. Sullivan, former Secretary of the Navy and a member of the law firm of Sullivan, Barr & Shea, counsel. Headquarters will be maintained at 804 Ring Bldg., Washington.

Committee Members


Geddes Honored

BOND GEDDES, who retired Aug. 1 and executive vice president and secretary of Radio-Television Mfrs. Assn., last week was elected to life membership in the Washington Trade Executives Assn. Mr. Geddes had served with United Press in Washington and later headed the Associated Press bureau before joining the trade association. He is a charter member of the Trade Executives Assn. in Washington. His contribution to the group was lauded at a luncheon held in the Mayflower Hotel, Washington, by Robert C. Hibben, president. Mr. Geddes continues as a consultant to RTMA.
Washington transit radio audience doubled by Oct. 1

From the very day Transit Radio started, it’s been the fastest growing new advertising medium in America. And no wonder!

It delivers your radio message to street car and bus riders at the lowest cost-per-thousand. And you get the home FM audience as a big plus.

Transit Radio delivers a counted audience. You know exactly how many people you’re reaching.

You can buy a selected audience. Men and women riders; inbound, outbound; special hours—you buy precisely what you want.

On October 1, additional installations in Washington will bring the total to 450 vehicles—double the previous number.

Result stories already in our files are amazing. For full information on rates, audience, availabilities, call or write Transit Radio, Inc., 250 Park Avenue, N. Y.—Mu. H. 8-3780. In Chicago: 35 E. Wacker Drive—Financial 6-4281.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Boston Suburban-WHAV, WLYN
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evanville, Ind. WMLL
Flint, Mich. WJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul WMIN
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

WWDC is Washington’s dominant independent
SECURITY BILLS

CHARGES that pending legislation advocated by the Republican wing on Capitol Hill would, if enacted, constitute “thought censorship” and would drive the Communist Party underground were leveled in the Senate last week amid debate on a number of bills dealing with security control legislation.

At the same time President Truman told a news conference that he would veto the bill sponsored by Sen. Pat McCarran (D-Nev.) if it passes Congress in its present form. The McCarran proposal (S 4037) encompasses provisions of the original plan drafted by Sens. Karl Mundt (R-S. D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.) and approved by the Senate Judiciary Committee.

The President said he favored a new proposal introduced by Sen. Harley Kilgore (D-W. Va.) and backed by at least five other administration supporters. The Senate was expected to vote on security legislation late Friday or early this week.

The House already has passed a security measure (HR 9490), sponsored by Rep. John Wood (D- Ga.) and patterned after the old Mundt-Nixon bill, co-sponsored by Rep. Richard Nixon (R-Calif.). Reps. Wood and Nixon are members of the House Un-American Activities Committee, which has held lengthy hearings on communism [Broadcasting, Sept. 4].

The House-approved plan would require Communist “action” groups to label in advance all radio and television programs with the source of sponsorship. The administration proposals, including the Kilgore substitute (S 4130) introduced last Wednesday, are designed to tighten internal security by curbing espionage and sabotage, and contain no provisions requiring sponsor identifications.

‘Reasonable Grounds’

Under the Kilgore proposal persons may be seized if there are “reasonable grounds” they are subversives, including (1) record of membership in the Communist Party after Jan. 1, 1948; (2) actions which indicate they “may” commit or have committed sabotage or espionage. It would direct a roundup of Communists in the event of an emergency.

Meanwhile, William M. Boyle Jr., chairman of the Democratic National Committee, urged Senate Democrats to support the administration — either the Kilgore proposal or the first initial Democratic measure introduced by Sen. Warren Magnuson (D-Wash.) Aug. 17 after President Truman had attacked the Mundt-Ferguson plan.

“The need for this effective legislation sought by the President is urgent,” Mr. Boyle stated. “It is equally important that we avoid hysterical action which would do more harm than good. We must also be vigilant to protect the basic liberties of law-abiding citizens.”

Apprised of the President’s intention to veto the McCarran measure, Sen. Mundt declared Thursday that “either Congress can override the veto or the Communists can override the country.”

Almost simultaneously, J. Edgar Hoover, FBI director, asked the Senate Appropriations Committee, holding closed hearings on supplemental requests, for more funds to keep a continuing check on Communists and subversives. He was quoted as saying that the FBI could round up nearly 12,000 known Communists if war is declared, and that complaints of sabotage and espionage have tripled since the Korean outbreak.

Lehman Challenged

Challenging Sen. Herbert Lehman (D-N. Y.) on the Senate floor, Sen. Mundt said that neither the McCarran nor Mundt bills would lead to “thought-policing.” He pointed out that the Communists would retain “every single legitimate political privilege and freedom to function” now enjoyed by the Democrats and Republicans.

Referring to radio labeling of TV and publication matter, he said:

“There is no thought-policing in the bill. There is no censorship ... In fact, we would compel the Communists to register ... without censoring ... Let the Communists assume responsibility for their propaganda ...”

He scored the administration bill for failing to require labeling of all propaganda and for omission of any mention of Communists and added: “It does not even make them identify their broadcasts on the radio. That bill would perpetuate for the Communist Party a cyclone cellar of concealment, which is denied to the very Democrats who joined in, sponsoring (it).”

With respect to a provision covering communication by government employees with known foreign agents of certain information “classified” by the President as affecting U. S. security, Sen. Mundt asserted:

“If a person is deliberately prying into classified information, information which he knows is classified, that is espionage and I do not think we ought to legalize such action on the part of anybody.”

Sen. Lehman charged that the McCarran bill would “endanger” our national security, drive Commonwealth...

Two cities - South Bend and Mishawaka - are the heart of the South Bend Market

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

Be sure to count both cities when you study this market. It makes a big difference. Here’s how: In 1948, South Bend ranked 90th in the nation in food sales, with a total of $35,129,000. But when Mishawaka’s 1948 food sales are added, the total becomes $45,385,000 — and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

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

And only WSBT covers all of this market.

McCarran Bill Faces Veto

(Continued on page 32)
Tape recording helps the Hormel Girls put on three shows at once!

WEEKLY SHOWS by the traveling Hormel Girls’ Corps are put on before live audiences and recorded on tape. The tape is then edited into a smooth, evenly paced half hour show, “Music with the Hormel Girls”, broadcast on Saturdays over CBS, Sundays over ABC. This arrangement simplifies scheduling of the live show and makes it possible for the girls to participate in parades, conventions and promotions besides having Sundays free.

NEW ARRANGEMENTS, program ideas and talent auditions for the Hormel show are recorded on tape and shipped to the sponsor for approval. Tape’s high fidelity, easy portability and instant playback make all kinds of recording jobs simpler. Editing is easy too—just snip and splice with “Scotch” Splicing Tape.

REHEARSALS ARE TAPED and carefully studied by the Hormel girls. Flaws are easily caught, quickly corrected this way. The tape captures every note, every inflection, reproduces them with matchless fidelity. There is no needle scratch, crosstalk, kinking or backlashing. Recordings may be replayed thousands of times without loss of quality, and tape may be erased and re-used over and over again.

IMPORTANT! There’s more than one brand of sound recording tape on the market. For quality, insist on the “SCOTCH” brand in the distinctive plaid-decorated box. Used exclusively on major networks and in master recording for top record manufacturers.

His Joint Efforts Make Good Radio Connections

Selling pipe joints directly isn’t one of his additional enterprises—but it symbolizes the direct connection that he lines up between his sponsors and their customers. As stated by the Empire Tire Company to KBMY, both of Billings, Montana:

“We have found that the prestige of an outstanding commentator has increased our ‘drop-in’ trade by at least 300%. In addition, Fulton Lewis, Jr. has served as an ‘introduction’ for our salesmen in their calls on business and professional men in and around Billings.

“Our sales have shown a very marked increase since we started . . . and we have experienced at first hand a tremendous amount of good will arising from the program. These splendid results are most pleasing to us and will be the decisive factor in our future advertising plans.”

The Fulton Lewis, Jr. program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, New York 18 (or Tribune Tower, Chicago 11).

PARTY BUDGETS

Radio-TV Election Plans Still Pend

PARTY budgets governing the use of paid radio and television air time during the forthcoming Congressional elections were explored by Democratic and Republican campaign officials during the past fortnight, but preliminary details are being withheld pending recess of Congress.

Democratic National Committee-men said last week that the party is working out plans for the fall elections, but added that details would be unavailable until after Congress recesses and until they have definitely crystallized. GOP spokesmen also declined comment, but pointed out that radio-TV budgets would be determined largely by those individual members of Congress involved in the fall campaign.

Democratic spokesmen already have indicated that the national committee may allocate between $100,000 and $200,000 for network time purchases, while the Republican National Committee felt the GOP will “use more” radio-TV than it has in the past, mostly on the state and local levels [BROADCASTING, Aug. 14]. The national committee will set aside a $3 million fund for all “contingencies.”

Most of the share earmarked for radio and television presumably will be spent on the regional and state levels.

TV Will Have Role

For the first time in an off-year election, television is expected to assume its role, with legislators utilizing TV film and live programs to sway their constituents. These would supplement the usual transcribed and live broadcasts by members. Republican committee-men emphasize, however, that far more stress will be laid on radio because of the category, to be expended from the Democratic National Committee’s central fund.

NARND MEET

To Visit WTMJ Newsrooms

MEMBERS of the National Asso. of Radio News Directors and their wives will view operations of the newsrooms at WTMJ-AM-TV Milwaukee on Nov. 15—e ve of NARND’s fifth annual convention. The convention will be held in Chicago, Nov. 16-18.

The pre-convention visit to Milwaukee was arranged because many of the association’s members have expressed desires to see WTMJ’s radio city, according to Ben Chatfield, WMZQ-Macon, Ga., first vice president of NARND in charge of the convention program. Jack Krueger, WTMJ news director, and members of his staff will explain the stations’ operation to the visitors. In addition, Mr. Krueger said Blatz Brewery will host a luncheon, and will take the group on a tour of the brewery.

Security Bills

(Continued from page 30) Communist “completely underground,” and set up as “criteria of guilt a long series of standards which are so dangerously vague as to constitute . . . a grant of unlimited power to punish for almost any kind of unorthodox thinking.” . . . “Good American Organizations”—labor unions, church groups and others—could be charged with “being Communist fronts.” Sen. Lehman referred to the section of the Mundt-Perronson bill which defines front organizations as those which “do not deviate from those of any Communist political organization, Communist foreign government, or the world Communist movement.” The bill, he charged further, enters the field of “determining whether a man has dangerous thoughts or ideas.”
A million people waiting at the station! (STATION KSL)

In Intermountain America, you need go no further than 50,000-watt KSL to sell the more than a million people.

All week long, inside Salt Lake City, KSL is the listeners' first choice with 50% more listeners than any other station.* Throughout all Intermountain America, KSL is the listeners' first choice by more than three to one . . . captures the biggest audience in 68.1% of the weekly quarter-hours!**

And that's not all. KSL delivers its big audiences where you deliver your product. For KSL's primary BMB listening area matches the vast Salt Lake City Wholesale distribution area almost exactly, county for county.

To make your customers in this 750-million-dollar market stop and shop for your products, get aboard 50,000-watt KSL. You'll make headway with more customers at less cost than any other station or regional network!

KSL
SALT LAKE CITY
50,000 WATTS
CBS REPRESENTED BY RADIO SALES

*Salt Lake City Hooper, December 1949—April 1950.
**From the only complete study ever made in the entire Salt Lake City marketing area — Benson and Benson Diary Study, 1949.
Advance figures from U.S. Census Bureau show the AUGUSTA, GEORGIA METROPOLITAN AREA HAS 161,991 PEOPLE.

BROADCASTING • Telecasting

DEFENSE

DEFENSE DEPT., recruiting officials last week were studying overall funds allocated by Congress, with an eye to weighing the proportionate share to be channeled to radio, television and other media during the new fiscal year commencing last July 1.

President Truman signed the 1950-51 omnibus appropriations bill (HR 7786) last Wednesday after Congressional conferences had cleared the single-package measure containing an approximate $1,591,600 outlay for joint Army-Air Force advertising needs [BROADCASTING, Aug. 29].

Lt. Col. Donald J. Wilkins, Air Force official in charge of recruiting campaigns for the two services, said last week that no expenditures for radio and television media could be set until after Defense Dept. officials have thoroughly studied the department’s allocation on the basis of the military’s special occupational needs.

He pointed out that this situation probably would remain unsettled throughout the current year because of the nature of the Korean conflict, but emphasized again that radio-TV will receive a substantial share of all expenditures. Their share is expected to approximate roughly 40%—or $656,400—of the overall ad budget [BROADCASTING, Feb. 27].

Needs Are Variable

Complicating the problem of channeling funds to different media, Col. Wilkins said, is the fact that needs for different specialist groups vary from month to month in line with short-term objectives of the services, and that certain technical magazines might best serve recruiting interests in certain instances. During the July-August campaign, he noted, funds were siphoned to broadcasting media to promote enlistments of communications, electronics and other related specialists in the Air Force. Funds concentrated on Army needs the previous month.

Col. Wilkins confirmed last week, however, that the Army and Air Force had spend upwards of $800,000 for a joint campaign from May 15 to Aug. 15—an average of about $100,000 for each 30-day enlistment drive.

With respect to ad funds, Col. Wilkins noted that additional appropriations probably will stem from the $10 billion supplemental defense bill now before the Senate Appropriations Committee. Measure already has passed the House.

Proof of Effectiveness

Furthermore, effectiveness of radio and video announcements has drawn the praise of local recruiting centers in such cities as Boston, Washington and New York, he added. In the recent drive, 752 stations were used.

In point of concrete results, he further observed, both the Army and Air Force exceeded their enlistment objectives for the recent July-August campaign. The Army had sought 14,000 enlistments and counted 19,864; the Air Force had set a goal of 11,875 and numbered 12,248.

Total recruiting ad outlay for the four major services—Army, Navy, Air Force and Marine Corps—was $7,580,102, as requested by the Budget Bureau. The figure covers funds in both the regular and supplemental appropriations bills. Only a portion of the $74 million sum was contained in the bill signed by the President last week.

D. M. Bradham Named

DOUGLAS M. BRADHAM has been appointed manager of WTMA Charleston, S.C., succeeding Robert E. Bradham, who resigned to operate a business of his own, it was announced last week. Douglas Bradham formerly assistant manager and chief engineer, assumed his new duties Sept. 1. He designed and built WTMA in 1938. The station went on the air with the 250 w a year later. He also directed the station’s expansion program in 1947-48 when WTMA went to 5 kw daytime, 1 kw nighttime with FM power of 49 kw.

NATIONAL Lutheran Radio Week will be observed from Oct. 29 to Nov. 4.
TOO PRECIOUS TO WASTE!

The needs of national defense, coming at a time of peak industrial production, have made freight car space a precious commodity... too precious to waste!

Freight cars are in the hands of shippers and receivers of freight about half the time—in the hands of the railroads the other half. Anything that either shippers or the railroads can do to speed up the movement of freight cars and reduce the time they are not in use will make more cars available for the movement of the nation's traffic.

HERE'S WHAT THE RAILROADS ARE DOING!

The railroads have moved rapidly to provide the nation with the transportation it needs. They are ordering tens of thousands of new freight cars for early delivery and will continue to acquire cars to bring ownership up to 1,850,000. They are stepping up their car repair and rebuilding program to put additional thousands of cars at your service. In addition, the railroads have pledged themselves to secure the utmost efficiency in the use of cars. This is being achieved by—

- speeding up road haul and terminal movements
- heavier and faster loading and unloading of company material
- better handling of cars
- prompt embargoes to avoid congestion

HERE'S WHAT SHIPPERS CAN DO!

Shippers can help immeasurably by—

- loading and unloading cars quickly
- furnishing billing promptly
- loading cars as heavily as commercial requirements permit
- unloading cars completely, including bracing and blocking

Shippers and railroads working together have licked big jobs before—and, with the same sort of teamwork, they will do it again.

Listen to THE RAILROAD HOUR
Every Monday evening on NBC

Association of American Railroads
WASHINGTON 6, D.C.
WRITERS WAR BOARD

MAGNECORDER Professional Tape Recorders Fit every purpose — every purse!

FOR FIDELITY
No other recorder offers such high fidelity of such a low price! Frequency response 50-15 kc at 2 db. Signal-noise ratio: 50 db. Flatness less than 0.3%. Meets N.A.B. standards.

FOR FLEXIBILITY
For delayed studio or network broadcasts, a Magnecorder can be mounted in a rack or console cabinet. For remotes, slip it into its really portable cases. Amplifiers for every purpose single or multi-channel.

FOR FEATURES
Magnecorder sets the pace! New or old, your Magnecorder can have 3 heads (separate erase, record, and playback heads) to admit monitoring from the tape. 3 speeds (15", 7½" and 3½" — up to an hour on a 7" reel) now available on both PT6 and PT63 equipment. Magnecorders are fail-safe, sturdy! Features to fit your every need.

Write for NEW CATALOG

MAGNECORD, Inc. Dept. B9
366 N. Michigan Ave., Chicago 1, Ill. 
Send me latest catalog of Magnecorder equipment.

Home

Company

Address

City

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WRITERS WAR BOARD

MAGNECORDER

PROFESSIONAL TAPe REcORDERs Fit every purpose — every purse!

FOR FIDELITY
No other recorder offers such high fidelity of such a low price! Frequency response 50-15 kc at 2 db. Signal-noise ratio: 50 db. Flatness less than 0.3%. Meets N.A.B. standards.

FOR FLEXIBILITY
For delayed studio or network broadcasts, a Magnecorder can be mounted in a rack or console cabinet. For remotes, slip it into its really portable cases. Amplifiers for every purpose single or multi-channel.

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Write for NEW CATALOG

MAGNECORD, Inc. Dept. B9
366 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord equipment.

Home

Company

Address

City

Grant Avenue...
You can't see Blaw-Knox engineering—*but it's there!* You can't see Blaw-Knox experience in tower-building—*but it's there.* You can't see efficiency and strength and durability—but they're all there—when the towers are built by Blaw-Knox.

...A quotation will prove that there's no premium on Blaw-Knox quality.

**BLAW-KNOX DIVISION**

**OF BLAW-KNOX COMPANY**

2038 Farmers Bank Building, Pittsburgh, Pa.

Mexico—Miguel Pereyra, director of telecommunications; Arturo Angeles; Leon Santana,ODECO; Carlos Nunez Arellano, Zzte Assn.; Neal McNaughten, G. C. Mendoza, who was a leader of the original NARBA movement; Dr. Ricardo Barahona, of the Cuban Embassy; and Jose J. Sentamut, director of radio. Cuban technical advisers: Eduardo Hector Alonso, Federation de Radiosurcos; Lorenzo Barquin, Union Radio; Carlos J. Estrada Castro, Radio Progreso; Roberto Garcia-Serra, Radio Garcia-Serra; Ventura Montes Martinez, of Havana.

U. S. DELEGATION is headed by FCC Commissioner Rosal Hyde (seated, second from right), with Capt. John S. Cross of the State Dept. (seated at Comr. Hyde’s right) as his chairman. Advisers include (from left) Benita Gugino, FCC; Neal McNaughten, NAB; Joseph M. Kittner, James E. Barr, and H. Underwood Graham, FCC.

A card or letter to us, or to Free & Peters, will bring you this WDBJ BMB Area presentation which includes:

- Official BMB Coverage Map
- Latest Market Data—BMB Counties
- Preliminary 1950 Census Figures
- Comparative BMB Coverage Graphs

Handily bound for filing and perforated for three-ring binder.

OWNERSHIP

FCC Surveys KSUA, KENE

ISSUES concerning ownership details were announced by FCC last week in hearings the Commission has designated for application of KSUA Santa Paula, Calif., and KENE Belden, N. M.

License renewal application of KSUA, assigned 250 w fulltime on 1400 kc, was set for hearing Nov. 27 in Santa Paula while bid of KENE, assigned 250 w on 1230 kc, for license to its construction permit was set for hearing Nov. 14 at Belden.

FCC reported it had approved a transfer of control of KSUA in August 1949 to Neal Van Sooy and associates “on the basis of representations made therein that the actual transfer...had not been consummated.” The Commission order indicated, however, it had received evidence alleging that Mr. Van Sooy “had been in complete control of Station KSUA since March 1, 1949.” FCC wanted to determine whether control had been improperly transferred in violation of its rules.

In its order concerning KENE, the Commission stated it wished to learn whether all stock transfers had been properly reported and to determine the qualifications of the permittee, particularly those of “Donald H. Crandal, executive vice president and chairman of the permittee’s board of directors, in view of his alleged conviction, on Feb. 10, 1950, on charges of entering false claims against the United States Government.”
America's unceasing rivers of hot, molten steel are one of her great basic strengths.

These rivers of steel were growing during the cold war. They are growing now. Many companies are increasing their capacity to make steel. They will add more than 6 million tons to the flood.

It takes lots of steel to fight off aggressors, and it takes lots of steel to supply you the cars, home appliances, building materials and many other things which you buy for your daily comfort and safety. That's why we think you will be vitally interested in these facts about the steel industry.

How much steel does America pour?

The steel industry in the United States is one of the fastest growing major industries in the world. It has successfully met an increased demand of more than 40 per cent in the past 10 years...outproduced all other countries of the world combined over this period...now has a total annual capacity of over 100 million tons.

How does this compare with Iron Curtain countries?

Latest available estimates give the Iron Curtain countries over 30 million tons or about one-third our annual production. We have consistently poured far greater quantities of steel than any police state, and have increased our capacity almost 19 million tons since 1940.

Why do American companies outstrip entire governments in making steel?

It's not a magic formula...it's people...people with room to work in...to struggle with everyday problems...to make more products better...to stand up to competition...to profit from their work. This is the reason why the steel industry outstrips any government production plan.

If there's so much steel, why shouldn't we buy steel products freely?

Americans are being shot at! The Army, Navy and Air Force need more steel. At the same time some home folks are increasing their buying. This is wrong. The defense of your home comes first. Everybody will have to exercise self control. In effect you increase America's supply of home-front products when you buy only those things you really need.
**AUGUST ADDITIONS**

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**AYEAR COAST MEET**

**Speakers Are Listed**

NEW technical developments and industry trends will highlight the Institute of Radio Engineers annual three-day West Coast convention in Long Beach, Calif., Municipal Auditorium, starting Wednesday (Sept. 13).

Of major interest will be two talks on color TV. Dr. Charles Willard Geer, professor of physics, U. of Southern California, will discuss "The Geer Tube for Color TV Reception." Robert T. Cotellessa of Allen B. DuMont Labs is to talk on "The Television System for Industry." A technical paper by John Hessel of the Signal Corps Engineering Labs is titled "Signal Corps High-Frequency Radio Communications Research and Development."

Dr. Frederick E. Ternan, dean of engineering at Stanford U., will give the keynote address on the opening day. Talks also are scheduled by Dr. John R. Pierce of Bell Telephone Labs, C. Veronda and V. Learned of Sperry Gyroscopic Co., S. H. Dodd of Massachusetts Institute of Technology, Dr. Robert T. Ross, professor of psychology at Stanford U., and Ernest H. Schreiber, engineer, Pacific Telephone & Telegraph Co. FCC Commissioner George Sterling will be banquet speaker Friday night.

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**KMBC VS. AFRA**

**NLRB Hears Oral Argument**

ORAL argument on an AFRA charge that KMBC Kansas City, Mo., had committed unfair labor practices and on union objections to a trial examiner's findings which dismissed the complaint was held last Thursday before the National Labor Relations Board in Washington. A final decision is expected sometime next month, authorities said.

Officials of Midland Broadcasting Co., licensee of KMBC-AM-FM and KFMR Concordia, told the board that it did bargain with the union; that private contracts governing use of talent were modified to conform to AFRA pacts and that the union involved agreements to settle on an individual basis with AFRA, not before the labor board.

The union charged that the station had refused to bargain on the limitations of private contracts negotiated through its KMBC Artists Bureau, which serves as a talent clearinghouse, and that the private contracts "detract" AFRA agreements and invade the union's collective bargaining field. It was represented last week by Saul Pryor, AFRA national counsel.

Myers D. Campbell, NLRB trial examiner, ruled earlier this year that the original complainant, Sherwood Durkin, an announcer, did not prove his allegations against the station, and dismissed charges of unfair labor practices [BROADCASTING, Feb. 13]. AFRA then filed objections to the recommendations and requested oral argument before the board. Hearing was first held in July 1949. AFRA signed a contract with KMBC in 1946.

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**A FAIR SHAKE**

**Policy Aids Medley Campaign**

AN UNCONDITIONAL offer of free time to his campaign opponents was the policy of a prominent Tennessee radio man running for county judge in Putnam County. This very policy is being cited by state political observers as one big reason for the landslide victory of Luke Medley, president and station manager of WHUB Cookeville. Too, it marks the first time in 32 years that a Republican has held the county's chief executive administrative post.

He won the general election by a two-to-one majority despite the fact that Putnam County is predominantly Democratic and that Democrat nomination is tantamount to election. Judge Medley reportedly received the largest majority ever given a Putnam County candidate in either a primary or regular election. He was sworn in Sept. 1.

Judge Medley, in offering the free time, stated that he believed in "fair play in everyday life, business and politics."
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*--

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

Yes, the Fetzer Broadcasting Company stations are far and away your best buys in Western Michigan!

WKZO-TV is the newest addition to the family. Beaming a sharp, Channel-3 picture to 60,000 TV sets in Western Michigan and Northern Indiana, WKZO-TV offers the very best in local and network programming—is just as outstanding in video as WKZO and WJEF are in radio.

On the AM side of the picture, WKZO, Kalamazoo, and WJEF, Grand Rapids, continue to give advertisers more listeners for less money. By projecting WKZO-WJEF Hoopers (tops in each city!) against the number of radio homes in the two cities, you find that they get 66% more listeners than the next-best two-station choice—yet cost 20% less! New BMB figures prove top coverage in rural areas, too.

Get all the facts, today! Write to us or ask Avery-Knodel, Inc.

*Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.

---

WJEF Kalamazoo and Northern Indiana (CBS)

WKZO-TV Grand Rapids and Kent County (CBS)

WKZO Kalamazoo and Greater Western Michigan (CBS)

ALL THREE OWNED AND OPERATED BY FETZER BROADCASTING COMPANY AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
VOICE EXPANSION

Urged by Benton, Others

PLEA that the U. S. step up its psychological peace offensive through Voice of America broadcasts and other activities to combat Russian propaganda was renewed in the Senate last Tuesday by Sen. William Benton (D-Conn.), author of a voice-expansion proposal and advocate of a worldwide radio network.

Earlier the House Foreign Affairs Committee, which had approved a bill to create a Cooperative International Relations Commission [Broadcasting, Sept. 4], issued a report calling attention to "the rapid development of television as an information medium," and urging exploration of possibilities "in the field of government information and educational activities."

Eisenhower Quoted

In calling for a strengthened Voice of America, Sen. Benton quoted Gen. Dwight Eisenhower as stating that the U. S. is falling behind because "Communist stations overpower it (the Voice) and outflank it with a daily coverage that neglects no subject or dialect, no local prestige, no psychological service, no local aspiration, weaving a fantastic pattern of lies and twisted facts."

This situation, Sen. Benton pointed out, is further evidence "that we are not doing what we should be doing in combatting the Communist propaganda and in waging a powerful psychological peace offensive of our own."

Earlier, Sen. Benton, in a letter to the Senate Appropriations Committee, stressed the importance of approving the full budget sum allocated for Voice operations. Measure, now before that group after passing the House, would give the Voice an additional supplemental appropriation of $48,800,000.

In its report, the House Foreign Affairs Committee declared:

The rapid development of television as an information medium suggests considerable possibilities in the field of government information and educational activities. The urgency of an all-out information effort suggests the need for a critical overall study of existing activities, as to substantive and technical adequacy in view of new communication techniques and the size of the job to be done.

An all-out information effort by the United States is vital now. If our effort is to be fully effective, it must embody a substance to deal with today's problem and it must utilize every new technical and methodical development that can serve a useful purpose.

The committee pointed out that while the President's U. S. Advisory Commission on Information has made recommendations for strengthening and expanding the Voice and other activities, it has not been empowered to "undertake the responsibility contemplated in this bill," which, it felt, does not "disturb existing agencies or programs."

The measure (HR 9039) to set up a 12-member International Relations Commission was sponsored by Rep. Mike Mansfield (D-Mont.) from the House Foreign Affairs Committee Aug. 29 without hearings. Plan is similar to that advocated by Sen. Karl Mundt (R-S. D.) in the Senate, and was placed on the calendar of the House before it recessed.

The proposed commission, comprising two senators, two house members, two from the executive branch of the government, and persons from private life, would be authorized to "appraise the adequacy and effectiveness of existing programs; particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Sarnoff Endorsement

The proposal has been endorsed, in principle, by Brig. Gen. David Sarnoff, RCA board chairman, and Sen. Benton, who envision use of TV as a sort of "Vision of America" to supplement the Voice.

This commission would be empowered to (1) devise more adequate methods of presenting America to other peoples; (2) encourage expansion of educational, cultural, and agencies to "design, install and utilize' new communication techniques and facilities; (3) to outline a general program by "vigorous and consistent" of all information sources.

Appointive powers would rest with the Senate, the President, and the House Speaker for each of whom would select commission members. The group would report its findings and recommendation "on or before Feb. 1, 1951."

There was no indication when the House would consider the Mansfield proposal.

Earlier, brickbats and bouquets have been hurled at the Voice of America in the past three weeks on Capitol Hill. Rep. Karl Stefan (R-Neb.) told colleagues that the information program would be worth the overall $130 million sought if it can immediately team up with the Armed Services as "effective and objective psychological warfare."

He urged day-to-day liaison between the psychological warfare branch of the government and House members; evaluation of the program by the Chiefs of Staff at "regular intervals so that its efficiency can be kept at top peak in this, the greatest of all our national crises; examination of all top information personnel receiving $10,000 per year or more; strengthening of the Advisory Commission to the other groups; and review of the loyalty of employees."

"Nobody should be included in this program about whose loyalty there be the tiniest shadow of doubt," Rep. Stefan asserted. "The employees of the psychological warfare programs must represent the ideology of 150 million Americans. All too often in the past, we in the House have found continuing instances of people employed in such responsible positions using them to exploit un-American ideas. The personnel officers . . . will have an awesome responsibility."

Rep. John Taber (R-N. Y.) characterized "we have no Voice whatever on the air" and said the U. S. faces "a terrible situation." He said he had talked with Edward Barrett, Assistant Secretary of the State, and had held him that the present organization was "totally incompetent."

Singling out Voice broadcasts of June 26, 27, 28 and July 18, Rep. Taber charged: "There was not . . . the slightest word that could be considered as propaganda on behalf of the United States position, nor did any of these broadcasts name Russia as the aggressor. All that the broadcasts consisted of were newscasts, and these very poorly done."

The voice of a policy of the State Dept. not to tell the world where the United States stood, or was it because of the lack of technical capacity or the lack of ability on the part of the U. S. Information Service?"

Lack Short Wave

He also doubted whether many radios behind the Iron Curtain are equipped for shortwave, and pointed out that the broadcast in 10 in the U. S. is so equipped.

Rep. Taber called on the Voice to become "militant" and a "fighting force designed to get the true picture of the U. S. across to the world."

Rep. Cliff Clevenger (R-Ohio) told House colleagues he has "little confidence in the material being disseminated, the lack of preparation of the material, and our very ability to get the material through to the people for whom it is intended."

He charged that the administration has "put all the back of its budget for extra funds with correct facts and detail and labeled it a "familiar technique" to fool Congress into believing that requested budgets are based on certain requirements.

He said:

During hearings last year supplementary funds were requested and approved for additional antennas to make it possible for the Voice to become the Russian jamming. At that time we were told that essentially all of our broadcasts were getting through the Iron Curtain and Stalin's radio was being shut out. We now find that none of these antennas have been built at this time yet we are told that 25% of our material is getting through. Who has the money, who are we told. Has anyone examined these figures yet? Has everyone been told what are the figures? What is the result of the conferences held? Why are they held? Why do they change the periods of time? . . . The truth is that these figures are changing every day and every week. . . . Figures don't lie but lies do figure.

Rep. Tom Steed (D-Okl.) noted that the Voice must compete in the marketplace of advertising brains with private industry "paying the highest kind of salaries," and that the Voice does not have the shadow of a doubt. Secre-

Davenport, Iowa

FREE & PETERS, Inc.

Exclusive National Representatives

Page 42 • September 11, 1950
Modern is the Word for this
WSAM AM-FM Masterpiece

- This is the tenth anniversary of the Saginaw Broadcasting Company, Saginaw, Michigan. In celebration, this station has completely modernized its facilities, including a new Truscon Self-Supporting Tower with an overall height of 386 feet.

This Truscon masterpiece functions as a half-wave radiator in the transmission of the 250 watt AM power of WSAM on 1400 kilocycles. A side mounted Collins 8-bay antenna transmits the 1700 watt FM power of WSAM-FM on 98.1 megacycles. The entire tower and transmitter house is designed for future television applications.

What are your particular tower problems to best serve your audience? Truscon can draw upon world-wide experience in engineering and erecting exactly the tower you need—tall or small... gured or self-supporting... tapered or uniform in cross-section... for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

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

September 11, 1930 • Page 43
Revisions in 1950 Marketbook

Editor's Note:

It took more than a million separate calculations to compute the 1950 Broadcasting Marketbook. So prodigious an operation, it was obvious that there would be some errors.

We made a few—the corrections are printed below. With each is printed the page, column and place in the column to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines, then when you find the proper place, clip off the direction line printed in italic.

KRNT . . .

THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL HOOPERS

HOOPERATING HIGHER

• MORNING
• AFTERNOON
• NIGHT

THAN ANY OTHER STATION IN DES MOINES

ANY KATZ MAN WILL TELL YOU THE FULL FABULOUS SALES RESULTS STORY!

* C. E. Hooper Audience Index, City Zone—June-July 1950

Strictly Business

(Continued from page 18)

in a grocery store, then in the general offices of a railroad, followed by work with a construction company, sawmilling and the real estate business.

Mr. Cummings went to Florida. In 1923, there he traded in real estate, built homes, and tried to salvage something from the expended Florida boom. There he had his first brush with radio. Two of his best friends were the late City Commissioner, Thomas C. Imeson, whose department handled the operation of WJAX, Jacksonville, and the station's general manager, Jack Hopkins. They introduced him to the microphone. His first opportunity came from Robert M. Smith, president of the southern region of the A & P Co. He offered

Harry the role of "Colonel Goodbody" on the A & P program, where he took the air as an authority on preparation of foods, carving of a bowl or roast, setting the table and other angles affiliated with the art of eating.

With advice and coaching from Norman Craig, New York, one of the early station representatives in the national field, when it suggested he try his hand as a regional representative, Mr. Cummings made a successful but conservative start. Another cooer was Jack Hopkins, who built WJAX and has been general manager and chief engineer since 1925.

Some of his successful campaigns include various types of programs for Ward Baking Co., since 1933, through J. Walter Thompson Co., and through N. W. Ayer & Son, shows from the studios of WJAX and from the stage of the Florida Theatre.

Mr. Cummings is especially proud of a fishing program—developed by him without any knowledge of fishing—which ran successfully on WJAX for a number of years under national sponsorship and for a year on WTOP Miami. The program, sponsored by Atlantic Refining Co., was acclaimed far and wide and gained recognition from the Florida State Chamber of Commerce, the Junior Chamber of Commerce of Jacksonville and many others including tackle manufacturers and fishing camp operators.

Stars of Future

Two present day celebrities got their first tryouts on an amateur program handled by Harry for Foremost Dairies. The celebrities are Dorothy Shay, who was Dorothy Sims of Jacksonville, and Connie Haines, who was Yvonne James, also of Jacksonville. A golf instruction program for the Atlantic Ice & Coal Co., which introduced many well known celebrities to the 'mike' was another of Harry's successes.

In 1959 Mr. Cummings married Margaret Holmes of Eastman, Ga. They do not have any children. He is a member of the Mangonia Country Club and the Ponte Vedra Club and is active in many civic clubs and community enterprises. Harry's hobby? He says, "my business."

WFAA DROPS FM

Ceased Operation Sept. 1

WFAA Dallas has called it quits on FM. As of Sept. 1, the station discontinued the FM duplication of its AM programs and began dismantling its FM transmitter atop the Mercantile Bank Bldg. in downtown Dallas.

Martin B. Campbell, general manager, pointed out that the WFAA 820 kc plant with 50 kw and WFAA on 570 kc with 5 kw, had served the FM area "perfectly, regardless of weather." The FM service offered no original programming as distinct from the AM. The FM license will be surrendered, it was announced.
With high-powered network kid shows... and with terrific local programs like the "Squirrel Cage"... KEX has won the highest juvenile show ratings in the populous Portland market area.

In the "Squirrel Cage," versatile Merrie Virginia captivates young listeners with her delightful voice-characters, "Sir Percival Penguin" and "Tinker." And on KEX, the syndicated "Firefighters" program achieves one of its top records in the nation!

If you want to get in solid with the youth market in the nation's fastest-growing state (and how can you better insure your business future?) tell your story via KEX. For details, ask the man from Free & Peters.
McFARLAND BILL
Consideration Doubled

THERE is scant hope that the House will be able to consider the McFarland Bill (S 1973) this year. In fact, it is doubtful that the Senate-approved bill will make an appearance outside of the House Commerce Committee, which completed hearings on the measure last month [Broadcasting, Aug. 21].

A number of factors are working against S 1973, which would realign FCC's procedures. Chief among them are the following:

- Anticipated adjournment or at least continuous recess of the House this month.
- Urgency of other legislation within the committee. The Korean situation to some extent affects the agenda.
- Lack of familiarity of committee members with issues as expressed in the bill as written by Sen. E. W. McFarland (D-Ariz.) and the Senate Commerce Committee on the one hand and the FCC on the other.
- A noticeable lack of constant pressure by broadcasters or industry groups to get immediate action on the bill.

These are the opinions expressed by some committee members, in part by Rep. Dwight L. Rogers (D-Fla.), acting chairman of the committee's radio subcommittee, and in part by close observers.

The last point made, that of a lull in industry pressure, was reported by an authority who has been keeping a detailed check on the committee's attitude on the McFarland Bill.

In addition, there is a feeling among many members of the Commerce group that wide gaps between the FCC and Sen. McFarland's thinking on the bill place the measure in the controversial category, thus entailing more time for study.

Some committee members, including Chairman Robert Croser (D-Ohio), while not agreeing entirely with FCC Chairman Coy's testimony delivered before the group, are inclined to go at least some of the way with the Commission.

S. F. AD SCHOOL
Fall Term Opens Today

SAN FRANCISCO School of Advertising, which opens its new fall term today (Monday) with a faculty of more than 100 top agency men and women, this year will have the largest student enrollment in its history, John Hoefer, chairman of the school's advisory committee, announced last week.

Mr. Hoefer, partner in the firm of Hoefer, Dieterich & Brown, said courses will stress practical "how to do it" aspects of advertising. The school is sponsored by the San Francisco Advertising Club.

LATIN STATIONS
Facility Changes Reported

CHANGES in facilities of Mexican and Dominican Republic stations, reported in accordance with provisions of the North American Regional Broadcasting Agreement now being renegotiated, have been announced by the FCC.

Mexico: XEAY Villa Acuna, 500 w day on 376 kc and XEQZ Ciudad Chotumal, are deleted. XEER Mexico City, 1 kw day, 250 w night on 1120 kc, to commence about Jan. 1. XEDX Sazau, 250 w day on 1010 kc, to commence about Feb. 1. XEBI Aguascalientes Sept. 15 to change from 1200 kc to 1090 kc, 1 kw day, 250 w night. XEBA Queretaro Sept. 1 was to change from 1520 kc to 1490 kc, 1 kw day, 250 w night.

Dominican Republic: HIZZ Santiago Sept. 1 was to boost power on 620 kc from 500 w to 1 kw day, 500 w night. HIDA there, 250 w on 1400 kc, was to commence Aug. 30.

BURRUS CONTEST
Pays Tribute to South

CONTEST, offering $15,000 in prizes, is being conducted through the South by the Burrus Mill & Elevator Co., Fort Worth (Light Crust Flour). Advance promotion started Aug. 28 on the Light Crust Doughboys show, sponsored by Burrus over 105 MBS stations in the South. Stars from the South—such as Linda Darnell, Victor Mature and Dana Andrews—tell what they like best about Dixie and a different Southern state is saluted on each Doughboy show.

Details of the contest will be announced today (Sept. 11). Other promotion is being placed in newspapers and magazines in the South as well as radio spots and mention on Mutual's Ruth Perry Presents. Contest, on theme of "What Dixie Means to Me," will run to Oct. 1. Plans for the contest were assembled by Mutual's promotion department and Tracy-Locke Co., Dallas, advertising agency for Burrus.

night. Same date XEJX there was to switch from 1490 kc to 220 w day on 1520 kc. XEPK Pachuca Oct. 16 to change from 1180 kc to 760 kc, 250 w day, 250 w night. XEIQ Merida, on 1480 kc with 250 w, Sept. 1 was to boost power to 1 kw day, 250 w night. Dominican Republic: HIZZ Santiago Sept. 1 was to boost power on 620 kc from 500 w to 1 kw day, 500 w night. HIDA there, 250 w on 1400 kc, was to commence Aug. 30.
ROSEFIELD PLANS
Radio-TV Campaign Set

AN extensive national spot and program campaign in both radio and TV will be used this fall and winter by Rosefield Packing Co., Alameda, Calif. (Slippery Peanut Butter), according to Guild, Bascom & Bonfigli, San Francisco, agency on the account.

The agency pointed out that the money to be used in the campaign heretofore has gone into production of Rosefield's Skippy Hollywood Theatre on CBS. The firm cancels the CBS show effective Sept. 21 after 10 years on the air. The packing company's other major production, Captain Video, sponsored on 16 eastern TV stations, will be continued and already has been renewed, it was announced.

KGGF UPS POWER
Increasing to 10 kw

KGGF Coffeyville, Kan., owned and operated by the Midwest Broadcasting Co. Inc., will begin operation with its increased power of 10 kw day 5 kw night, late in September.

Established in 1930 by H. J. Powell, KGGF has been broadcasting with 1 kw day 500 w night on 690 kc. Midwestern Broadcasting Co., with R. M. Seaton as president, acquired the ABC outlet from Mr. Powell in 1947. New transmitter equipment is Westinghouse. A new building and 350-ft. Blaw-Knox towers, located 12 miles northeast of Coffeyville, are under construction.

BEFORE taking off from State Airport in Harrisburg, Pa., to deliver some 25 aviation speeches before various clubs and organizations, Russ Brinkley (center), WHP Harrisburg night news editor, is made an "honorary captain" by All-American Airways. Miss Pat Robinson puts on Mr. Brinkley's cap completing the ceremony as Mayor Claude Robins (r) looks on. Mr. Brinkley is celebrating his 30th year as an aviation writer and is the author of a forthcoming book, Wings Over Main Street.

LANG-WORTH
Sets More Library Sales

LANG-WORTH Feature Programs, New York, has announced sale of its 8-inch record library to the following 36 stations:

New subscribers are: WGNJ Murfreesboro, Tenn.; KBGS San Francisco, Calif.; WDBL Springfield, Ill.; WMUO Berlin, N. H.; WBOC Salisbury, Md.; WREH Jacksonvile, Fla.; KOMO Seattle, Wash.; WPEO Peoria, Ill.; KTLF Little Falls, Minn.; KBOK Owatonna, Minn.; WTVN Columbus, Ohio; ZNS Nassau, Bahamas.


SCRIPT AWARD
Illinois U. Sets Plan

FOUR radio script awards, aimed at encouraging professional and amateur writers to apply their skills to educational broadcasting, have been established at the U. of Illinois by the Payne Fund, according to Robert B. Hudson, director of university broadcasting.

Awards will total $1,000. First competition is now open to writers of radio scripts of an educational nature dealing with the humanities, or with the social or natural sciences. Judging will include consideration of original techniques and methods as well as significant subject matter. First prize will be $500, additional prizes $250, $150 and $100.

WILL and WCIU (FM), Illinois U.'s noncommercial stations at Urbana, will produce and broadcast the four winning scripts and transcriptions will be made available free to other noncommercial educational stations in the U. S. Judges for the contest are Erik Barnouw, in charge of radio-TV courses at Columbia U.; Homer Heck, program director, WMAQ Chicago; Wilbur Schramm, dean of Illinois U. division of communications, and Mr. Hudson.

AMERICAN Cancer Society's 1950 award for distinguished service made to WSYS-AM-FM Crewe, Va.

the Two Carolinas...

...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.*

try WBT for size!

Jefferson Standard Broadcasting Company - 50,000 watts
Charlotte, N. C. - Represented by Radio Sales
DENVER AFRA NLRB Rules on KMRY Case

CLAIM that the Denver local of AFRA no longer represents certain employees of KMRY Denver, Col., has been dismissed by a three-member panel of the National Labor Relations Board comprising M. H. Herzog, John M. Houston and Abe Murdock.

In dismissing the petition, filed by William T. Butterfield, the board pointed out that the station and union had signed a collective bargaining contract, effective May 1, which "constitutes a bar to a present determination of representation." The contract extends eight months, with provision for automatic renewal for one-year periods at its termination. Mr. Butterfield had sought a decertification of a consent election held on April 29, 1949. According to NLRB, Mr. Butterfield's connection with the case was not known, but it is believed he is an employee of KMRY.

WJAS Pittsburgh, Pa., awarded citation by U. S. Army for "contribution to manpower procurement program...."

WEATHER Forecast & Research Co. is buying time on the facsimile channel of WMC-FM Memphis to supply weather information to planters and others who are interested in the cotton crops in that area. Service, started a month ago, is experimental at present with reception on two facsimile recorders which are moved from place to place for demonstration purposes. The company has placed an order with Hogan Labs for 30 recorders for installation at as many receiving points. Negotiations also are under way with General Electric Co. for several hundred recorders, redesigned for simplified operation and to sell at a reduced cost.

Headed by Albert H. Craven, licensed meteorologist and a former forecaster for the U. S. Weather Bureau, Weather Forecast & Research Co. offers cotton growers protection against their worst enemy, the boll weevil, by letting them know when to dust their crops with weevil-killing spray. Rain falling within 48 hours of the time of dusting will wash the spray away before it has completed its job and, if the planter with the recorder has a $2 an acre, advance knowledge of when rain is coming is of appreciable value to the planter with 1,000 acres or more of cotton or to the banker who may have underwritten the cotton crops of many such farmers.

Service was formerly rendered by telephone calls to the individual subscribers but this became such a time-consuming process that Mr. Craven approached WMC with a query as to whether the job could not be done by facsimile broadcast which in addition to providing simultaneous service to all subscribers would also furnish them with information. After some discussion, an agreement was reached for a series of test facsimile broadcasts, which started Aug. 7.

Buying Three Quarter Hours

Mr. Craven buys three quarter-hours a day of multiplexed facsimile service—at 8 a.m., 12:30 p.m. and 4 p.m.—broadcast concurrently with the regular audio service of WMC and WMC-FM. Each broadcast starts with the official government weather forecast, followed by the company's own analyses which pinpoint the information to the individual plantation areas of the service's subscribers. Service originates on a facsimile transmitter in the offices of Weather Forecast & Research Co. and is transmitted by wire to WMC-FM for broadcast. Satisfactory reception has been achieved at points as distant as Greenville, Miss., 185 airline miles from the WMC-FM transmitting antenna.

CO-OP TAXES

Mason Hits 'Fred' Status

BUSINESS operations of cooperatives should be considered on a par with those of educational and charitable institutions, Rep. Noah M. Mason (R-Ill.) declared last week. He charged "inconsistency" by Congress in voting to equalize taxes on the latter while "refusing to touch the sacrosanct co-ops."

The House Ways & Means Committee member pointed to a bill (HR 5064) he has sponsored to equalize the tax on cooperatives with that levied on corporations. The omnibus tax bill, now in House-Senate conference, contains provisions which would tax "unrelated" business activities of charitable and educational institutions but would not change the present status of cooperatives [BROADCASTING, Sept. 4].

Government Gains

Estimating that the government would gain some $350 million from a levy on co-ops, Rep. Mason said "it is utterly unfair to consider heaping a still greater tax burden on one segment of American business and let another considerable part of the tax be estimated that one-third of the total wealth of America is now owned by tax-free organizations, including commercial radio operations—of charitable and educational groups would be taxed at the same rate as corporations.

17 Subscribers

Looking forward to regular contractual service, which is expected to begin when recorders are received in about six weeks, Mr. Craven has already signed up 17 subscribers, cooperative planter groups or other local organizations buying the service on a community basis. Fee for such combination subscriptions is $150 a month, $75 for the broadcast service and $75 for the rental and maintenance of the recorder. When the larger supply of recorders is available, the company will accept subscriptions from individual planters at $50 a month, likewise divided half and half between service fee and rental of receiving equipment.
Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the “top-quality” requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you’re sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting styli and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It’s easily edited, doesn’t snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS YOUR BEST SALESMAN TO COVER THE SOUTH!

WCKY HAS MORE LISTENERS THAN ANY OTHER 50,000 WATT STATION COVERING THE SOUTH!

BMB PROVES IT!

610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7 TIMES A WEEK IN THESE SOUTHERN STATES:

KENTUCKY
TENNESSEE
ALABAMA
GEORGIA
MISSISSIPPI
FLORIDA
NORTH CAROLINA
SOUTH CAROLINA
VIRGINIA
WEST VIRGINIA

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

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

WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.

MINUTE PARTICIPATIONS COST ONLY $45.00 ON THE 52 TIME RATE.

IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN, THEN WCKY IS YOUR BEST BUY.

FOR MORE DETAILS CALL COLLECT OR WRITE:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

S. L. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
editorial

NARBA—Now or Never

THE LAST HOPE of assuring peace in the AM airways across the North American nations is presented in the Third NARBA Conference, second session, which opened in Washington last Wednesday (story this issue).

The urgent need for a new NARBA treaty is recognized, we think, by all of the participating countries. The need is as multilateral as it is urgent, because a treaty can be disastrous to the broadcasting art in all of the countries involved. This primary fact should be the basis upon which to proceed.

It is encouraging that Mexico, unlike the past, is participating in the opening sessions at Montreal last fall and winter, now finds herself in position to join the common effort. Until now, the chief roadblocks have been the differences between the U.S. and Cuba. With Mexico participating it becomes possible for the nations most critically involved—Canada, Cuba, Mexico, and the U.S.—to work out their differences at the same table at the same time, and thus avoid the need for a series of piecemeal or partial agreements which might be tantamount to no agreement.

The difficulties of the past serve notice that reaching an accord will not be easy. But the fact that at one point the seemingly insuperable differences between the U.S. and Cuba were within a hairsbreadth of settlement should give encouragement for a new effort, despite later breakdowns of those negotiations.

Commander C. P. Edwards of Canada, the conference chairman, set a desirable note for the new sessions when he told the plenary meeting Wednesday that he was “quite optimistic” that the situation will be stabilized for another five years.

Compromises are inevitable. If none were expected now, the delegates might just as well have stayed at home. The point is to secure one that will be equitable for all nations, providing each with channels and rights in proportion to its needs while penalizing none unduly.

Compromises, of course, can be pushed to the point where the result is worse than having no agreement at all. We think it would be foolhardy for any delegation to insist upon concessions that go too far. For then the last hope of agreement would become the lost hope.

Box-Office Rhapsody

LOOKING FOR new business? With a tremendous potential and on your own Main Street?

Then take a tip from Larry Woodin, owner of WCBA, Corning, N. Y.

Mr. Woodin comes from a theatrical family (it celebrated its 25th anniversary in show business in August) and it is only natural that in addition to his radio interests he is manager of the Arena Theatre Co., which operates two theatres in Corning. Along with the rest of the motion picture business the Corning theatres began to suffer box-office contractions after the end of the war.

Those pains are part of a nationwide B.O. affliction. Numerous reasons were advanced, t.e. most often heard being the advent of television. Theatre managers tried numerous panaceas, such as the old-fashioned family nights, bank nights, bingo and double features have failed.

But Larry Woodin had another idea. He be-
This is your "Daily Triple"

Each program reaching a large, distinctive and different audience.

★ 1280 CLUB—with Bill Williams. 1 1/2 hours of fun and music with America's greatest name bands to entertain you.

★ PRAIRIE STARS

★ A RAMBLE IN ERIN
—with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS— one broadcast in each program daily... a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York At Night... The Big Swing Is To The Independents!!

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.
RADIO FILLS THEATRES
Woodin Urges Owners To 'Saturate' Radio-TV

RADIO is the medium that can bring new life into stalled activity at theatre box offices. That's the message hammered home to the motion picture industry by Larry Woodin, owner of WCBA Cornings, N. Y., and manager of the Arcadia Theatre Co., that city.

As seen by Mr. Woodin, from both the broadcaster's and theatre manager's viewpoint, "theaters should awaken to the pulling power of the air channels and give it some thought."

Pointing out a new source of revenue for radio and television, Mr. Woodin's message underlines the oft-repeated legend that there are stills fields still open to new radio selling ideas. He explains how three media—radio, TV and the motion picture—can combine to do a selling job.

Writing in the Motion Picture Herald last month, Mr. Woodin said: "You'll find customers not in the theaters sitting in front of their radios or TV sets. The best way to get at them is to get on the program yourselves and sell your theatre and attractions."

Applies Theory to Practice

This is precisely what Mr. Woodin is doing on WCBA. Proving his thesis by actions and not just words, the broadcaster-theatre owner uses "saturation radio announcements combined with programming."

A 29-week series of Saturday afternoon broadcasts from the theatre stage called Callahan's Kiddies College was part of this campaign, he pointed out.

Sponsored by Callahan, a local Ford dealer, the program involved speeldowns, quiz contests, song-fests, etc., with fifth and sixth graders making up the area participants each week. Weekly winners competed each month for cups and monthly winners vied for the last show for a large cash award.

The Pond Dealer is now sponsoring a new nine-weeks summer show, Callahan's Vaudeville Broadcasts, based on a local talent contest. Still another program—15-minute Hollywood in, fireside chat type show emceed by Mr. Woodin—is broadcast direct from the theatre.

"By the trial method I have found that I can pack my theatres with saturation radio announcements combined with programming," Mr. Woodin told Broad- casting. "... I have found the tremendous lost audience of the motion picture industry through the medium of saturation usage of radio."

Urging the radio industry "to awaken the 10,000 theatres in this country to the value of radio advertising—not just a daily spot but carefully planned usage," Mr. Woodin said, "the motion picture industry is capable of becoming radio's greatest customer because radio reaches every lost movie customer."

"There is a gold mine of revenue for radio in the theatres of America and the producers of the products for those theatres. It looks to me like radio has overlooked a wonderful market. It simply needs selling." Mr. Woodin's advice to the movie industry, as printed in the Herald, carries a point of warning. "Plain cut-and-dried spot announcements won't do it (find customers), and that seems to be the trouble with this industry when it comes to using radio. It's spot-happy, and not program conscious. Via the radio the manager has a chance to sit down and talk to his people—a sort of theatre fireside chat—and properly handled it will lure them back into the theatres, too..."

Newspaper advertising need not be dropped, Mr. Woodin wrote, "but certainly it's time this industry awakened to the tremendous pull of radio, properly used. This medium of exploitation should be added to those other mediums now used. Per customer, it's really cheap to use."

This radio sales message to the motion picture industry is needed, Mr. Woodin explains, because "the entertainment industry itself prac- tically is a non-user of radio—its wares... figures show that of millions spent on radio advertising each year the motion picture industry spends only a few thousands."

Canadian Reports

COVERING the summer listening period, the first of a new service of quarterly reports on Canadian area listening and ratings has been released by Elliott-Haynes Ltd., Toronto. The second report is to be released in November covering late summer and early fall listening.

The reports, made by telephone survey, cover 11 Canadian areas, excluding cities on which monthly rating reports are released.

HOWARD N. SMITH
Agency Head Dies

HOWARD N. SMITH, 44, chairman of the board of Rogers & Smith Advertising Agency, Chicago, died Aug. 20 in a Dallas hospital.

Son of Walter E. Smith, president of the agency, Howard Smith established the Dallas office in 1944. He had held the title of executive vice president for the Chicago, Kansas City and Dallas offices before being raised to the chairmanship about a month before his death. He had been ill about a year.

A Chicagoan, Howard Smith went to Dallas in 1935. He was associated with Herbert Rogers Co. there before opening the Rogers & Smith office, which he headed. His original associate in the Dallas agency was Marie J. Callahan, who presently directs the agency's radio-television department.

Mr. Smith leaves his widow and six children, the oldest being Howard Jr., a member of the agency production staff.

FREEDOM CRUSADE

NBC Show Carried Sept. 8
CELEBRITIES appearing for "Crusade for Freedom" filled simultaneously both radio and TV versions of We the People over NBC and NBC-TV, last Friday (Sept. 8, 5:30-9:00).

General Lucius D. Clay, Joseph C. Grew, A. A. Berle, Walter Reuther, Raymond Massey and Alexander Lewis, president of Lewis Corp. and 1960 Horatio Alger Award winner, were some of the speakers.

Described as a "moral offensive for human freedom" by private American citizens, the crusade rally will be rebroadcast over Radio Free Europe to Czechoslovakia, Rumania, Poland, Hungary, and Bulgaria, after the original presentation made possible by the Gulf Oil Companies in New York.

DIRECTORS of WJR Detroit vote dividend of 104 per share to be paid Sept. 20 to stockholders of record at close of business Sept. 12.
a COMPLETE LINE of CAA APPROVED*
TOWER LIGHTING EQUIPMENT
BY Andrew

Designed for Dependability...
Immediate Delivery...

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

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

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

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

BURNOUT INDICATORS, to show lamp failure.

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

FLASHERS, for code beacons.

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

Write for descriptive bulletins or further information—today.

*CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.
REYNOLDS on sales staff KRNT Des Moines. Mr. Reynolds leaves for sales manager post with local heating firm.

OLE MORBY, assistant general sales manager CBS Pacific Network, Hollywood, to S. F. as head of network's sales operation in that area. Succeeds CLARK GEORGE, now on active U. S. Navy duty.

WALTER H. (Bill) STAMPER, promotion manager WDDO-AM-FM Chattanooga, Tenn., to sales staff of stations.

WPTF-AM-FM Pittsburgh names Forjoe & Co. as national representative.

ROBERT E. BRADHAM, general manager WTMA Charleston, S. C., resigns. Future plans have not been announced.

TOMMY FOWLER, Armour & Co., Chicago, to sales staff KTRY Monroe, La., to handle regional and local accounts. Succeeds JOHN J. ROHRE, named station manager.

KEN CAREY, account executive KKKW Pasadena, to KFAC Los Angeles, replacing VERN LINDBLADE, now KFVD Los Angeles commercial manager.

PERSONALS . . .

TOM WATSON Jr., president and general manager WSWN Belle Glade, Fla., subject of article in Florida Newspaper News and Radio Digest this month. . . . GRANVILLE WALTERS, general manager WAML Laurel, Miss., headed local delegation to Exchange Club meeting in Washington.

ROBERT L. PRATT, station manager KGGB Coffeyville, Kan., named general campaign chairman of 1951 Coffeyville Community Chest drive. . . . EDGAR KOBAK, owner WTVW, Thomasville, Ga., spent several days in Thomson visiting station last week. . . . HERBERT J. PETERSON, account executive WOC-AM-TV Davenport, Iowa, addressed area workshop meeting of Iowa Oil Industry Information committee in Davenport Aug. 28.

BLACK VS. R&R

Asks $74,000 in Damages

DEMANDING $74,000, a damage suit has been filed in Los Angeles Superior Court against Ruthrauff & Ryan Inc., Hollywood, by Don Black, writer-producer.

Charging the agency with appropriating a radio-television property submitted on June 29, 1949, damages were set by Mr. Black's attorney on the basis of estimated revenue from the program if it had been broadcast under sponsorship. Mr. Black in his suit alleges the agency let the idea lie dormant since the script and program presentation were submitted and refused to return both to him despite a year-long effort to recover the property. Titled Spotlight on Youth, the program involved broadcasts from high schools around the country.

OHIO AD SESSION

Retailers' Meet Is Set

SPECIAL session on retail advertising and sales promotion, prompted by retailers in Ohio and adjoining states, will be held at Ohio State U.'s annual conference on advertising and sales promotion Oct. 6-7. [BROADCASTING, Aug. 28].

The special session will be key-noted by Russell Brown, New York, advertising director of Allied Stores Corp., who will speak on "Retail Sales Management." At the same meeting, David Arons, publicity director of Gimbel's, Philadelphia, will discuss "Retailing's Electronic Tool—Television."

Other speakers will include Fred F. Stashower, Lang, Fisher & Stashower, Cleveland, and T. J. Twentyman, Metropolitan Stores, Dayton, Ohio. W. T. Kilduff of H. & S. Pogue Co., Cincinnati, will serve as chairman of the retail advertising session to be held at the Chittenden Hotel.

Sarnoff in 'Record'

FOR THE SECOND time in almost as many days, Congress was oriented to views held by Brig. Gen. David Sarnoff, chairman of the board, RCA. The Aug. 29 issue of the Congressional Record, containing a reprint of Gen. Sarnoff's VFW speech "America Is Challenged" [BROADCASTING, Sept. 4], was followed by the insertion by Sen. Karl E. Mundt (R-S. D.) on Sept. 1 of the general's article, "Our Next Frontier—Transoceanic TV," pointing out how a global TV network could be operated. Sen. Mundt has urged Congress to consider annexing vision to Voice of America.
Respects

(Continued from page 58)

the British interest in television was not intense enough to make a good future for him there, so he moved west across the Atlantic. He found to his chagrin that American concern over TV, in 1923, was also considerably below the boiling point.

After a couple of years of freelance activity as a consultant and contributor to technical publications, Dr. Goldmark joined the CBS video research staff. Shortly afterwards he was named chief television engineer for the network, his title at the time of his chance visit to "Gone With the Wind."

Impressed by the effectiveness of the colored pictures on the theatre screen, Dr. Goldmark was soon ignoring them for even more attractive images of his own creation, evoked by his silent question: "Why can't we have color television?" Before the night was over, he had worked out the theory which formed the basis of the CBS System of color television—probably one of the most controversial theories ever to confront the broadcasting industry.

"There are only four possible systems for broadcasting TV pictures in color," Dr. Goldmark explained last week: "Simultaneous, dot sequential, line sequential, and field sequential. With the field wide open and no reason to make my choice on any but purely technical considerations, the chief advantage of being first in any endeavor—namely, I naturally selected the field sequential system. It's the most flexible, capable of using the greatest variety of equipment, the least expensive and the most reliable way to do the job."

First Demonstration

Back at his CBS TV lab in New York, Dr. Goldmark quietly went to work with the help of two or three of his staff. Within three months—in the spring of 1940—they were able to demonstrate their color system to top CBS executives.

That summer, CBS made its first out-of-the-family color demonstration to James Lawrence Fly, then FCC Chairman, telecasting the colored images on a 6 mc channel via the network's standard black-and-white TV station. In the fall, after a series of enthusiastically received color showings, CBS asked the National Television Standards Committee, organized from all ranks of the electronic industry, to secure the industry's agreement on standards for commercial video broadcasting for submission to the FCC, to consider the CBS color system along with black-and-white TV.

"NTSC didn't want to 'mess up' monochrome with color, so they proposed that it be relegated to the UHF band," Dr. Goldmark remembered. "Some things haven't changed much in the last 10 years," he added dryly. Early in 1941 the Commission approved commercial telecasting in black-and-white and authorized experimental color operation in a 6 mc band width. But the advent of the war halted further color work, while Dr. Goldmark and his research associates devoted themselves to military programs.

In 1944, CBS proposed that television be moved into the UHF frequencies, with a 16 mc band assigned to each TV station, permitting color televiscasts with the same 625-line definition that had been set as standard for monochrome transmission. Following the war's end in 1945, Dr. Goldmark and his staff eagerly set about proving the system's practicality. They built one color transmitter in their lab and commissioned Federal Telephone & Radio Corp. to build another one for them.

As soon as equipment could be readied, CBS embarked on a practically continuous schedule of color demonstrations—to the Commission, broadcasters both AM and TV, receiver manufacturers, advertisers and advertising agencies, newspapers, government and most influential members of the citizenry.

FCC's Rejection

Meanwhile, the network had petitioned the FCC to authorize commercial color TV broadcasting with the CBS System. This petition was vigorously opposed by other industry interests and early in 1947, after protracted hearings, the FCC rejected the CBS petition and sent color television back to the territory for further development. Dr. Goldmark still recalls this as his "most discouraging turn-down, which would have squashed any but the most die-hard researcher."

The unsquashable Dr. Goldmark and his color staff "then went underground with our research," he related, "coming up with color in a 6 mc band, an all-electronic projection receiver and pictures superior to anything shown before, despite the narrower band." At about the same time, the U. of Pennsylvania medical school and Smith, Kline & French, pharmaceutical laboratories, gave the color researchers a welcome boost in morale by selecting their system for use in telecasting surgical operations.

Since May 1949, when the first color telecast of an operation was made at the U. of Pennsylvania Hospital, more than 100,000 physicians and medical students have watched operations by color TV at national and regional conventions and a dozen more such demonstrations are scheduled for the coming year.

In March, the university recognized Dr. Goldmark's contribution to medical education by naming him visiting professor of medical electronics. But he is even prouder now of the fact that today there are plans for all new hospitals to be built in the nation call for color TV equipment in place of the traditional operating amphitheater.

Earlier, Dr. Goldmark's achievements in electronic research had been honored by the Institute of Radio Engineers. At the IRE annual meeting in January 1946 he was presented with the Morris Liebmann Memorial Prize for "his contribution to the development of television systems, particularly in the field of color."

"Born into a musical family—his grand uncle Carl Goldmark was a noted Viennese composer—Peter Goldmark is himself an accomplished cellist. Dissatisfied with the quality of phonograph records and with their brief playing time which introduced too many interruptions into the reproduction of any major musical work, he set to work in 1945 to develop a new type of record that would approach FM quality and could contain an entire symphony on a single disc. Begun in his home workshop largely as a personal project to take his mind off the problems of color television which filled his days, this, too, soon became a major developmental project. It continued under his direction for three years until, in 1948, the CBS subsidiary Columbia Records Inc. introduced the Long Playing Microgroove record, operating at 33 1/3 rpm. As television, where his field sequential color system was meeting bitter competition from the dot sequential system developed by RCA, Dr. Goldmark's new recording process also immediately inolved him and his associates in another battle with the same opponent. RCA was now introducing its new records and players operating at 45 rpm.

"It's the television story all over again," Dr. Goldmark smilingly commented. "I picked the system that seemed best technically; the late comers had to pick something different for competitive reasons."

Now CBS director of engineering research Reuben development, Dr. Goldmark lives with his wife, the former Frances Trainer, and their three children—Peter, Jr.; Frances, S. and Christopher, Jr.—in New Canaan, Conn.

Evenings when not at work in his small but well equipped home laboratory, he often spends playing chamber music with his mother and brother. His favorite outdoor sport at the moment is water skiing, which he first tried during a recent Bermuda vacation.
Russell Kaiser, head of merchandising and promotion KWK St. Louis, to program coordinator, BMI's Dimpapas, who becomes secretary to Robert Convey, president, Fred Mueller, publicity director, to director of merchandising and promotion. Dee WarnaBrordt, secretary to Mr. Con-vey, resigns to be married.


Dick Mills, disc jockey WEOK Poughkeepsie, N. Y., to WPTR Albany, as m.c. Dick Mills Show, Mon.-Fri., 7-9 a.m., and 4-6 p.m.

Clark Thornton, announcer WMAL-AM-TV Washington, to active service with Army, 86th Signal Base Dep.

Smokey Smith, western singing disc jockey, to KNRT Des Moines.

Edna Lewis Marshall, Red Cross Provincial War, II, to WGBZ TV Boston, as director touring cooking school and Fun With Food show.

Don Painter to ABC's Central Di-

vision production department after working as a video producer and director in Hollywood.

Martin Hill, production manager five weekly CBC House Party, to director of show.

Ted Work, WEAM Arlington, to WRIA Washington announcing staff on Bandstand and Dreamland shows.

Claudia Warren, WBRM Marion, N. C., to WINX as musical director succeeding Ruth Farwell.

Jack Magarrall, newscaster and copywriter WSUI Iowa City, to KNRT Des Moines continuity department, succeeding Chuck Shields (See Agency Beat).

Bruce Mayer to produce Ladies Day, afternoon show for WJKR-TV Des Moines, to WFCR and ABC-TV Detroit.

Dan Shapiro, writer at Universal Pictures, Hollywood, to N. Y. with assignment on NBC-TV Milton Berle show.

Pat Wagner, Radio de France, Paris, France, to E.C.A. Radio De-

partment, Brussels, Belgium, as script editor, assigned to Europe Recovering.

Sam Perrin, Milt Josefsepsen, George Balzer, John Tacka-

berry, writing team on CBS Jack Benny Show for past eight years, re- signs for coming season.

Joy Lensing replaces Diana Mumbry as hostess on Backetage With NGT on KTSI (TV) Hollywood.

Bob Falcon, Washington area disc jockey, to KWK Alexandria, Va., as morning man.

Harry L. Koenigsberg, WFAA Dallas publicity director, taken on tour of BBC while on recent visit to London.

Hank Hope to KWIC Burbank, Calif. Starts six weekly 60 minute disc program, originating from Beverly Hills Towers restaurant.

Carlton Winckler, production manager KECA-TV Los Angeles, to NBC-TV New York as producer, as-

igned to Ed Wynne Show.

Hamilton Keener, head of KNX

-Hollywood transmission department, to CBS assistant director. Ray Agona now in charge of transcription department.

Sheldon Bren, announcer disc m.c. KUTA Salt Lake City, to KIDO Boise, Idaho.

Pat Healy, associated editor of local TV fan magazine, to KTV (TV) Hollywood promotion department.

Hal Goldin, WJIL Niagara Falls, to Meet Me at the Stuyvesant show, WEBR Buffalo, N.Y. Frank Ward, CHVC Niagara Falls, Ont., to WEBR staff.

Pat Adams, new to radio, to traffic director KGOF Coffeyville, Kan., suc- ceeding Mary Dodson, resigned to be married.

Ray Munnis, KDB and KIST Santa Barbara, Calif., to WRSF Cleveland.

Philip Norman, producer-director McGann-Erickson Inc., N. Y., to KNX Hollywood as director Housewives Pro- tection League, effective Sept. 15. Suc- ceeds Knox Manning, returned to news broadcasting and TV assign- ments.

Bob Clayton, WJAS Pittsburgh newscaster and announcer, resigns to enter stocks and bonds brokerage business.

Frank Latourette, ABC Western division news and special events department manager, L. A., father of girl, Stephanie Ann, Aug. 25.

Betty Cuningham, continuity writer at KRLD Dallas, and Benton B. Church have announced their marriage.

Louis Breault, continuity editor WPXI Pittsburgh, called to army service. He will return to public relations duty with his old rank of captain, expect to be located at Fourth Army Headquarters, Fort Sam Houston, San Antonio.


Al Lewis, art director and conductor musical review WCPO-TV Cincinnati, father of girl, Mrs. Wanda Lewis sketches for station.

Ross McKeon, veteran an- nouncer, to Mac's Almanac, five-week music and chatter show, KING Seat- tle, 7-9 a.m.

Theodore A. Okon, public rela- tions and publicity director WDTV (TV) Pittsburgh, resigns to become business manager of Al Morgan, star Al Morgan Show, DuMont TV net- work.

Hank Silvern, radio-TV musical director, to By Popular Demand show, CBS-TV, Fri., 10 p.m.

Homer Griffith, coordinator of national sales California Group (K yno Fresno, KAFY Bakersfield, KOHK Tulare) to Progressive Broadcast- ing System, Hollywood, as station relations director, Oct. 1.

Sam Bradley, staff announcer WLDY-Ladysmith, Wis., and Charlotte Bacon have announced their marriage, Aug. 15.

Jeanette Cottingham, assistant promotion manager KRNT Des Moines, elected vice president Des Moines Women's Advertising Club.

Mackie Quave, chief announcer WJS Columbia, S. C., father of girl, Vicki Lynn.

Virginia Stewart, continuity di-

rector and women's editor WOR Altion, Ill., elected president Interna- tional Toastmistress Clubs Inc.

Fran Pettay, WJB Detroit disc jockey, to ABC's of Music, Sept. 6 on CBS.

News

Martin D. Mannix, WRAZ Platts- burg, N. Y., Newman and commen- tator, to WRY same city as director of special events and promotion man- ager.

Laurance Gibson, KMLB Monroe, La., to sports director WJXN Jack- son, Miss.

Bob West, field worker in WERE Cleveland news room, and MARTY WHELAN, special reporter Cleveland Press, to WERE as rewrite men.

Larry Martin, WIM and WRIB Providence, R. I., to WFPS Philadel- phia to do color and commercials for all 1500 Eagles football games and Flight of the Week.

"Blue" Howell, 1928 All-American football player, to KFAB Omaha sports staff to do color and analysis on U. Nebraska broadcasts. Mr. Howell is also city manager for Omaha for Woodmen of the World.

Jim Woods, sportscaster WAGA-AM-TV Atlanta, Ga., awarded trophy by Atlanta Crackers baseball club for "his fine telecasting of team's games over WAGA-TV."

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

> See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. P. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
In a Quandary Over Sales Costs?

Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesets. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World —60 Stations

515 Madison Avenue, New York 22, N. Y. Phone Murray Hill 8-2600

Copyright 1950, A Division of the Allen B. Du Mont Laboratories, Inc.
IN SAN FRANCISCO BAY AREA TELEVISION...

KRON-TV PUTS MORE EYES ON TELEVISION SPOTS

...with this interest-ALL-the-family parade of programs that keeps folks dialed to Channel 4

EVERY WEEK

...KRON-TV fans in the San Francisco Bay Area see all these NBC network and top local shows...presented with the selling impact of "Clear Sweep" television:

4 DRAMATIC PRESENTATIONS
6 SHOWS FOR CHILDREN
10 FEATURING INTERVIEWS
5 WITH MUSIC AND SONGS
6 VARIETY PROGRAMS
3 THAT PRESENT FASHIONS
5 AUDIENCE PARTICIPATION
3 SHOWS ABOUT SPORTS
13 MISCELLANEOUS
(NOTE: Some of the programs here referred to are grouped under more than one subject classification. Also, many programs listed numerically only are telecast throughout the week or several times weekly.)

SPOTlight your tele-selling with "A" spot schedules on...

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

Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco
Rivals of CBS in the fight for FCC approval of a color television system appeared determined last week that Columbia will not win by default—assuming that receiver manufacturers will meet FCC's conditions for prolongation of the battle [Broadcasting, Sept. 4].

Whether the manufacturers will or can begin almost immediately to make black-and-white sets compatible with the CBS color system—the conditions specified by FCC as the only grounds on which it will delay a straight-out verdict for CBS—appeared to be an unknown factor at the weekend (see separate story this page).

RCA, Columbia's principal opponent in the color proceedings to date, offered no comment on its own manufacturing plans. But its expression of doubt that its own compatible, electronic color technique will win the final verdict was taken by most observers as evidence that it will undertake to meet the manufacturing requirements laid down by the Commission.

FCC's Requirements

Those requirements: That manufacturers by Sept. 29 assure FCC that the "great majority" of sets coming off the production lines in the future will incorporate "bracket standards" and either a manual or automatic switch, making them capable of receiving not only present black-and-white but also CBS color programs.

With this assurance, FCC's decision said, the final color decision will be delayed and adoption of the CBS system will be "proposed," leaving the way open for consideration of other systems and developments achieved since the color hearing was completed. But if this assurance is not forthcoming, or if "bracket standards" cannot be adopted without hearing, FCC made clear that it intends to adopt the CBS system immediately.

Its purpose, FCC said, is to make sure that the number of sets incapable of receiving CBS color transmissions in black-and-white without conversion does not increase materially while the color question is given further study. Unless this compatibility problem can be retained in status quo, the report asserted, color must be authorized now on the basis of CBS standards—the only system which FCC adjudged ready for standardization at this time.

If FCC is convinced that the compatibility problem will not be aggravated by the manufacture and distribution of more sets capable of receiving only standard monochrome, then non-CBS systems may be advanced for consideration—including RCA's and Color Television Inc.'s or other CBS rival in the hearing—if the proponents (1) supply receivers to the FCC laboratory by Dec. 5; (2) have a signal on the air in Washington by that time, and (3) report a series of demonstrations to the Commission between Dec. 5 and Jan. 5.

Even if they met these tests, such non-CBS systems would have to convince the Commission that they had a "reasonable prospect of satisfying all of the criteria" which FCC's report laid down for a color system [Broadcasting, Sept. 4].

Without calling names, the report noted that one of the proponents of another system (RCA), and a company which has reported a new color system (General Electric Co.) are both "substantial" manufacturers of TV sets. The same is true of two other participants in the proceeding, FCC said, presumably referring to Philco Corp. and Allen B. DuMont Labs. The report also pointed out that Radio-Television Manufacturing Assn. "comprehends a very large part of the television manufacturing capacity of this country," and added with reference to all these companies and RTMA:

"Within this group lies the answer as to whether the status quo on compatibility will be maintained if the Commission postpones the issuance of a final decision at this time."

CTI is Hopeful

While RCA did not disclose manufacturing plans, Color Television Inc., which has now developed a new system called Uniplex (Broadcasting, Sept. 1), was specific as to its demonstration objectives: "The Commission has left the door open for CTI to demonstrate its completely new Uniplex system between Dec. 5, 1950, and Jan. 5, 1951. We will build our equipment and be prepared to demonstrate a color television system definitely superior to the CBS or any other system thus far proposed to the FCC."

CBS on the other hand took FCC's evaluation of its system to be "the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards."

Skiatron Corp., sponsor of a subtractive system of color, meanwhile signified intentions of giving FCC a demonstration.

"We plan to demonstrate the feasibility by playing back large color TV pictures using the CBS color filter wheel in conjunction with the Supersonic TV projector," Skiatron told Telecasting. The company continued:

If the CBS system is adopted by FCC, the Skiatron Corp.'s advantage in the field of color TV would be heightened, since Skiatron's Supersonic TV projector is the only equipment capable of delivering a very large color TV picture. With the use of newly developed light sources, in fact, the Supersonic projector could give an image as large as the full-size screen size. On the other hand, using a direct-view set, the largest picture obtainable with a CBS color wheel is 123/4 inches.

Both the CBS and RCA systems, however, are additive color systems. In the experience of the film industry, additive systems have proved inferior to subtractive color, such as Technicolor and Kodachrome. Skiatron Corp. (Continued on page 69)

SET MAKERS PUZZLE

Manufacturers still are poring over FCC's color report [Broadcasting, Sept. 4], with first reaction to its bracket standards ranging from sheer amazement to a desire to do what the FCC has indicated would be in the public interest.

A majority of set makers willing to comment at this stage took the position that their engineers and production experts must have a chance to work on practical aspects of bracket standards before they decide whether they can reach a mature decision inside the FCC's Sept. 29 deadline. Some felt they would need several months to decide.

William J. Halligan, president of Hallicrafters Co., one of the larger TV set makers and producer of precision electronic devices, believes it will cost more than FCC has estimated to incorporate into TV receivers a switch that can receive normal pictures as well as the black-and-white version of CBS color. "Enormous" time and expense are involved, he said.

Color Not Ready

Many manufacturers feel that color is a year, or two or three, away even if the Korean crisis and defense armament don't upset the electronic industry's civilian production. And some who voice concern about mobilization point out, off the record, that they are scouring around store bins in cities all over the nation trying to pick up enough resistors and condensers and other components to keep their production lines moving.

Most enthusiastic of manufacturers willing to comment was John S. Beck, president of John Beck Industries and Scott Radio Labs.

He said the industry can make technical changes in a hurry and thought the concern over technical questions is overemphasized.

Radio-Television Mfrs. Assn. took no official position. Last Tuesday many of its manufacturer members discussed the FCC report informally prior to a meeting of the Joint Electronics Industry Committee (see story on this page).

Few had a chance to read the report but they were urged by RTMA President Robert C. Sprague to study it carefully.

Some individual RTMA members were worried lest development of a running controversy over color might stop purchase of present receivers. Several set makers had received complaints from recent set buyers who figured they had paid out big money for obsolete... (Continued on page 75)
PA. CENSORSHIP

Appeals Court Rejects State Board Plea

STATE Board of Censors in Pennsylvania lost another round with the courts last week in its attempt to censor motion picture film used on television. The unanimous decision by a panel of three judges was announced by the Third U. S. Circuit Court of Appeals, Philadelphia (TELECASTING, June 12).

The court ruled that state censorship boards have no right to censor movie film to be used on telecasts. The decision upholds Federal District Judge William H. Kirkpatrick's Oct. 26, 1949 ruling that such a regulation of the Pennsylvania censorship board requiring all TV stations in the state to submit films for clearance before telecasting is invalid.

Placing television in the same category as radio, the court said Congress intended that the FCC have sole jurisdiction over the field. In its ruling, the court said:

"We think it is clear that Congress has occupied fully the field of television regulation and that that field is no longer open to the states. Congress possessed the constitutional authority to effect this result . . . . It follows that the Commonwealth of Pennsylvania cannot censor the films used on the programs of the plaintiffs' stations."

TV Group Sued

Decision was made in connection with a suit filed by Pennsylvania TV interests who had contended that the board's order was not legal in that it conflicted with the Communications Act and was outside of the state's jurisdiction.

Filing complaints were WDTV Pittsburgh (DuMont); WPTZ TV, White Plains (CBS); and WABE Atlanta (ABC). The suit, filed in the Superior Court of Pennsylvania, challenged the constitutionality of the board's order.

It was ruled by the court that the FCC has authority to censor the film, but that the Pennsylvania Board of Censors has no such authority.

In addition to the FCC's color report, the court said, the Pennsylvania board has no authority to censor the film.

New York City

CBS TV CITY

L. A. Zoning Hearing Set

CBS' requested zoning changes to allow construction of a proposed television city at Beverly Blvd. and Fairfax Ave. in Los Angeles will be considered by the city's zoning commission at a public hearing today (Monday) (TELECASTING, Aug. 28).

With clearance given, CBS plans to erect, over a seven year period, a set of buildings on the 25 acre tract, estimated to cost $35 million. Variences sought are for construction of buildings higher than 45 feet and set back from sidewalks 150 feet.

Because ownership of the property has not yet been acquired completely by CBS, petitions to the city zoning commission are by Mrs. Elizabeth Hilty and Mrs. Frances Hilen, daughters of Earl Gilmore, Los Angeles oilman. Although Mrs. Hilty and Mrs. Hilen are listed as owners, legal representation at the zoning hearing today will be by the law firm of Gibson, Dunn & Crutcher, retained by CBS.

On the dotted line...

GIVING credit to WOC-TV Davenport, Iowa's, wrestling telecasts for upping his new car sales 148%: Willard F. Holms (r, seated), pres., Davenport Nash Co.; Don Kohl, organ. and Tom Holms, Davenport Nash.

COMPLETING plans for bringing U of Calif. and Stanford football games to Northern California viewers are (l to r): Philip G. Losky v. p-gener.

ATED to WOC-TV Davenport, Iowa's, wrestling telecasts for upping his new car sales 148%: Willard F. Holms (r, seated), pres., Davenport Nash Co.; Don Kohl, organ. and Tom Holms, Davenport Nash.

DEAL for sponsorship of WBKB-TV Cleveland's five-minute news show, Today's News, by Central Cadillac Co., is arranged by (l to r): Seated, Gene Myers, NBC sales; Joe Frewsmith, Meldrum & Frewsmith Agency; standing, Gordon (Skip) Ward, WBKB announcer; Lou Royce, Acme Newspictures.

MAKING it official, Holland Gregg (seated), advertising manager of P & C Stores, with outlets in Syracuse, Fulton, Oswego, Rome, Oneida, Utica, Auburn and Cortland, N.Y., signs contract for 26 half-hours on WHEN (TV) Syracuse. Looking on are Ned Ryan (l), originator of "Video" game to be sponsored by P & C, and Paul Adanti, WHEN (TV) general manager.

CBS TV CITY

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QT for first regular telecast- ing of a show from a Chicago department store—Let's Have Fun on WBKB—is set by (l to r): S.C. Quinn, WBKB program director; Jim Beach, WBKB account executive; John H. Mitchell, WBKB general manager, and Rouben Richman, adv. dir., Goldblatt Bros., sponsor.
Professional Quality Projection for 16 mm. Film

Telecast Projectors with the Basic Features and Performance Reliability of the Famous Simplex Theatre Projectors

Clearer Pictures... Finer Sound from ANY Film in your Studio

The G.P.L. Model PA-100 is a heavy-duty studio film chain projector, for use with either iconoscope or image orthicon, which sets new standards of ruggedness and projection quality. The professional sprocket type pull-down is quiet and trouble free. It provides a vertical stability of better than 0.2%. Tests show more than 1,000 passages without noticeable film wear. The high quality optical system resolves better than 90 lines per mm., with the screen so uniformly illuminated that corner brightness is at least 90% of center.

* The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.
* An enclosed, 4,000 foot film magazine provides for 110 minutes of projection—an entire feature.
* The film gate and optical and sound components are instantly removable.

A Portable that Pays for Itself in the Field

The G.P.L. General Utility Projector (PA-101) works directly with image orthicon studio or field cameras to provide new economy and convenience in your operations. For the small station, it provides the same quality as conventional iconoscope film chain equipment, using regular studio cameras. For large stations, its portability and high performance permit great flexibility, such as picking up commercials at remotes—games, sporting events, etc., without requiring studio standby facilities for this purpose.

It has the same performance features as the PA-100 except that a fast intermittent shutter provides illumination in relatively broad pulses at 120 cycles per second. This means that the projected picture may be picked up by a standard image orthicon camera without special phasing facilities. The projector weighs only 65 lbs., with case.
WHEN WENR-TV Chicago took the air Sept. 17, 1948, the fanfare was second only to that attending the opening a month before of its ABC sister station, WJZ-TV New York. The latter had been hailed by critics as among the most brilliant video premieres of all time.

The second of five ABC-owned-and-operated television stations to be placed in service, WENR-TV has been followed on the air by the network's TV stations in Detroit, Los Angeles and San Francisco.

Under the direction of John H. Norton Jr., who became vice president in charge of ABC's Central Division less than four months before the inaugural, WENR-TV's staff operated on a schedule of almost 24 hours a day to meet the September deadline. The premiere, held in the station's "Pent House" studio high in Chicago's Civic Opera Bldg., was a five-hour variety show presenting some of the most prominent figures in radio, the theatre, motion pictures, and vaudeville, as well as leaders in midwest government, education and religious circles.

Unwilling to rest on the opening night's laurels, the WENR-TV staff established a program schedule of 22 hours weekly within three days after the inaugural. More than half of this time was fed to the newly-opened midwest TV network, linking Chicago, St. Louis, Milwaukee, Cleveland, Toledo, and Buffalo. During the four months preceding inauguration of the east-west coaxial cable, the station was the only midwestern video operation to sustain the western string of TV outposts.

Granted in 1946

ABC received its initial grant for WENR-TV in August 1946. Channel 7 (174-181 mc) with a visual power of 30 kw, an aerial of 15 kw was authorized and an antenna height of 613 ft., at that time the highest in Chicago, was approved. The antenna, installed on the roof of the Civic Opera Bldg., rests on a base 52 ft. high and weighing more than 7½ tons. A gigantic hole had to be cut through the roof of the Opera Bldg. and a 4,000-lb. steel beam welded into the building's framework in the process of building this unit.

At the time of its premiere, WENR-TV maintained two studios. The Pent House is located on the 44th floor of the Opera Bldg. where small intimate productions and interview programs are telecast.

Large layout is the ABC-TV Civic Studio, formerly known as the Chicago Civic Theatre.

This famous playhouse was leased on a long-term basis shortly before the station's inaugural and was completely revamped to meet the basic requirements of broadcasting and telecasting. Show people describe it as one of the finest theatres of its size and type in the country. Its acquisition by ABC marked the first use of a legitimate theatre in Chicago as a television studio.

Seats 892

With seating capacity of 892, it is believed to be unequalled from the standpoint of acoustics and vision. Stage is 72 ft. wide, 32 ft. deep and the height from the stage to the rigging loft is 70 ft. Proscenium measures 30 ft. in height and 34 ft. in width.

As WENR-TV grew in stature, its management found the Pent House and Civic Studio inadequate for expanding operations, so on

May 1, 1949, an additional 4,000 sq. ft. was acquired in the Opera Bldg.'s north wing. Leasing of studio and engineering space on the 42d floor had a nostalgic twist as the staff of WENR, the station's AM affiliate, recalled that it was the area which served WENR when it took the air March 1, 1930. Many of the old studio's features were intact. Three months of re-modeling were required to prepare it for television operations.

Two additional studios were set up last month in the Chicago Daily News Bldg., where WENR-TV has leased 12,000 square feet of space. The studios measure 38 x 43 feet and 34 x 40 feet. The remaining area is being used for offices, a control room, workshop and storage facilities.

After acquiring the 42d floor footage in the Opera Bldg., WENR-TV announced it would open video recording operations. On Sept. 16, 1949 two units of the latest kinescoping equipment were put into use under the supervision of Floyd A. Timberlake. WENR-TV is the only television station in Chicago maintaining such facilities.

Sales Aid

Use of the tele-transcription or video recording equipment has served to establish closer cooperation between the programming and sales departments, enabling each group to have additional time and tools to tackle their respective assignments.

The success of WENR-TV as it nears the end of its second year on the air is due to the cooperative spirit which has existed between management and staff. Mr. Norton, who went to Chicago from New York where he was ABC's vice president in charge of stations, seldom closes the door to his office. Anyone within his organization has an opportunity to discuss business matters with him at any time. Meetings with his department heads are held weekly so that over.

(Continued on page 68)
COAXIAL CASTING, announced following a meeting in New York last Tuesday. Although CBS and NBC were understood to have viewed the proposals with some favor, DuMont and ABC were said to have been displeased with the allocations granted them in the tentative plan.

DuMont, it was reported, wrote a letter to the FCC Sept. 1 asking the Commission to call an informal meeting of the networks and AT&T representatives to discuss ways of settling the allocation problem.

Although no official clarification was forthcoming, it was reported DuMont also had suggested the possibility of the FCC's adopting rules of procedure for the distribution of AT&T facilities now and in the future. No response from FCC to the DuMont proposal had been received as of Thursday night.

Meanwhile, a Thursday meeting of the four network chiefs—which they had decided to hold at their Tuesday meeting—was cancelled at the last moment because at least two network presidents had conflicting dates. As of Thursday night no other date had been set for the further meeting.

Meetings among representatives of the four networks had proceeded on a day-by-day basis since early August until a fortnight ago when they were recessed at the suggestion of AT&T. Last Tuesday's meeting of the four network chiefs was the first one held since the recess and the first to include only the top level executives. Present were Robert E. Kintner, ABC president; Frank Stanton, CBS president; Mortimer Loewi, director of the DuMont Television Network, and Joseph H. McConnell, NBC president.

An FCC representative had attended the earlier meetings but did not participate in the Tuesday session because, FCC authorities explained, they considered the problem to be one for the networks and AT&T and hoped FCC would not be drawn into it.

The allocations under discussion are for the last quarter of the year with present allocations expiring Sept. 30.

NEGOTIATIONS for allocation of AT&T television network facilities last week foundered anew and it was learned that the DuMont Television Network had appealed to the FCC to intervene in the matter.

AT&T officials, it was learned, presented a schedule of proposed allocations to the chiefs of the four television networks at a luncheon meeting in New York last Tuesday. Although CBS and NBC were understood to have viewed the proposals with some favor, DuMont and ABC were said to have been displeased with the allocations granted them in the tentative plan.

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MADEL, GAINES

Made NBC Vice Presidents

EDWARD D. MADDEN, who became assistant to the president of NBC last Feb. 1, was elected an NBC vice president last week with supervision over sales and operations in the television department.

Mr. Madden is the second NBC executive to be elected to vice presidential rank in the last fortnight. James M. Gaines' elevation to a vice presidency in charge of owned and operated stations was announced following a meeting of the NBC board Sept. 1 [Broadcasting, Sept. 4].

Until his assignment last week, Mr. Madden served as executive vice president and director of the now-defunct American Newspaper Advertising Network and for 12 years before that was a vice president and director of McCann-Erickson, New York.

Mr. Madden Mr. Gaines

Mr. Madden had performed a number of special jobs, mostly in the network's television department, under his position as assistant to the president. In his new capacity, he will supervise sales and operations, with George H. Frey, director of television sales, and Carleton Smith, director of television operations, reporting to him.

Mr. Madden will report to Sylvester L. Weaver Jr., vice president in charge of the television network.

Before joining NBC last February, Mr. Madden served as executive vice president and director of the now-defunct American Newspaper Advertising Network and for 12 years before that was a vice president and director of McCann-Erickson, New York.

Allocations Still Deadlocked

The Henry Schultz of Enid, Oklahoma live 67 MILES from Oklahoma City...but they're a part of the WKY-TV

...Undivided AUDIENCE! CHANNEL 4 OKLAHOMA CITY OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. WKY, OKLAHOMA CITY — THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES — THE FARMER STOCKMAN Represented by THE KATZ AGENCY, INC.

September 11, 1950 • Page 65

DEMON PACT Covers Technicians

TWO-YEAR contract covering DuMont network television technicians was signed last week with the International Alliance of Theatrical Stage Employees, AFL, it was announced by Harry Friedman who negotiated the agreement for the network.

The contract, which applies to the three stations owned and operated by DuMont, covers senior technicians, transmitter engineers, production assistants, cameramen, audio and video control operators, boom operators, floor managers, projectionists and studio assistants in studios and control room.

Included were a union shop provision and separate rate schedules for each of the stations which provide overall average hourly rate increases of about 10%. Provisions of the old 1945 contract carried over included company-paid hospitalization, medical-surgical benefits and group life insurance.
WCAU-TV Philadelphia Announces New Rates

WCAU-TV Philadelphia has announced new rates effective Sept. 1. The announcement was made by John S. deRussy, general sales director of the WCAU stations. He said although the number of sets in the Philadelphia market has risen 88% since Rate Card Number 4 went into effect, the new rate is only 22% above the old.

Rate Card Number 5 is based on a live Class A hour of $900, as compared to $700 on Rate Card 4, Mr. deRussy said. Film rates are being eliminated from the new schedule. Class A time now includes Sun., 1-10:30 p.m., instead of the former 6-11:30 p.m. Class B time includes 6-7 p.m., through Fri., instead of 5-30-7 p.m. and the Sunday segment 10-11 p.m. Formerly Class A time. Annoucement periods jump from $100 to $150 each.

Andrea Cites TV Defense Value

TELEVISION's potential for maintaining home-front morale and as a channel of communication for educating civilians in protection against A-bomb attack constitutes a vital factor in the nation's mobilization and atomic defense program, Frank A. D. Andrea, president of Andrea Radio Corp., Long Island City, N. Y., pointed out in a statement issued Sept. 1.

"In a conflict that is turning more and more toward attaining victory through the culture of men's minds," he observed, "the visual presentation of ideas—a quick short-cut to human understanding—looms larger than ever in relation to other media as a tool for guiding the nation in this and future periods of emergency."

Mr. Andrea felt that the government's new guidebook, Effects of Atomic Weapons, could be given increased circulation and popular understanding if adapted for TV presentation and telecast by the major networks. Inasmuch as TV set owners are inclined to read less after acquiring their sets, video affords the "only sure method of reaching and influencing this ever-increasing group," he reasoned.

Video Increases Total Audience—Hooper

TELEVISION is adding to the total broadcast audience and not acquiring viewers only at the expense of radio, C. E. Hooper, president of C. E. Hooper Inc., said last week.

Mr. Hooper cited audience statistics he had accumulated in Syracuse and Baltimore to illustrate his point that "television is not merely taking listeners away from radio but is adding significantly to the total home listening or viewing." In Syracuse, total homes using radio or television in January-August, 1948, was 33%; in a similar period of 1949, the percentage was 31.4, but in January-August, 1950, it was 35.3%.

In Baltimore the percentage in January-August 1948 was 28.6%, January-August, 1948 was 28.6%, and in January-August, 1949, 31.1%, and in January-August, 1950, 37.7%. The total audience has risen with the growth of television in both communities.

The averages cited by Mr. Hooper were for the 6-11:30 p.m. periods.

Weekly Television Summary—September 11, 1950, TELECASTING Survey

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** Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Keeps 'em on the edge of their seats!

Nothing hits home like mayhem and mystery when it comes to keeping audiences in a state of suspense...anxious to follow every bit of the action...hear every word that's said. That's why "Strange Adventure" is a good way to get your TV customers to sit up and take notice of your product.

This series of 52 quarter-hour dramas* (especially produced in Hollywood for television) has proved it can hold its own with audiences. It's been sponsored by one of the nation's biggest advertisers. And hit the Top Ten Network TV listings (both Hooper and Pulse) for six months in a row!**

And no wonder. "Strange Adventure" includes adaptations of the great stories of Chekhov, Poe, Balzac, Stevenson, Bret Harte...played by such great stage and screen stars as Albert Dekker, Rose Hobart, Lyle Talbot, Karen Morley.

These teleplays are now available exclusively through Radio Sales...subject to prior sale in each market. For more information, and a private preview, just call your nearest Radio Sales office.

A CBS-TV Syndicated Film
Represented by RADIO SALES
Radio and Television Stations Representative...CBS

*Adaptable to 26 half-hours
**September 1949 through February 1950
all policies and activities of the station may be aired. "With new business coming in at the rate of nearly $35,000 monthly, with citations recently awarded on several Super Circus, Amator Hour, and Sponsored programs, and with an exceedingly good spirit on the part of the entire staff, I can foresee only a brilliant future for WENR-TV," he declares.

No one individual on his staff can be singled out as contributing more to the station's success than another, Mr. Norton asserts. He believes the station works fortuitously in engaging Fred Kilian as program director. Mr. Kilian had served an apprenticeship with three well-known Midwest radio stations and was a dramatic producer at WENR before his present assignment. Mr. Norton also speaks highly of Monte Fasnacht, technical supervisor of TV operations, and Phil Patton, executive producer of TV.

Mr. Fasnacht has been associated with the station since its high school days in Chicago. He is regarded among midwest showpeople as an expert in lighting, properties, scenery, makeup, and costuming.

Mr. Patton, with a long record in orchestra, vaudeville, and radio work, has established himself as a top-flight television producer for his handling of ABC's nationally popular Super Circus.

Sales "Lieutenants"

Sales-wise, Mr. Norton has two lieutenants, both with long and outstanding records at ABC. James L. Stirtton is network sales manager for both AM and TV operations in Chicago, and Roy McLaughlin is station and sales manager of WENR-TV. Both have advanced through the ranks and their imposing sales records in dealing with such national accounts as General Mills, Derby Foods, International Gellucoton Products, Bell & Howell, and advertisers as Marshall Field & Co., Morris B. Sachs, Interstate Bakeries, and Courtesy Motors, leave little to be desired.

Engineering operations are under the supervision of Edward C. Horstman, who has been chief engineer of ABC's Central Division since January 1942. Under his direction are 125 TV engineers and technicians.

Of WENR-TV's 60 hours of programming per week, handled by a staff of 35, 8 hours are of "Super Circus" with a string of ballyhoo and marquee attractions. Conceived by members of the network's Central Division program department, this 60-minute fun-fest is popular with young and old alike (Television, March 13).

Canada Dry Ginger Ale Inc. has been bankrolling the first 30 minutes of the show since April 3, 1949, and Derby Foods Inc., for its Pete Pan Peanut Butter, sponsored the last half-hour for a 26-week period, before two other sponsors stepped in to pick up the tab on alternate Sunday half-hours. Other advertisers were Pears Shoe Co., St. Louis (Weatherbird Shoes), and M & M Ltd., New York (candy).

The program currently is carried over the complete Midwest and Eastern TV networks and is seen in 40 cities.

Feeds Network

In addition to Super Circus, WENR-TV feeds the networks six hours of programming weekly. Included are Dr. Fienmen, Carolyn Gilbert, Majorirty Rules, Pin Pan Alley TV, wrestling and boxing shows. With the exception of Monday night wrestling, there is not a day in the week when programs created by ABC-TV Chicago are not seen in several cities throughout the nation.

Next Wednesday, the Don McNeill TV Club, with the emcee of ABC's 17-year-old Breakfast Club as star, will take the air from 5 to 6 p.m. (Chicago time) from WENR-TV. Gloria Swanson will be guest star on the premiere. Philco will sponsor the hour-long weekly show which will not deviate materially from the Breakfast Club format.

However, WENR-TV has not neglected its local program schedule. One Chicago critic has acclaimed its "wholesome, clean, and spirited" local offerings as having "family interests at heart." Station's management claims Channel 4 has been "the most tuned-to-spot" among Chicago TV viewers for the past 15 months with creations such as these: Bible Stories (Sun., 12:12-12:30 p.m.) featuring Kay Morrow as story teller; Morris B. Sachs Amator Hour (Sun., 12:30-1:30 p.m.), on AM since August 1934 and simulcast since March 1949; Fred Kilian's Parody, a children's puppet program which replaced the popular Uncle Mistletoe and currently is obtaining ratings comparable to those received by the Marshall Field-sponsored show; Parade (Mon., 7-7:30 p.m.), talent quest; Premiere Playhouse (Mon.-Fri., 8-9:30 p.m.), quality films to Chicagoans, which are getting high ratings against top competition; Flamingo Miss (Mon.-Fri., twice daily, 6:15-6:30 p.m. and at the end of the day's telecasting), featuring Sportscaster Pat Flanagan in a personalized sports roundup.

Pats, Birds, and Eagles (Tues., 10:45-11:15 p.m.), an instructional golf program with professionals Johnny Revolta and Jimmy Hines as teachers; Beulah Keary Show (Thurs., 3:30-4 p.m.) presenting the well-known broadcaster and writer on home economics; Kay Morrow Show (Thurs., 4:45-5 p.m.), a fashion and beauty show; Our Gal Toni (Fri., 9-10 p.m.), featuring Toni Gilman chatting informally with stars of the entertainment world; Weatherbird withers (candy).

Local Advertisers

Locally, the list of WENR-TV advertisers—both spot and program—has increased. The wide range of sponsors is shown in the following partial list of accounts:


Morgan Story

But WENR-TV's greatest sales story at present concerns young Jim Moran, "the Courtesy Man." Mr. Moran will spend nearly a quarter of a million dollars promoting his Courtesy Motors (Hudson), was sold WENR-TV's Wednesday night wrestling show in February to Station Manager McLaughlin. When the sale "took," Mr. Moran bought a Sunday night movie hour on another Chicago video station, but last March came back for more at WENR-TV.

His Friday night Courtesy Hour, one of the most lavish in Chicago television history, was a bold venture, but already is paying off.
New Color Fight

(Continued from page 61)

which owns the only subtractive color TV equipment, feels that the same development will take place in TV, and that ultimately additive color will be discarded in favor of a subtractive system, just as it was in film.

Officials of Hazeltine Corp. and General Electric, which had reported major color advances, indicated no decision had been reached on their respective plans to make demonstrations for the FCC. Communications Measurements Laboratories, which has signified an interest in the proceedings, said it had no plans to offer a demonstration.

Schule Has System

Fred W. Schule of Snow & Schule, Cambridge, which had reported a new invention for obtaining reasonably satisfactory color television transmission over present channels, told Telecasting how this system would be demonstrated.

He called it "the only satisfactory [system] known to us which involves no changes in existing electronic circuitry and which is suitable for any size of receiving tube, present or future. It will possess color fidelity similar to that of the CBS system, and will be inexpensive." Earlier, the company had told FCC that basic advantages of the system were:

1. Present transmission standards are utilized;
2. Existing camera equipment may be used without electronic changes;
3. Any needed changes in receiver electronic circuitry will be minor;
4. Existing receivers would yield good black-and-white rendition;
5. The mechanical scanner is simple, safe and inexpensive. . . . The novel feature . . . is the utilization of small-area sequences, by use of non-rotating three-color grids. . . .

Meanwhile, Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, one of Capitol Hill's most persistent underwriters of FCC on the color question, wrote FCC Chairman Wayne Coy congratulating the Commission on its decision, particularly its unanimous recognition that "color is . . . a fundamental improvement in television." Extending "my thanks and commendation . . . for a difficult job well done," Sen. Johnson said, "The decision brings very close the day when this great new improvement . . . will serve the American people." He continued:

The exhaustive and penetrating hearings which the Commission held are a credit to you and your colleagues. The earnest and painstaking attention which each Commissioner brought to bear upon the very difficult and extremely technical problems involved has been most reassuring to members of the Committee on Interstate & Foreign Commerce, who have followed the matter closely. Leaving the door partially ajar, affording an opportunity to the Johnny-come-lately, is a challenge to them to produce or step aside. Moreover, it is in the best traditions of American democracy and the free enterprise system since it does not foreclose improvements and advances which I am sure our American electronic science may bring out. I am sure the majority of the Commission will not permit this desirable appearance to disappear the commercial use of color. This will allay the fears of those who dissent on the grounds that finality now is essential. . . . I know that every effort will be made to push forward rapidly the allocation decisions so that television will be made available to more millions of our citizens who are waiting impatiently to have television in their homes.

FCC divided 4-2-1 on its decision. The majority was composed of Chairman Hoy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comra. Ross E. Hyde and Robert F. Jones felt CBS standards should be approved now, while Comr. Frieda B. Hen- nock asserted that the industry should have been given until June 30, 1951, to show whether a satisfactory compatible color system could be developed.

Oct. 2 meanwhile was set as date for continuation of the hearing on the general issues of the overall TV proceedings—Stratovision, Polycasting, reservation of channels for noncommercial educational TV stations, etc.

TV COURSES

U. of Calif. Offers Five

FIVE courses in various phases of television will be offered by U. of California Extension Division at Hollywood studio.

A beginning and advanced class in video writing starts tonight (Sept. 11) with Marvin Young, director of television and publish manager of Rutherfurd & Ryan Inc., in charge.

Broadcast Advertising will be taught by Robert J. McDonnell, managing director of Southern California Broadcasters Assn., starting tomorrow.

A course in Television Programming and Station Operations is scheduled to start tomorrow under Richard J. Giggins, senior director, now on leave of absence from ABC.

James T. Vandeveer, ABC-TV producer of sports and special events, will in charge of a course in Production of TV Programs starting Sept. 25.

Don MacNamara, director of television for Telefilm Inc., will teach Television Survey and Workshop starting Sept. 26.
**Hooper Ratings**

C. E. Hooper Inc. last week announced a new television rating service covering network programs in 12 New York and Ohio cities to provide Hooperatings on any given program and its competing programs within four days of broadcast and monthly to provide Hooperatings for all network shows once a month.

The research company is offering a service embracing two types of reports.

One will be a monthly report of all network programs in the 12 cities, including a Hooperating, a set-in-use and share-of-audience figure for each based on interviewing during the first week of the month.

The second will be a weekly report covering specific programs in which clients are interested. This will provide Hooperatings, set-in-use and share of audience figures for the client's shows and those other programs which compete with them. The reports will be available four days after the broadcasts.

Report Limited

C. E. Hooper, president of the firm, explained that his new report was confined to network outlets in two states because of his agreement with A. C. Nielsen Co., to whom he sold his national rating services in February 1950.

The Nielsen contract prohibits Hooper from engaging in ratings of regional network programs before next March 1 and defines a regional network as one embracing more than two states.

Mr. Hooper parried questions as to his plans for expanding his new service into more than two states after the expiration of his guarantee to Nielsen next March by saying he was premature to discuss the subject.

Under the Hooper-Nielsen contract, Mr. Hooper is prevented from working in the national rating field for an unknown period, but one extending beyond the expiration date of the regional network ratings clause in the contract.

Whether Mr. Hooper will embark on a national rating venture after he is free to do so under terms of his contract with the Nielsen Co. is also an unsettled question.

Cities in which the Hooper firm will conduct its new TV popularity ratings are New York, Albany, Schenectady, Syracuse, Rochester, Chicago, Cleveland, Akron, Cincinnati, Columbus, Dayton and Toledo.

In the surveys a base of 600 TV homes will be called during each half-hour TV program, 1,200 per color program and 1,500 per 15-minute, five-times-weekly program.

The weekly surveys on specific shows and their opposition will be offered at $150 for each half-hour network program, $200 for each 15-minute, five-times-weekly program.

The monthly surveys including all TV network programs in the three DuMont stations was $150 for the first program a client has on the air plus $100 for each additional program, this scale applying to advertisers, agencies, talent organizations and all those not broadcasters.

The scale for network programs has not been announced.

Announcing the new service, Mr. Hooper said it was "not designed to substitute for national projectable ratings but rather operates in a selected list of cities functioning as a talent-testing area served by interconnected TV stations."

Basically, the television figures will be like those contained in Hooper piece-meal reports on national radio programs published before the national service was sold to Nielsen, except, of course, limited to television in only 12 cities.

**Bond Adds DuMont**

BOND STORES, Inc., New York, Sept. 8, starts sponsorship of Hands of Mystery Fridays, 9-9:30 p.m., over the new DuMont Network.

The show is produced by Trans-American and DuMont, Grey Advertising, New York, is the agency.

**Crosley Sales**

Mr. Partridge, Mr. Feinthel

**APPOINTMENT** of David E. Partridge as general sales manager of television sales for Crosley Broadcasting Corp., effective Oct. 1, was announced last week by R. E. Dunville, president.

Edward G. Feinthel has been named to succeed Mr. Partridge as director of sales promotion.

Mr. Partridge joined Crosley in 1941 as assistant sales promotion director. After wartime service in the Navy, he returned to become editor of Buy-Bye, the stations' merchandising trade paper. In 1946 he was named director of sales promotion.

Mr. Feinthel went to WLB Cincinnati in 1939 as a member of the advertising-production department. In 1944 he was named assistant director of sales promotion.

**Series Telecasts**

**DuMont Denounces Pool Plan**

DUMONT Television Network, which refused to participate in the pool telecasts of the 1950 World Series, last week denounced the pool as "economically detrimental to the entire TV industry."

The DuMont statement was issued after CBS and NBC-TV had agreed to carry the games on a pool basis at unprecedented cost to themselves.

Each of the three participating networks will pay Gillette Safety Razor Co., which bought television rights from organized baseball for $300,000, $50,000 for the privilege of carrying the Action Pool.

Gillette's overall outlay reportedly may go as high as $1.5 million when costs of time charges, promotion and salaries are computed.

Such a pooling arrangement will permit stations to pick up the telecasts.

Stations will be paid for one hour's time for each of the four games—although it is hardly to be expected that any of the games will be played within an hour.

Stations will carry without compensation those parts of the first four games that go beyond an hour and all of the games exceeding four.

Gillette commercials will appear in the telecasts.

The pool operation for 1950 differs from that of 1949. Last year stations carried the telecasts without remuneration. The networks paid line charges and Gillette paid nothing for the telecasts, and $200,000 for the telecasts rights from baseball.

This year the stations will receive a payment for four hours of time.

The networks will pay line charges and in addition $50,000 each to Gillette. The "sponsor" only pays for the rights from baseball.

The DuMont network explained:

**TV Production**

Schulman Gives Views

IN TELEVISION production, "you've got to make the commercial come into the home and sit virtually in the lap of the viewer," Lee Schulman, program director of KING-TV, Seattle, told the Seattle Advertising and Sales Club at the last of its summer "brass-tacks" meetings Aug. 29.

Discussing TV production problems, Mr. Schulman said that the advertiser's product, Mr. Schulman emphasized that simplicity and ingenuity are the keynotes of successful commercials.

Viewers do not require elaborate stage sets, he said, since a simple background will be equally effective.

**Atlanta Baseball**

CONTRADICTING claims that television hurts the box office, the Atlanta Crackers drew a total attendance of 395,696 for the 1950 home season, the third highest figure in the history of Atlanta baseball. The games were carried exclusively over WAGA-TV which also has scheduled the World Series beginning early in October. Assuring WAGA-TV viewers of the series, the connecting coaxial cable will be installed by Sept. 30, officials said.
THESE NEW GENERAL ELECTRIC TV UNITS

Start where others leave off!

SYNCHRONIZING GENERATOR TYPE PG-2-A-B

IN TV station equipment, you need dependability—the kind that's built right into this entirely new G-E unit. It saves you service time and cuts off-the-air interruptions because it's factory-aligned for keeps, requires no periodic adjustment.

Normal variations in tube aging and tube characteristics do not affect its performance. Designed to prevent receiver rolling and loss of sync, it cannot miscount, barring component failure. Same unit can be rack mounted at studio or packed in carrying case for field use. This new G-E sync generator will do more for you than any other on the market! See it now!

NO OTHER SYNC GENERATOR GIVES YOU ALL THIS!

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G. E.</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
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<td>Entirely automatic counting circuits</td>
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<td>No</td>
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<td></td>
<td></td>
</tr>
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<td>No</td>
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<td>No</td>
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<td>120 lbs.</td>
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</table>

G-E TELEVISION BROADCAST EQUIPMENT

SYNC-LOCK TYPE TV-30-A

Dub In Local Commercials With No Interruption!

This new sync-lock allows you to treat a remote signal as though it were being generated in your own studio. During network shows—and at your own studio—you can insert local commercials by means of montage superpositions, lap, fade, or wipe dissolve... no need for additional equipment at the pick-up point, no need to switch in to the local sync generator for each commercial.

And all these advantages, too:

✓ Will operate on a noisy input signal, either network or off-the-air.
✓ You can substitute clean sync for noisy sync—quickly, easily.
✓ You can even insert new blanking.
✓ Simple knob adjustment re-sets front porch width.
✓ All clipping done automatically and without adjustment.

WANT MORE DATA?
The TV broadcast representative at your nearest G-E office can tell you more. Meanwhile, new fact bulletins on the units shown here are free on request. Write for bulletins X54-016 and X54-018. General Electric Company, Section 290-11, Electronics Park, Syracuse, New York.
XHTV (TV) Mexico City, Latin America's first television station, was officially inaugurated Sept. 1. In a radio pickup telecast of President Miguel Aleman as he delivered a message to the Mexican people at a joint session of congress in the Chamber of Deputies. On the air officially since late July, XHTV is located in the 20-story National Lottery Bldg., highest structure in the capital. It is licensed to Television de Mexico S.A., an interest of Romulo O'Farrell Sr., publisher of the newspaper Novedades and prominent Mexican businessman.

Manager of the new TV outlet is his son, Romulo Jr., who a fortnight ago visited the U.S. to confer with officials of the International Road Federation. The O'Farrills are leading truck and auto distributors in Mexico in addition to their other interests.

XHTV has scheduled regular programs 5-7 p.m. weekdays and 4-7 p.m. Sunday in addition to covering bull fights. XHTV also has telecast feature fai alai games and is negotiating for coverage of other sports activities including baseball, basketball, wrestling and boxing.

Although there are only a few hundred sets installed in the area, XHTV estimates that some 6,000 receivers may be operating by the year's end. About 40,000 sets are expected to be imported during the next 12 months. Mexico City's public school system purchased 400 sets which were used for the first time Sept. 1 to receive the President's address aired by XHTV.

XHTV is conducting extensive talent auditions for its staff, working with many professional Mexican entertainers reportedly making their initial try for TV.

XHTV's facilities, wholly supplied by RCA, include a 5 kw transmitter and associated studio and mobile equipment. Studios are comparable to U.S. installations and include a large theatre on the ground floor of the National Lottery Bldg. designed for presentation of telecast concerts and theatrical productions.

Technical equipment was inaugurated at RCA Victor Mexicanas S.A., RCA's associate company. Meade Burnet, RCA vice president and managing director of the RCA International Division, attended the opening ceremonies in Mexico City.

Meanwhile, CMQ Havana is planning to commence TV operations by November or December as the first TV outlet there. Radio TURI Sao Paulo, Brazil, already is on the air with test pattern and program service with a second station under the same interest under construction at Rio de Janeiro [BROADCASTING, Aug. 7]. A second station in Mexico City is being constructed by Emilio Ascarraga's radio interests.

**SET PRICES**

#### Increased by Six Firms

Six firms—Crosley, Hallicraft, Olympic, Zenith, Tele-Tone and Air King—have announced television set price increases.

The manufacturers blamed the price boosts on increased cost of components or materials. However, a spokesman for Crosley stated that the new prices were needed "to meet warranty charges under the new policy of guaranteeing all parts for one year." Crosley's price increases are $10 and $20; Hallicrfter's, $30 to $50; Zenith's, $2 to $55; Tele-Tone, $10 to $30; AirKing, $10 to $30.

**SMPT Convention**

THE 68th Convention of the Society of Motion Picture and Television Engineers will be held at the Lake Placid Club, Oct. 16-20. William S. Sullivan, society connection vice-president and technical representative for National Carbon Division of Union Carbide and Carbon Co., heads the planning committee for the convention.

**NBC Names Passman**

LEROY PASSMAN, operations manager of WABD (TV) New York, has been named assistant production manager in NBC's television program department.

Mayor Hartsfield signs the "Television Week" proclamation as George C. Biggers (l), president of Atlanta Newspapers Inc., and J. Leonard Reinach, WSB-TV managing director, looks on.

**'TV CAPITAL'**

**Atlanta Observance Set**

**PROCLAMATION of Atlanta as "Television Capital of the South" and the current week of Sept. 9-15 as "Television Week," has been made by Mayor William B. Hartsfield.**

In his proclamation, Mayor Hartsfield points out the increasing importance of television to Atlanta—there being already over 50,000 sets in that city. The proclamation also states that network interests—set for Sept. 30—will further facilitate and speed communication between our major national regions. In connection with this, the O'Farrell, Kukla, Fran and Ollie made a personal appearance on WSB-TV Atlanta on a remote show from Rich's Department Store last Wednesday (Sept. 9).

**NAB District Meetings**

**Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Colo.**

**Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.**

**Sept. 15-16: Dist. 7, Terrace Plaza Hotel, Cincinnati.**

**Sept. 21-22: Dist. 9, Northernaire Hotel, Chicago.**

**Sept. 23-26: Dist. 11, St. Paul Hotel, St. Paul.**

**Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.**

**Oct. 2-3: Dist. 12, Tulsa Hotel, Tulear, Madagascar.**

**Oct. 5-7: Dist. 6, Roosevelt Hotel, New Orleans.**

**Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.**

**Nov. 9-10: Dist. 5: Anseley Hotel, Atlantic City.**

**Sept. 18-21: Financial Public Relations Assn. Convention, Hotel Statler, Boston.**

**Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Van- couver.**

**Sept. 23-26: National Television & Electronics Exhibition, 69th Regiment, Armory, New York.**

**Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.**

**Sept. 28-30: National Retail Dry Goods Assn. Convention, Hotel Statler, New York.**

**Sept. 30-Oct. 7: Canadian Radio Week, Toronto.**

**Oct. 1: National Television and Electrical Living Show, Chicago Col-iseum.**

**Oct. 2: Second International Advertising Convention, Hotel Plaza, New York.**

**Oct. 6-7: Ohio State U.'s annual advertising and sales promotion confer- ence, Columbus.**

**Oct. 8-19: Advertising & Selling Course, Advertising Club of New York, New York.**

**Oct. 18-21: NBC Annual Affiliates' Meet- ing, Greensboro Hotel, White Sulphur Springs, W. Va.**

**Oct. 25-26: District convention of Advertising Federation of America, National Hotel, Washington.**

**Oct. 25-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, South- ern N. C.**


**Nov. 3-4: Institute of Radio Engineers Kansas City Section, Second annual convention, President Hotel, Kansas City, Mo.**

**Nov. 14-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.**

**MARCH OF TIME**

**Expands TV Activities**

ARTHUR TOURTELLOT, director of "Crusade in Europe," produced by March of Time, has been appointed director of March of Time Television Productions, a new department of the March of Time. At the same time it was announced that Arthur Murphy, general manager of Life, had been appointed general manager of the March of Time division. The new appointments were understood to presage an expansion of March of Time's television activities.
RUSS WHITEMAN elected president Border Productions, Hollywood, producers of new TV series "Yest. to Yest."
Dorothy N. Raison is secretary, J. Henry Kruse, treasurer, and Max Gilford, general counsel. Firm has offices at 6533 Hollywood Blvd., Herbert Moulton, formerly associated with MGM and Paramount Pictures, joins Jerry Fairbanks Inc., Hollywood, as production manager.

Background Engineers Inc., Hollywood, has sold services providing projectors, screens and slides for TV shows to KTSL (TV) same city. William Thilisch, partner in firm, currently on three weeks trip to New York, Chicago and other major cities to demonstrate equipment to station managers....Quaker Oats Co., Chicago, through Price, Robinson & Frank agency, same city, has contracted for 16 Aunt Jemina TV spot commercials from Ted Ethbaugh Studios Inc., New York.

Ferenz Fodor, chief engineer, Filmcraft Productions, has developed 35 mm magazine capable of holding 2,000 feet of film. Magazine developed to enable Filmcraft to work more smoothly on Groucho Marx TV shows. According to Mr. Fodor, new magazine will run 20 to 22 minutes without a break. Normal 35 mm camera holds only 1,000 feet of film and runs about 10 minutes. Filming of Groucho Marx program uses magazine. Four are in action at all times. Norman Colbert is supervising film editor for show.


SAG-TVA TILT
Partial Agreement Seen

AGREEMENT upon an election to settle the broadcasters-advertising agencies portion of the Screen Actors Guild-Television Authority jurisdictional disputes is believed to be the goal of a meeting set for Sept. 19 in New York. Negotiators for industry, NLRB and the battling bidders will meet.

Chances for agreement are believed slim, but discussion of issues raised by TVA's recent amending petition filed with NLRB [Broad-
casting, Aug. 28] is expected to be accomplished. The petition in question divided the battleground into two zones, one inhabited by broadcasters and advertising agencies, the other by film producers.

To satisfy NLRB procedural requirements, SAG last week filed with NLRB in New York an intervening petition relating to the broadcasters-advertising agencies zone. A petition filed last May served the same purpose for the film producers zone.

The reported consent by SAG to negotiations between TVA and the networks sometime in September [Broadcasting, Aug. 28] is most likely the subject of a separate case currently handled by the National Labor Relations Board.

To Produce TV Films

FORMATION of Procter Syndications Inc., to create, develop and produce films for television to be sold to local and regional advertisers, was announced last week by Bernard J. Proctor, president.

Bernard Solomon has been appointed vice president of the new firm and will be in charge of distribution of the films. Procter Syndications Inc. is a subsidiary of Procter Productions Inc., producer of Hall Mal's Big Story radio TV programs, "Treasury Men in Action" for Chrysler Sales Div. on television, and the radio show, "Quick As A Flash," for Amnident Tooth Powder. The firm's offices are located at 221 W. 57th St., New York.

KRON-TV San Francisco begins seven-day week programming Sept. 23, KPIX (TV) and KGO-TV same city, having expanded earlier this month.
Another successful start with **Dumont**

**WHBF-TV**  
**ROCK ISLAND, ILLINOIS**  
Channel 4

Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont “Grow As You Earn” system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investi-gate Du Mont first — and then compare.

**DuMont**  
**First with the Finest in Television**

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N.J.

Page 74  
September 11, 1950
Set Makers Puzzle

(Continued from page 61)
equipment. They had been upset by published stories about FCC's color report.

In off-the-record conversation, a number of set makers said they were staggered by the Commission's action. "How can they do this to us," one official moaned as he looked over cost sheets and reports showing that his department is starting to recover some of the money sunk in TV set manufacture and distribution.

With scarcely three weeks remaining before the FCC's deadline, some set makers were hoping they could reach a sane conclusion during the RTMA autumn meeting in New York Sept. 18-20. The RTMA Television Committee, headed by Dr. W. R. G. Baker of General Electric Co., will meet Sept. 14 to consider the FCC report and make recommendations to the RTMA board.

Meetings Next Week

RTMA's division and section groups meet Sept. 18-19, with the board taking up their recommendations Sept. 20. The permanent consulting engineer familiar with TV circuitry and production told BROADCASTING he doubted if one-tenth of the TV sets built without bracket switching would ever be equipped with adapters.

A set maker further doubted if many of the sets equipped by TV servicemen with adapters would provide reliable TV reception. On the other hand, he felt the manufacturing industry had performed miracles in the past and they could do it again, assuming no special problems such as defense production interfered with design and tooling operations.

Here are reactions of a number of leading manufacturers who responded to a BROADCASTING query as to their position in the color controversy:

Philco Corp. executives did not reveal any definite plans as to whether the company will follow bracket standards in television sets as suggested by the FCC in its decision on color TV.

However, a spokesman for the company pointed out that while he feels "color still seems a long way off, the gun now is loaded." He believed that in view of the FCC's action, Philco would have to build "some" sets adapted to receive CBS in black-and-white in addition to those "already built in our laboratory."

Officials at Philco's plant in Philadelphia also pointed out that the company's primary manufacturing problem is to balance its domestic set production demands with growing military requirements.

William J. Halligan, president of The Hallicrafters Co., said "This is certainly not a popular decision with the manufacturing industry." He recalled that the Chapin-Roberts switch was made on a relatively high-priced receiver and that to make the same changes on present-day lower cost sets would be more complicated. To adapt the CBS system would cost more than the FCC's original concept. He predicted it would take an enormous amount of time and expense in engineering and tooling to make the changes proposed, but he expressed hope that when the Set Division of RTMA convenes this month manufacturers will benefit from an exchange of ideas on the subject.

'Confusing' Decision

H. B. Foulke, vice president and general manager of Arvin Radio & Television Co. division of Nobilt-Sparkes Industries Inc., Columbus, Ind., called the decision "rather confusing."

"The Commission is asking us to do something that will take better understanding of the problems than most of us now have. We will have to weigh the question carefully. With the slowness of components and the time taken to get materials it may be hard to comply. Arvin will go along if that is the FCC program. Apparently this decision is the best answer of those who have lived so closely with the color problem."

John Sanabria, vice president of American Television Inc., called the decision "horrible—one of the most horrible blunders in the history of the Commission. This is a case of pressuring an industry to come up with a workable solution when there hasn't been time to solve all the problems. The CBS system has been considered impractical of public consumption."

Mr. Sanabria added, "When we adopt a set of standards they must be flexible." He said FCC's ideas are easy enough to talk about but to put them into execution is a different thing.

Orville Hill, assistant chief engineer of Stewart-Warner Electric Division, said "We have made no plans but are investigating whether our present receivers will respond to the requirements of the CBS system. Most manufacturers probably will find it difficult to adapt the system to their receivers in a simple way."

"I was sorry to see that the FCC feels the way it does. It seems to me a shortsighted decision. Potentially the RCA system offers more for the future."

"This was a big step for the FCC to make but now that it has been made, it may be difficult for the Commission to retrace its course."

Mr. Hill said that if redesigning problems are not too serious the manual method might be installed for $10 to $12 per receiver and the automatic method for $25 to $30.

Robert M. Jones, chief engineer at Admiral, said the company is not yet ready to make an official statement, but when questioned Mr. Jones said he expected that in adapting the color system manufactures would run into different problems on each model. There is a tremendous amount of work ahead he said.

M. D. Block, vice president of Sanders-Manhasset Corp., called the decision "confusing and damaging." He said the Commission should have taken more time and should have thoroughly advised all segments of the manufacturing industry from time to time.

"This decision was too hasty, too abrupt," he said. "I don't see why more time would hurt anyone." Mr. Block said he was generally in agreement with Comr. Henckin's views.

Robert Galvin, executive president of Motorola Inc., said the company had no official reaction to the decision but he noted that some aspects are relatively new to Motorola. He observed that to comment on such an important decision required considerable preparation.

Leonard Ashbach, president of Garod Electronics Corp., Majestic Radio and Wilcox-Gay Corp., said "Right or wrong, we will go along with the FCC. They are the public servants to decide what the public should have. Whether the Commission made a wise decision in selecting CBS color remains to be seen, but it still comes at the expense of the public."

Double Royalties

"Naturally, by having two systems—RCA Hazeltine and CBS—double royalties will have to be paid. All of this has to be passed on ultimately to the customer."

"Having seen both systems, the single tube appears to be more practical than the scanning device, but again, that is up to the FCC. Had the Commission got out a questionnaire to various engineers it might have gained more experience than by carrying on its own experimentation. I understand there were some manufacturers who volunteered information only to be told their advice was not needed. So it appears this decision is being jammed down some throat."

"Of course, the higher priced the set, the more money the manufacture...

With a telefot lens equipped camera, Cameraman Russ Warren of WHAS-TV Louisville brings to viewers a spectacular $60,000 fire which hit the Mangol Co., plywood manufacturer, and part of the Reynolds Metals Co. WHAS-TV newsmen set up the camera atop the seven-story Courier-Journal Bldg. where the station is located. Simultaneously, WHAS-TV cameramen were at the scene of the fire making movies of the blaze for the nightly newsmore. From the roof, News Director Dick Oberlin described what he saw and read bulletins as they were called in by his staff at the scene of the fire. Interrupting the normal schedule of news and weather, on moving tape at 3:50 p.m., live coverage of the blaze continued until about 4:30 p.m.
Set Makers Puzzle
(Continued from page 75)
turer makes. But our company always has tried to give "the most for the least." In any event, we won't stop the clock to save time. We'll do what the Commission tells us to do.

"We can change our present facilities to production of color television sets as soon as the FCC recommends the change," declared Leonard Ashbach, president of Majestic.

"Our engineering and research departments are well versed on the various color systems and are prepared to turn them on in the event race to produce the first color TV sets. Eventually, of course, we expect to produce color sets for the same cost as a black-and-white receiver, but that's a long way off."

Mr. Ashbach reported peak production in both the Majestic and Wilcox-Gay plants and reported fluently that conversion to color television will of course affect both activities.

Says Color Is Premature
David H. Cogan, president of Air King Products Co., said that although he had testified for CBS color months ago, the radical change in the whole scene caused by Korean war developments has brought him to feel that a color decision at this time is premature. He felt the necessity of surveying the parts required for adapting, along with their schedule of availability and cost, makes it economically impossible for this company to try to comply with FCC's deadline of Sept. 25."

Robert S. Bell, executive vice president of Packard Bell Co., Los Angeles, said: "We will do everything we can to cooperate and implement the FCC decision. But before the concrete plan of action can be announced it will be necessary to have more detailed information on the switch arrangement requested by the FCC so that size-wise in relation to present receivers can be compared and analyzed."

H. Leslie Hoffman, president of Hoffman Radio-Television Corp., Los Angeles, is investigating the FCC color report as it affects his business and said he is in no position to make definite statements.

The whole question of color TV sets being practical, a couple of years, in the opinion of Bernard Fein, president of Ansley Radio & Television Inc. Ansley is studying the FCC report, he said, especially in relation to the problem of adapting receivers. Merely to incorporate the switch arrangement in receivers would require until next spring, he added. Mr. Fein said 'the meaning of the FCC report isn't clear. He said the question of what his company will do must wait until it knows just what FCC has said and until the problems of adapting have been explored and evaluated. John S. Meck, president of John Meck Industries and Scott Radio Laboratories, said: "The concern about the technical questions involved in the FCC decision is over-emphasized. I believe it is most important that the FCC come out with a definite decision and make it stick whichever decision that may be. The confusion and uncertainty caused by the tentative decision is more serious to the industry and the public than any technical matters are likely to be. The industry has proved it can make technical changes speedily, once it knows what is called for. I hope FCC will quickly settle the question of standards and let us go full speed ahead in a definite direction."

RCA, CBS and Color Television Inc. stood pat last week on positions they had taken Sept. 1 after the report was made public. RCA and CTI remained confident they would prevail in the end. CBS was gratified and announced it would go on the air with color service 30 days after a final FCC decision. Allen B. DuMont, head of Allen B. DuMont Labs, did not elaborate on his company's position that FCC apparently agreed with his premise that color is not ready commercially.

CJLS Yarmouth, has changed corporate name to Gateway Broadcasting Co., Ltd., operating with 250 watts on 1540 kc.

WOR BREAKS
Commercial Time Increased
GENERAL increase in time length of WOR New York night stations breaks without additional charge to advertisers has been announced by R. C. Maddux, vice president in charge of sales. All station breaks after 6 p.m., except time signals, he announced, will go from 15 seconds to 20 seconds. "This change enables the advertiser to put more 'sell' into his station break commercial on WOR," Mr. Maddux said. The former 15-second break permitted 36 words of copy, he said, whereas the 20-second break will allow 45 words.

The decision by WOR to lengthen its station break periods and thus permit longer advertising messages was understood to be taken in the hope of overcoming what has been generally reported by it and other stations as an increasing feeling of resistance among prospective advertisers who look upon the shorter periods as inadequate to accommodate an adequate message.

It is known that some stations, including WOR, have become concerned over repeated statements by prospective clients that they prefer to maintain their present shorter breaks instead of buying the additional time. The money to buy longer announce- ment periods rather than try to squeeze a 35-word message into a station break.

NBC SHOWS
Trendex To Survey
NBC has named Trendex Inc., New York, newly formed broadcast audience measurement firm, to provide a monthly rating report for the NBC evening sustaining shows, on a continuing basis.

Cities chosen for the survey are those covered by the four major networks and will have an almost equal degree of TV penetration as a whole, to insure an accurate measurement of radio and TV programs popularity, Trendex announced. Interviews will be made from the 1st through 7th, with the report for NBC to be completed about the middle of each month.

WPIX Signs 96 in Aug.
WPIX (TV) New York announces signing of 96 advertising contracts during August, bettering the July contract figure of 93. Business covers new and renewing sponsors, participation in WPIX President's Plan and in live and film TV spot schedules.

Schlitz on ABC-TV
SCHLITZ BREWING Co., Milwaukee, will sponsor Pulitzer Prize Playhouse, Friday, 9-10 p.m., over ABC-TV beginning Oct. 6.

WQQW PLAN
Reorganization Underway
A REORGANIZATION petition was filed in U. S. District Court in Washington, Washington, which said the move was designed to strengthen the station's corporate structure and make ample funds available for future expansion.

Chief Judge Bolitha J. Laws on Thursday set Oct. 5 as date for the first reorganization hearing.

WQQW, in passing on a FM license application, had requested the station to adjust its financial structure in order to reduce a debt in excess of $110,000. This indebtedness is secured by amortizing notes and a first deed of trust on the station's physical assets, the notes having been exchanged for loans made by 11 persons in 1947-48 before the present directors assumed control, WQQW said. For its assets was estimated at $185,000, but the petition pointed out that complete value could not be realized by a forced sale.

Station Attorney Monroe Oppenheim, who filed the petition followed the failure of a minority of creditors to agree on a suggested refinancing plan. M. Robert Rogers, vice president and general manager, said he anticipated no difficulty in securing court approval of a reasonable plan, since the station's QQQW, known as "the good music station," would continue to broadcast "only the finest music for 17 hours a day."

Plans for linking WQQW and WQXR New York via Philadelphia and Baltimore for network broadcasting of several musical programs of each station, plus special events from Washington, are now nearing completion, Mr. Rogers reported. He said it was hoped that engineering arrangements will be completed during October.

WHNN STRIKE
Employees Still Out
WHNN Warren, Ohio, struck by announcers and engineers at 10 p.m. Aug. 28, was still silent last week.

A series of negotiating conferences failed to bring an understanding, according to IBEW. The union said it asked $72.50 a week for engineers, who were said to receive $50 per week.

W. W. Powell, Commissioner of the Federal Mediation & Conciliation Service, took part in some of the conferences.

IBEW said it had been certified last May 18 by National Labor Relations Boards for technical employees and on Aug. 16 for the announcer-studio technical unit. Union members picketed the station's studio and transmitter.

The union ran a paid ad in the Warren Times-Gazette, license of WHNN, explaining its side of the dispute and comparing wage scales with those in nearby Youngstown.

BROADCASTING • Telecasting

Page 76 • September 11, 1950
Bowron Among Richards Witnesses

G. A. (DICK) RICHARDS and his staff members of KMPC Los Angeles were praised for "fairness and generosity in public service broadcasting" last week as their presentation in FCC's hearing on treatment of religious, racial and political groups. Under cross-examination he said testimony was based on "hear-say from persons who listened to the station."

Vierling Kersey, former superintendent of Los Angeles city schools, said KMPC made a "great deal" of time available to the public school system during his tenure, and listed numerous programs which he said were prepared for children of all ages.

Mr. Cottone, chief owner of KMPC, WGAN Cleveland and WJR Detroit, testified that he intended to slant newscasts in any way.

Now a personal business-management executive, Mr. Tyson said that when he hired the then-day manager of KMPC's Los Angeles station, Mr. Richards, he was not aware of the station's programs and had cancelled a number of announcements because he felt they were "unfair and prejudiced." He agreed with Mr. Richards that he had "never heard anything unfair, biased, or prejudiced" broadcast on KMPC.

Mr. Richards was questioned as to why he had not become a licensee of the station until June 3, 1937, reserved detailed examination pending an opportunity to study the transcript of FCC's December 1940 hearing on the station for transfer to Beverly Hills Broadcasting.

Sheriff Eugene W. Biscailuz told FCC Examiner James D. Cunningham that KMPC carried free announcements in support of the Sheriffs Relief Anson, assisted him as county chairman of the March of Dimes for the past 12 years, and contributed broadcasts for civilian defense and the Disaster Relief Committee.

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WHEN the FCC releases its freeze on television assignments, developments will occur which will require close cooperation and coordination between radio and television in order that proper time may be allocated as to present a minimum amount of conflict. These situations are anticipated due to the peculiarities attending effective television transmissions, requiring line-of-sight coverage from the transmitter to the ultimate recipient. This condition will necessarily require tall transmitting structures adjacent to tall radio towers which, in order that proper time to allow traveled civil airways. It is believed, too, that in your knowledge of these problems, and with the aviation industry recognizing the needs of the radio interests, there will be a greater likelihood of mutual understanding between the two, with the result that the transmitting stations may be so situated that they will not be objectionable from an aeronautical standpoint, and still provide the transmitting coverage required.

The Civil Aeronautics Administration is desirous of extending to the applicant an airport station whatever assistance may be required so that the conditions mentioned above will be met. Such requests for assistance may be made of the CAA Regional Administrator in your locality, who will offer you full cooperation leading to the ultimate accomplishment of your project.

Cities grow "out" not "up" . . . Not referred in previous figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 292,700 in the area. All potential listeners to WTHI plus top-flight local programming.

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ministration with a thorough cross-section and blend of opinions as expressed by the aviation interests, which views are then finally evaluated by the CAA regional or district office, in order that the proposal may be resolved, to determine the position to be assumed by the CAA in the matter. In some instances, where material is indicated by comments received, it is often possible to resolve the situation equitably by minor adjustments of aeronautical criteria affected, or slight relocation of the site proposed.

Many Factors Involved

Many things must be considered in the evaluation of a problem of this type. It is necessary, for instance, to determine the location of the construction site with reference to airports and airways in the vicinity. CAA investigation will further reveal whether there exist interfering structures of comparable height in the area which tend to shield the proposed tower. It is necessary to study the terrain in the vicinity of the site, with the possibility that this will be the influencing factor in determining the minimum flight altitude or approach altitude which is established for the safe conduct of flights either along an airway or into an airport.

To elucidate this point: Consider an airport flight pattern cleared to follow civil airways which can be compared to highways in the sky. Along the airways, the CAA maintains and operates visual and electronic aids sented by the use of the airman. These electronic aids are sometimes used as fixes for enroute traffic, and again may be utilized in a manner which may be compared to a traffic signal indicating to the pilot that he is permitted from that point forward to descend from his normal cruising altitude to an altitude which would permit a safe and comfortable approach into the airport which may be his destination. Sudden or accelerated descents from any point in the vicinity of an airport or airway may be disturbing and may, in fact, create a definite danger for the aircraft attempting to land.

The Civil Airway may be likened to a highway system wherein the traffic is controlled by laws and regulations designed and enforced for the safety of motorists. It is true that ever growing numbers of these air roads, it becomes increasingly essential that construction sites for radio towers be so located that they will present a minimum amount of potential danger to the airplane traveler.

A Technical Standard Order (TSO N18) has recently been issued by the Administrator of Civil Aeronautics which has subjects "Criteria for Determining Obstructions to Air Navigation." In the standard order, an attempt has been made to establish a system which form criteria for such determinations, and has been developed by the CAA in coordination with the FCC, the Dept. of Defense, and appropriate branches of the aviation and radio broadcasting industries.

These criteria will be applied by all affected agencies in their determination of when any given obstruction may become an aeronautical hazard. The investigations conducted by the CAA to evaluate a potential aeronautical danger presented by new or existing structures must, of necessity, be individual for each construction studied. In one instance, a problem may be created for the airway on which the structure may be situated. When investigating such a case, the air traffic along the airway is considered and the minimum en-route altitude which have been established for the safe conduct of flights along the airway are reviewed.

The minimum altitudes are established by the CAA in such a manner that under instrument conditions, aircraft will clear all ground obstacles in average terrain by at least 1,000 feet for five miles either side of the course intended to be followed. Clearance of all ground structures by at least 2,000 feet is considered necessary in mountainous areas.

Instrument Flight Aids

Instrument flight is accomplished by use of radio aids when it is impossible, due to visibility conditions, to maintain visual contact with the ground. In another case, the tower may be in such a location with reference to an airport as to affect landing procedures for aircraft approaching the field or may be within the approach zones of runways and interfere with the glide ratios in effect for the runway involved.

Due to the technical aspects of the criteria developed for determination and evaluation of hazards to air navigation, it is not considered feasible nor essential to include in this article all of the factors which have been considered in the over-all analysis of a problem of this type. However, there is set forth herein an outline description of the areas, critical from an aviation standpoint, which are always carefully studied in these cases.

Ground structures which project above an airport landing area in excess of the limitations to be mentioned later in the article, shall be considered obstructions to air navigation. The approach surface to an airport is an inclined plane located directly above the approach area. The dimensions of the approach area are measured horizontally and may slightly with the class airport involved.

The class of an airport is determined by the length of runways usable for take-off and landing of
For the purpose of this article, it will suffice to say that the average dimension of an approach zone for a noninstrument runway on civil airports is 500 feet wide at the runway end and flares uniformly to 2,500 feet at a distance of approximately two miles. The similar zone for an instrument runway on civil airports is 1,000 feet wide at the end of the runway and flares to a total width of 4,000 feet at a distance of approximately two miles. The slope of the approach zone for instrument runways is 50:1, extending outward from the end of the runway approximately two miles. For all other runways not intended for instrument operation, the slope desired to be protected by the administration is 40:1.

Permanent Obstructions

Investigation of a particular problem, of course, will reveal that in some instances these slopes are not practical because of existing permanent obstructions which will necessarily restrict the glide ratios mentioned before.

The approach zones are, of course, most critical, and under the new Technical Standard Order, an object more than 100 feet above ground within three miles of the runway and increasing above ground in the proportion of 25 feet for each additional mile outward from the runway, but not to exceed 250 feet within 10 miles of the runway end, is considered an obstruction to air navigation.

Locations other than those mentioned may also present an aeronautical problem because a tower may be so located with reference to natural terrain features as to constitute a hazard to the itinerant private pilot, or to local small plane operations.

These considerations, taken into account in the evaluation of any particular case, merely give an indication as to the many and varied aspects of an investigation which must be made by the Civil Aeronautics Administration prior to a comment being forwarded to the Commission for its ultimate decision.

We believe that it is advisable for the applicant for a new transmitting tower to investigate the aeronautical phases of his problem prior to the time that final plans for the project are developed. It is suggested also that an investigation be made with local building authorities having jurisdiction over the construction site area to determine if any municipal or state ordinances exist which may control the erection of high structures in that particular locality. Civil Aeronautics Administration representatives in each region will be eager to assist in determining whether the location and the site of the structure will present an aeronautical hazard for aircraft operating in the locality.

Valuable Assistance

You will find that the CAA personnel contacted will not treat your problem arbitrarily, but rather will offer valuable assistance in determining whether the proposed construction will be dangerous to air traffic. An earnest effort should be made to the end that the location chosen will be least objectionable from an aeronautical standpoint, yet will adequately provide the desired radio service.

In the past, it has been found that the relocation of a site as suggested by CAA personnel could mean the difference between the creation of a severe menace to air traffic and an obstruction which when adequately marked, would not prove unduly dangerous.

Ground studies can usually be conducted, and whenever necessary, flight checks of proposed sites will be made. Thus, the applicant will have reasonable assurance that his structure, when erected, will not present an excessive aeronautical danger, and he will therefore be safeguarding the lives of air travelers as well as his own installation insofar as possible.

In view of these facts, it may be well for the official of a radio station who expects to undertake the construction of a new tower to utilize the following procedure prior to preparing final plans for a new transmitting tower.

1. Determine which CAA regional office has jurisdiction over the proposed construction site location.
2. Request informal advice from the CAA and municipalities for the construction, at the site proposed and height specified prior to making final commitments for the purchase of land, conducting radio propagation tests, etc.
3. Obtain recommended hazard painting and obstruction lighting recommendations from the CAA for inclusion in construction specifications.
4. Submit formal application to the FCC for the site desired, so that official and formal recommendations can be furnished by the CAA.

If it is found, after aeronautical analysis and evaluation, that a degree of hazard will be presented by the tower to be erected, suitable hazard painting and obstruction lighting recommendations will be offered to the Commission for inclusion in its construction permits. Here again, the recommendations offered will not be arbitrarily made, but will be based on an intensive study of the problem, and only such marking will be recommended as is considered essential to safeguard lives and property, both airborne and on the ground.

Some Marking Omitted

In certain instances, of course, day marking may not be required, due to the fact that the tower may be so located with reference to other structures that such marking will serve no useful purpose. The colors utilized should be international orange and it is recommended that these color are recommended national standards to denote hazards to air traffic.

The hazard lighting of a radio tower may be discussed with a CAA representative for possible inclusion in construction contracts and specifications, but it is well to note that only after a formal opinion is forwarded to the FCC, will such lighting be made a part of the construction permit issued by that agency.

In general, the CAA will provide suggestions for marking and lighting, based on heights above ground, and location on airways or proximity to airports. It should be recognized, however, that these suggestions must be considered in a more or less general sense until a final evaluation is made by the CAA as to determine the actual aeronautical hazard created.

The CAA, therefore, feels that standard marking specifications prescribed are not applicable to all structures within certain height limitations. For example, a structure of a particular height may be so situated as to present such an unusual hazard to aeronautical operations, that obstruction marking... (Continued on page 68)
Atlantic hopes to work out the final details of its extensive football schedule in a few days, according to Richard Borden, advertising manager. The task of building custom hookups to provide local-interest games in Atlantic’s Eastern Seaboard marketing area involves a lot of work, he said on the eve of the company’s fall schedule.

A few games will be carried Sept. 23, he told Broadcasting, but the main schedule will get underway Sept. 30.

Atlantic is “pretty well set” on game rights, according to Mr. Borden, with competition running-stiffer for some games. Many of the AM and television stations have been picked.

Higher Budget
The total radio-TV budget for 1950 will run a little above the 1949 total, he said. A higher percentage of the total will go into TV, with radio taking a corresponding cut. Mr. Borden said Atlantic’s schedule will not be quite as localized as was the case in the last 14 years of company football sponsorship. Where games will have an interest in broader areas, Atlantic will use larger stations. This will mean some curtailment of high school games with more emphasis on popular college games.

Long one of the largest buyers of radio sports, Atlantic will have

a double objective in its commercials. First the company, as a manufacturer, will promote its brand names and emphasize quality of its gasoline, oil, lubrication and related products. Second, the sponsor will use copy with more “sell” in it. This will be designed to induce people to drive into Atlantic service stations.

Mr. Borden said Atlantic will continue its dignified commercial format, avoiding advertising that is offensive to listeners. Particularly, Atlantic’s announcers are cautioned not to let commercials interfere with actual play. For example the company will use 20-second commercials in 90-second breaks to prevent any interference with the game. Some innovations are planned in TV commercials. Again Atlantic will substitute mid-season consultations with announcers for the pre-season training courses it used for more than a decade. Mr. Borden said most Atlantic sports announcers have been thoroughly trained in the company’s sports techniques and do not need pre-season coaching. After the season is underway, he explained, the lessons learned from observation of each announcer will provide material for refreshers courses.

While Atlantic and N. W. Ayer & Son, its agency, will not announce the schedule for a few days it is known that the lineup will include some regional hookups based on regional interest.

In New England the schedule will include games of Harvard, Princeton and Boston College on radio and TV. In addition Brown and Holy Cross games will be covered. Dartmouth and Yale are on the 1900 schedule.

As already stated, a composite Harvard-Princeton schedule will be carried on part of the NBC television network.

New York State hookups will carry Syracuse and Cornell games. The Eastern Pennsylvania situation is unsettled but it is understood Atlantic has been negotiating for rights to Penn games. Franklin & Marshall games will be carried in the Lancaster area.

In Western Pennsylvania the schedule includes games of Pitt and Penn State. For some weeks Atlantic has been broadcasting exhibition games of the professional Pittsburgh Steelers and it will continue through the season.

The lineup of top gridiron classics includes Princeton, Navy, Duke, North Carolina and Ohio State. A special hookup will carry a composite schedule of Furman, South Carolina and Clemson games.

In all, games of about 50 colleges will be sponsored by Atlantic including away-from-home contests of the basic teams on the company’s list. A relatively small number of high school games will be sponsored.

Among outstanding games on the schedule, judging by pre-season forecasts, will be Yale-Harvard, Princeton - Cornell, Navy - Northwestern, Navy - Tulane, Navy - Southern California, Ohio State, Rose Bowl winner, will be sponsored in Cleveland.

The season marks Atlantic’s 15th year of football broadcasting and 11th year of radio.

For Tidewater, a team of 30 sportscasters will be utilized to handle some 95 games of 16 western colleges and universities. Radio hookup, each year the largest grouping of radio power on the Coast, including NBC Pacific Coast Network (12 stations); NBC’s Arizona group (seven stations); three NBC outlets in Idaho; Mutual-Don Lee western network (45 stations); Intermountain Networks in Utah and Idaho (nine and four stations respectively); Alaska Associated Network (eight stations). Independents and other “detached” network affiliates signed by Tidewater:

KTVU San Francisco, KYXO San Francisco, KVOO San Jose, KMPX Los Angeles, KWWA San Diego, KAYS Santa Barbara, KGIN San Francisco, KRNO Los Angeles, KRON San Diego, KGPE Los Angeles, KPRC Los Angeles, KHJ Los Angeles, KTPS Long Beach, KSFO San Francisco, KGEX San Pedro, KGO San Francisco, KNX Los Angeles, KBH Las Vegas, KNBC Los Angeles, KNXV Santa Ana, KFCH San Francisco, KEX Los Angeles, KFRT Los Angeles, KFAO Los Angeles, KFLK Los Angeles.

Heavy Grid (Continued from page 19) night, Game of The Week, will be sponsored.

Though telecasts of some professional and college games, such as the Big Ten, are barred in various parts of the country, there is every indication that television will find a bigger football audience than ever before. Atlantic, for example, will spend more football money on TV this year than in 1949.

Both Atlantic and Tidewater expect their total radio-TV football budgets to be fatter this year. Tidewater, among the West Coast’s top football sponsors, launches its 24th straight year of football broadcasting with over 5,000 hours of airtime on some 120 stations in the western states, Alaska and Hawaii.

Atlantic has received “Oscars of the fashion industry” at the Neiman-Marcus’ Mid-Century of Fashion Exposition, this group appeared before the microphones during a visit to the WFFA Dallas studio. Gardner Cowles (l), president of Cowles Broadcasting Co. (KRTN Des Moines, WMAX Sioux City-Yankton, WCPQ Boston), registers amusement at the goings-on of (l to r) Bonnie Cashin, American fashion designer; Pauline Trigere, Paris designer; Gloria Swanson, movie star; Fleur Cowles, wife of Gardner Cowles, and Julie Benell, WFFA’s women’s editor, on whose show the visiting celebrities were interviewed. Mr. and Mrs. Cowles were cited for “a fresh interpretation of fashion through newspapers, radio and magazines.”

THE OLD SEA-HORSE SAYS:

No other advertising medium offers - - - "SO MUCH FOR SO LITTLE," May we tell you more?

WVMI BILOXI MISSISSIPPI
Serving the Entire Mississippi Gulf Coast
1000 WATTS • 570 KILOCYCLES

MISSISSIPPI BUSINESS AGGREGATION: THE MISSISSIPPI BUSINESS FAIR of the Greater Mississippi Chamber of Commerce will be held Thursday, Oct. 13, at the New Orleans Hotel.

BERKSHIRE BUSINESS ASSOCIATION: The third annual Berkshire Business Fair was held Thursday, Oct. 6, at the Berkshire Tavern.

BRENTWOOD BUSINESS ASSOCIATION: The fourth annual Brentwood Business Fair was held Thursday, Oct. 27, at the Countryside Country Club.

BURLINGTON BUSINESS ASSOCIATION: The fifth annual Burlington Business Fair was held Thursday, Oct. 1, at the Burlington Country Club.

BURLINGTON, Vt.: Herbert F. Neary, Jr., has been appointed district sales manager of the Burlington branch of the New England Telephone Co. He was formerly with American Telephone & Telegraph Co.

CABIN JOHN BUSINESS ASSOCIATION: The second annual Cabin John Business Fair was held Tuesday, Oct. 31, at the Cabin John Community Center.

CINCINNATI BUSINESS ASSOCIATION: The third annual Cincinnati Business Fair was held Thursday, Oct. 13, at the Cincinnati Club.

CUMBERLAND BUSINESS ASSOCIATION: The fourth annual Cumberland Business Fair was held Thursday, Oct. 27, at the Cumberland Country Club.

DANBURY BUSINESS ASSOCIATION: The fifth annual Danbury Business Fair was held Thursday, Oct. 1, at the Danbury Country Club.

DURHAM BUSINESS ASSOCIATION: The fourth annual Durham Business Fair was held Thursday, Oct. 27, at the Durham Country Club.

FALL RIVER BUSINESS ASSOCIATION: The fifth annual Fall River Business Fair was held Thursday, Oct. 1, at the Fall River Country Club.

FARMINGTON BUSINESS ASSOCIATION: The fifth annual Farmington Business Fair was held Thursday, Oct. 1, at the Farmington Country Club.

FRANKLIN BUSINESS ASSOCIATION: The fifth annual Franklin Business Fair was held Thursday, Oct. 1, at the Franklin Country Club.

GARDEN CITY BUSINESS ASSOCIATION: The fourth annual Garden City Business Fair was held Thursday, Oct. 27, at the Garden City Country Club.

GROTON BUSINESS ASSOCIATION: The fifth annual Groton Business Fair was held Thursday, Oct. 1, at the Groton Country Club.

HAMPTON BUSINESS ASSOCIATION: The fifth annual Hampton Business Fair was held Thursday, Oct. 1, at the Hampton Country Club.

HARTFORD BUSINESS ASSOCIATION: The fifth annual Hartford Business Fair was held Thursday, Oct. 1, at the Hartford Country Club.

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Pacific Conference teams

Angeles Rams

KNBH (TV)

for
cast

mum
agreement

 games

one

telecasting

Portland

Chinese

Rams

Sports

Sat.

also in the past four

were Standard Oil's sponsor-

ship of home and away games of

the Chicago Bears professionals

over WIND Chicago; WTMJ Mil-

waukee's airing of nine Wisconsin

U. games, and KOA Denver broad-

casts of all U. of Colorado football

games. For the latter, the league and

the advertiser are teaming up for

the fourth straight year to cover

Colorado's contests.

Another traditional sports spon-

sor already in action itself in the

sales picture is Chevrolet Dealers.

As reported by BROADCASTING the

following contracts have been signed:

Virginia U. over WRNL-ABC

Richmond by Virginia Chevrolet

Dealers Assn. Games to be fed to

23 station network in the Cavalier

state.

Full coverage of Ohio State U.'s

fall schedule over WBNS-TV Co-

lumbus, Ohio, telecast Sundays

(because of Big Ten rights by

Columbus Chevrolet Dealers.

Full schedule of U. of Maryland
games to be aired on a 10-station

regional network, through

WITW Baltimore, by Chevrolet

dealers located in Maryland, Dela-

ware, West Virginia and Washing-

ton, D. C.

Sylvania Games

In Philadelphia, Sylvania Prod-

cucts Corp. will sponsor a seven
top-notch game schedule over

WJBG that city, according to Ed-

ward D. Clery, general manager

of the independent.

In Virginia the following are

additional sponsorships reported to

BROADCASTING: American Oil Co.

again will add WLOW Norfolk to

its pro football broadcasting net-

work featuring Washington Red-

skins games. WLOW is promoting

the games on 20 billboards in the
city.

Details are set for exclusive broad-

cast rights of all U. of Rich-

mond home and away games over

WXGI Richmond. Cities Service

Gas products sponsors the 10
game series. Contract was closed

between Graeme Zimmer, WXGI vice

president, and J. D. Lawrence, manage-

ner, National Oil Co. (Cities Service
distributor).

Sports, Saturdays.

A 15-minute weekly film program

Friday evenings begins for 15-

weeks on WMAR-TV, the Sun-

papers TV outlet in Baltimore.

Sponsored by Globe Brewing Co.

(Arrow Beer) and called Dick

Dunclay's Football Forecasts, the

show features action shots of col-

lege and university football and

presents scientific computed rat-

ings of strength and expectations.

Agency is Joseph Katz Agency.

EISENHOWER

Backs World Radio Plan

SUPPORT for expansion of U. S.
radio abroad—to fight Communist
lies with the truth—was given last

Monday by Gen. Dwight D. Eisen-

hower.

Speaking in the Denver city

auditorium to open the interna-

tional Crusade for Freedom, Gen.

Eisenhower said, "We need power-

ful radio stations abroad, operated

without government restrictions,

to tell in the world the truth about

the decency and essential fairness

of democracy."

"These stations must tell of our

aspirations for peace, our hatred

of war and our support for the

United Nations," he said, "and our

constant readiness to cooperate with

any and all who have these same

desires." General Eisenhower ex-

plained "the crusade will provide

for the expansion of Radio Free

Europe into a network of stations.

They will be given the world's

clearest charter in the world: 'Tell

the Truth.'"

Sees Need

General Eisenhower indicated the

need for these facilities, and his

contempt of the Communist

propaganda machine, as he said,

"Americans are dying in Korea

tonight. They are dying for ideas

they have been taught to cherish

more than life itself . . . But it

will be written and said tonight in

Warsaw or Prag or Moscow that

they died for American imper-

ialism."

The address was aired by the

four national AM networks and

abroad via the Voice of America.

---

FAMILY

WBW has been a farm station for

almost a quarter-century. We sell

Kansas and adjoining states because

we've served them well. We're one of

the family.

September 11, 1950 • Page 81
Look at the north jersey picture!

Population up 30% in ten years and increasing daily! News—Special events—Music Programming guarantee impact. Peak Listener Ratings. For our side of the picture call MTWN 4-5700.

Frank Graham Funeral services for Frank Graham, 35, Hollywood announcer and program director, were held last Tuesday in Los Angeles. Mr. Graham was found dead in his automobile Sept. 2, apparently a victim of carbon monoxide poisoning. Star of the weekly Jeff Regan program on CBS Pacific stations, he was set to handle commercials on CBS' Our Miss Brooks which resumed Sept. 3 under Colgate-Palmolive-Peet sponsorship. Surviving are his parents, Mr. and Mrs. Frank L. Graham of San Francisco, a sister and a brother.

WARM congratulations were extended to Edward L. Norton, (second I) radio executive, when he was sworn in Sept. 1 to board of governors of Federal Reserve System. Among those present were (1 to 10): Joseph H. Roam, CBS executive vice president; Mr. Norton; Supreme Court Justice Hugo L. Black, who presided over swearing-in ceremonies; CBS President Frank Stanton; and Secretary of Commerce Charles Sawyer, president, Great Trails Broadcasting Corp. (WING Dayton, Ohio) and Voice of Springfield Inc. (WIZE Springfield). Mr. Norton, who began a 14-year term (Broadcasting, Sept. 4), is board chairman of Voice of Alabama (WAPI WAFM (FM) WAFM-TY Birmingham) and Florida Broadcasting Co. (WMBR-AM-TV-FM Jacksonville). Other high-ranking cabinet and Capitol Hill representatives attended the ceremonies and a buffet luncheon, held at the Federal Reserve Bldg.

WINS' Future

Lossee Takes Over Reins

WILMOT H. LOSSEE assumed general management of WINS New York last week, (Broadcasting, Sept. 4) confident that the station will "continue to go up in the world." He plans no immediate change in station routine and programming, however, "unless," he said with a laugh, "when someone can suggest a better format for a profitable enterprise." Plans are being made, he admitted, for something rather unusual to fill the gap left by the Yankee games. But they aren't sufficiently advanced yet for disclosure. "When plans are completed," he then he declared, "I shall know something up to a Curoley operation standard."

Frank Graham

Funeral services for Frank Graham, 35, Hollywood announcer and program director, were held last Tuesday in Los Angeles. Mr. Graham was found dead in his automobile Sept. 2, apparently a victim of carbon monoxide poisoning. Star of the weekly Jeff Regan program on CBS Pacific stations, he was set to handle commercials on CBS' Our Miss Brooks which resumed Sept. 3 under Colgate-Palmolive-Peet sponsorship. Surviving are his parents, Mr. and Mrs. Frank L. Graham of San Francisco, a sister and a brother.

Look at the north jersey picture!

Population up 30% in ten years and increasing daily! News—Special events—Music Programming guarantee impact. Peak Listener Ratings. For our side of the picture call MTWN 4-5700.
**AIR-DITORIALS**

WHYY Newport News, Va., Air-Ditorial spot, Station utilizes its right to editorialize on subjects of local interest, such as city’s relation to Norfolk. Spots are simple and pithy and, station believes, do service to both community and station as institutional-type promotion.

**STRAIGHT NEWS**

WGBS Miami, Fla., features outdoor painted billboards on main thoroughfares, promoting Fort Industry outlet’s campaign on news. Theme, “Get it straight from WGBS,” used on newscasts and announcements.

**COLLEGE FOOTBALL**

KVOR Colorado Springs, Col., to carry all games of Colorado College, same city, football schedule. Broadcasts sponsored by local Goodbar firms of Colorado Springs and kick-off with C.C. meeting U. of Nebraska Sept. 16.

**SILLY WILLY**

WFIL Philadelphia summarized its public service activities, including “Silly Willy” traffic safety campaign, in six-page, two-color booklet “Philadelphia’s Most Decorated Traffic Cop,” prepared by The Katz Agency Inc., N. Y. Booklet sent to trade.

**DISASTER COVERAGE**

KGO San Francisco special event crews scored clear radio beat on disaster in S. F. Bay between hospital ship Benevolence and Mary Lueckenbach. Moments after crash KGO manager of news and special events, Vic Reed, and his team were on waterfront airing interviews with officers and survivors of collision. Team accompanied Board of Inquiry on Coast Guard cutter to sunken hospital ship for additional direct broadcasts. Recorded reports aired over ABC on Sunday this Week Around the World, News of Tomorrow programs, and ABC Pacific network via Bob Garrett’s news reports.

**GRAPHIC REPORT**

WEEI Boston sending trade folder showing graphs and reports on listenership. Cover resembles graph paper, with inside charts based on Pulse surveys.

**KOLT WINS**

KOLT Scotts Cliff, Neb., won third prize with float depicting white colt, station’s symbol, when city celebrated 50th anniversary. Float also plugged KOLT’s 20 years of service.

**BUY BONDS**

WKAP Allentown, Pa., took part in parade commemorating Old Home Week. Station carried float depicting white colt, “Don’t Hoard—Buy Bonds,” which it also plugged on air. Slogans told people, “We believe in Hoarding—U. S. Savings Bonds,” and “Savings Bonds are Getting Scarce. Time to Hoard Them.” Riding float were Disc Jockey Tom Earley and Joline Huber, office secretary.

**TICKET GIVEAWAY**

WEOK Poughkeepsie, N. Y., is giving away six orchestra seats to any New York Broadway show—or combination of shows—to writer of best statement telling why “advertiser should use radio to reach the 600,000 potential listeners in the rich Mid-Hudson valley area.” Mail-in shows fallacy in thinking market can be covered “from without.” Closing date for entries is Sept. 15 and winner will be announced Oct. 2 by mail to all those submitting entries.

**REPRINT SHEET**

WFOB (FM) Fostoria, Ohio, sends trade postcard pointing out that air is essential to existence, so airing of advertising messages is sensible and logical. Telephone number and call letters conclusion card. With it is sent single sheet on which appear reprints of stories concerning station in newspapers and broadcasting, along with letters commending station’s service.

**SHOW TESTS**

CFCF Montreal, 1, 2, 3 Testing, Sun. evening. Devoted to new program ideas designed to stimulate reaction from listening audience. Quarter-hour period, conducted by Manager Gordon Keeble, draws audience reaction to decide fate of programs tried in series.

**WJS WINNER**

WJS Winston-Salem, N. C., sponsored contestant who will represent Winston-Salem Cardinals for title, “Miss Carolina League of 1950.” Contest to pick baseball queen was sponsored by Winston-Salem Junior Chamber of Commerce.

**LISTENING PRISONERS**

WGFP Evansville, Ind., and affiliate WMLL (FM) arranged with County Sheriff Frank McDonald to a program of prisoners in Vanderburgh County Jail. FM outlet, by arrangement with subsidiary Commercial Music Inc., will send music over FM sets installed in cells. Prisoners also will hear daily messages by evangelist on WGF.

**AFA HIGHLIGHTS**

“Red” Grange FEATURES on radio show.

**DISPERAL PLANS**

Government Funds Sought

**PLANS for the potential dispersal of key government agencies to outlying communities, in accordance with a long-range proposal advocated by President Truman, were pending before the Senate Appropriations Committee last week. Agencies were not identified, but authorities felt they probably would consist of those primarily in the defense or “key” category, such as the State Dept. and Atomic Energy Commission.**

In pressing Congress for $189,800,000 the President said the proposed program “would initiate a long-range plan to insure the continuity of essential functions of the government in the event of emergency.” Sites would be located, within commuting distance of Washington. A system of communications facilities interconnecting the agencies also is planned.

The decentralization proposal resulted from a joint study by the National Security Resources Board, General Services Administration, and other departments and agencies.

Sen. Brien McMahon (D.-Conn.), in a statement Aug. 31, said destruction or even temporary immobilization of military or civil defense agencies and others would be a “grave setback.”

**RADIO’S No. 1 FOOTBALL SHOW**

**“THE RED GRANGE FOOTBALL SHOW” WITH THAT ALL-TIME ALL-AMERICAN “RED” GRANGE**

**PREDICTIONS**

**HEADLINE NEWS**

**FEATURE STORIES**

**BROADCASTING**

**TELECASTING**

**GREEN ASSOCIATES**

**PHONE—Centrel 6-5593**

360 N. MICHIGAN BLVD. • CHICAGO 1, ILLINOIS

**September 11, 1950** • Page 83

CASTING CONSULTANTS, TV, radio and motion-picture casting services, formed by former CBS staff members, Eleanor Kilgallen and Monica Jones, casting director and assistant casting director respectively. Office opens Oct. 2 on 24-hour-per-day, 7 day-per-week basis at 895 Madison Ave., N. Y.

Robert Arkin, Decca Records Inc., to manage music operators department Columbia Records. N. A. HALE to popular record specialist for Middle West, working from firm's Chicago offices.

Walter S. Bates, WHLI Hempstead, L. I., to Associated Program Service of W. S. N. S., is in station relations department heading sales operations in Arkansas, Kansas, Louisiana, Oklahoma, Nebraska, Oklahoma, Tennessee and Texas.

C. G. Langlais Sr., president Langlais Feature Programs Inc., elected to board of directors of Bruce Eells & Assocs. Move follows inauguration of Eells' Tape Broadcasting System Inc.

WWRL New York reappoints Walter Kaner, Associated, same city, to handle 1951 promotion.

Charles B. Brown, head of Masterson, Reddy & Nelson, N. Y. office, radio and TV packagers, to director of TV sales for Crosby Enterprises, Hollywood, effective Sept. 15. Was director of advertising for RCA Victor. Plans for production new dramatice series are being readied by firm, as well as construction of Life of The Indies Series, being prepared for local sponsorship.

Richard J. Goggin, senior TV director, ABC Los Angeles, on leave of absence to complete book on video techniques, Sept. 12 starts weekly U. S. California Extension course in TV programming and station operations at network's studios.

Dick Gerig, graduate Pasadena Institute for Radio, Hollywood, to Bible Institute School of Music, Fort Wayne, Ind., as instructor in radio and music.

U. S. DEPT. of Agriculture issues series of spot announcements contributed by HOPALONG CASSIDY in line with nationwide Cooperative Forest Fire Prevention Campaign.

Equipment

Harold R. Tshernoe, RCA Victor for past six years as head of electrical components standardization, to My- icaid Tube Socket Corp., N. Y., as vice president and head of standards department for firm and affiliated My- icad Tubes of America.

James J. Hagan, personnel director Weston Electrical Instrument Corp., measuring instruments, Newark, N. J., to assistant plant manager.

L. E. Record, supervisor engineering development, testing laboratories General Electric cathode ray tube division, to division engineer. G. F. Callahan, division engineer, to staff assistant to K. C. DeWalt, division manager.

Benjamin Olney, director research Stromberg-Carlson Co., Rochester, N. Y., since 1937, retires. Expects to continue as consulting acoustical engineer for noise reduction and acoustical building design.

AMPLIFIER Corp. of America introduces Mastermaster Consolitake, popular-priced tape recorder designed for professional and broadcast use. Latest addition to Twin-Trax recorder series.

NOCTURNE PRODUCTIONS, Hawthorne, N. J., syndicated transcription service operators, announce entry into "Music While You Work" field with hi-fi tape recordings music designed for FM and general wired outlets.

WESTINGHOUSE ELECTRIC Corp. announces plan to build new TV plant at Metuchen, N. J., to nearly triple firm's TV manufacturing capacity.


G. S. Marshall Co., Pasadena, Calif., distributors of electronic components, moves to 366 S. Fair Oaks Ave., JACK RACHTEN to sales staff covering California and New Mexico territory.

Capehart - Farnsworth Corp., Ft. Wayne, Ind., division International Telephone & Telegraph Corp., introduces two movies on TV salesmanship and TV installation, primarily for Capehart distributor and dealer use. ALTEC LANSING Corp. through Graybar Electric Co, distributes 1400 series of six amplifiers: 1418A preamplifier, 70 w to 1440A power amplifier, 75 w A-1430A power amplifier, A- 1460A line amplifier, 1650A apparatus unit and 30A power supply.

Technical

Fred Osgood to technical supervisor WBZ-TV Boston, succeeding Sidney V. Stadig, recalled to active Navy. Norman Freeman to transmitter supervisor WBZ, replacing Mr. Osgood.

William A. Weathers, technical director WRAP-TV Fort Worth, resigns to enroll at Kansas City College of Osteopathy and Surgery.

Allen B. Demont LABS announces new DuMont Series 7A. Inputter for reception of FM and TV channels, designed for ready replacement of switch-type TV tuners. Available to jobbers and set manufacturers from Electronics Parts Div. Labs, 36 Market St., East Paterson, N. J.

WJON Opening

Scheduled for Sept. 10

WJON St. Cloud, Minn., owned and operated by the Granite State Broadcasting Co., is scheduled to go on the air yesterday (Sept. 10). W. C. Portor, former commercial manager at WHBY Appleton, Wisc., is station manager. Other staff members are from Appleton, St. Cloud and Marshall, Minn., it was announced. WJON is assigned 250 w on 1240 kc. Bulmer & Johnston, Minneapolis, has been appointed as representative.

Lobby Hearing Dropped

Hearings on a proposal to exempt radio from the Lobby Registration Act and place it in the same category as newspapers will not be held by the House Committee on Lobbying, chairman Frank Buchanan group (D-Pa.) said Sept. 1. Instead, Rep. Buchanan's group plans to recommend that the House Judiciary Committee consider the matter. Group investigating lobbying activities had considered calling NAB President Justin Miller and other lobbying officials before the committee for their viewpoint on exemption proposal.
'Valuable' Volume

EDITOR, Broadcasting:

Your Marketbook arrived while I was home on vacation and although I should have been really enthusiastic and dug right in, while holding a fishing rod in one hand, I left it completely closed until I returned to the office.

It is a voluminous valuable information and we are using all of the figures in it.

Linnea Nelson
J. Walter Thompson Co.
New York

Cites RTDG Stand

EDITOR, Broadcasting:

I . . . protest strongly and vigorously the implication, in your editorial "Officer of the Air" . . . [Broadcasting, Aug. 28].

I am . . . concerned about your assumption that the Radio and Television Directors Guild has the same attitude toward the Korean situation as the Radio Writers Guild. Not only do I take exception to the incorrect but the Radio and Television Directors Guild has taken steps in direct contrast to this assumption.

May I . . . set the record straight?

The following telegram was sent to W. Stuart Symington, Chairman of the National Security Resources Board, on July 11, 1950:

On behalf of the Radio and Television Directors Guild, A.F.L., I would like to ask you to assist us in whatever way is of most value. Please feel free to call on me for any assistance you may desire.

This telegram was acknowledged by his office on July 12, 1950.

The National Board of the Radio and Television Directors Guild at its annual meeting Aug. 26-27, 1950, in New York, passed unanimously the following resolution:

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 emergency, we are resolved that we offer our services to 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 Psychological Strategy Board, and to the recently organized all-inclusive broadcasting industry defense council.

Newman H. Burnett
National Executive Director and Television Directors Guild
New York

[EDITOR'S NOTE: In connection with Mr. Burnet's letter, interested readers are directed to the RTDG board resolution story published Aug. 28, page 17, which went to press before his letter was received. This resolution offers services of RTDG in the present crisis.]

'An Outstanding Job'

EDITOR, Broadcasting:

Perhaps as an alumnus of Broadcasting I may be somewhat prejudiced, but I do sincerely believe that you and your staff are doing an outstanding job not only in covering the news of the radio-television industry but in presenting and defending its points of view. More power to you.

James D. Secret
General Manager
Washington, D.C.

'Obsolete' Is Good

EDITOR, Broadcasting:

So the radio set manufacturers are "concerned"! What about the FM station owners?

. . . A gentleman from the East told us of a slogan being used by an eastern station, "If your radio does not have FM, it's only half a radio," . . . we have used this ever since!

It is to be regretted that the local dealers are unable to procure an adequate stock of either AM-FM combinations or the FM receiver. We know we have a good listening audience to our FM station, but we want more! Only by the close cooperation between the manufacturer and the dealer, can this be brought about. We are doing our part, by promoting our FM stations via our AM station.

The slogan we have been and are still using, has done more than we ever dreamed of! The word OBSOLETE IS GOOD!

George Roy Clough
President
KLUF Galveston, Tex.

[EDITOR'S NOTE: A Closed Circuit to which Mr. Clough refers was published Aug. 28 and said: "Signs of concern noted among setmakers over threat of FM operators to start campaign branding non-FM receivers obsolete, Board of Radio Television Mfrs. to discuss subject at mid-September meeting."]

'Plenty of Courage'

EDITOR, Broadcasting:

. . . I happen to be completely without sight, and have had three years of experience in the field of radio announcing . . .

I have written to the various radio stations throughout the country, but with very poor results. Some of them seem to think that blind and handicapped people can't do this type of work. But let me assure you that it can be done if people are given an equal opportunity. . . .

Many stations have expressed their doubts as to blind people working in radio. Some have even tried to paint a very discouraging picture. But . . . have plenty of courage and determination and will not give up . . .

Edgar Gooch
Hotel Somerset
139 West 27th St.
New York, N.Y.

Gillin & Free Radio

EDITOR, Broadcasting:

The late and beloved John Gillin was a fighter, for many years, for what he termed, "The Free American System of Radio." Before his untimely death, John had discussed with Bill Ryan, and others at NAB, a proposal that Statue of Liberty replicas be made available to radio stations.

John envisioned statues of the Great Lady in the reception rooms of all American stations. He also felt it would be a wonderful project if statues of some size could be established in communities all over the nation, particularly on the lawns of radio stations, or in public parks.

"Each of these statues, with the proper inscription, would serve to impress on the public that American radio is free and that the public should help keep it that way," Johnny said, shortly before he died.

The purpose of this letter is to see if there is enough interest in the industry to warrant asking NAB to make this an official project.

I would appreciate hearing your reactions.

Bill Wiseman
Promotion Manager
WOW Omaha, Neb.

Urges Self-Promotion

EDITOR, Broadcasting:

. . . It is generally accepted that radio's greatest competitor is the newspaper. We in radio also feel that radio is the better means of informing the people quicker and in many cases more accurately. Despite this fact, radio spends more time publicizing newspapers than it does its own medium. On the network you hear constantly that newspapers are doing great jobs in exposing crime rings. Not only that, radio dramatizes the feats of newspaper reporters. Does radio ever dramatize radio's great role in presenting news and campaigning for better civic government? . . .

. . . I don't think you'll find many cases across the country where a newspaper gives radio much free space praising the station's work. . . .

. . . Let's start a clean-up campaign and start giving our hard working radio newsmen a break on the nets.

Ralph D. Willey
Program Director
KWCR Cedar Rapids, Ida.
IRE UHF Papers

UHF applications and techniques will be given the attention at the Institute of Radio Engineers' second annual Regional Papers Conference, to be held in Kansas City, Mo., Nov. 3-4 under auspices of the IRE Kansas City Section. Five sessions covering transmitters, receivers, antennas, television and test equipment are slated for the three-day meeting of the affiliate.
Wanted

For a fulltime announcer, CBS station in southeast. Must be an experienced, well trained announcer. Need: a position, salary $325. Reply: Box 2856, BROADCASTING.

Wanted

For a major newspaper, need experienced radio talk show host. Looking for a man to bring to the station his background in such fields as politics, current events, etc. Salary $275 plus expense. Reply: Box 1357, BROADCASTING.

Help Wanted

Salesmen

Wanted: Radio manager, with experience. Reply: Box 2708, BROADCASTING.

Announcers

Wanted: Fulltime announcer to work on a variety of programs. Reply: Box 2907, BROADCASTING.

Technical

Wanted: Technical director for fulltime position. Reply: Box 2835, BROADCASTING.

WANTED: Help Wanted

Help Wanted (Cont’d)

Help Wanted (Cont’d)

Wanted: Radio experience. Reply: Box 2907, BROADCASTING.

Wanted: Experienced announcers for a high powered station. Reply: Box 2806, BROADCASTING.

Wanted: Experienced announcers for rush hour position. Reply: Box 2835, BROADCASTING.

Wanted: Experienced and newsmen. Reply: Box 2906, BROADCASTING.

Situations Wanted

Managerial

Top ten sports announcer. Reply: Box 2908, BROADCASTING.

Top announcer wanted for major network. Reply: Box 2909, BROADCASTING.

Help Wanted

Wanted: Radio manager for fulltime position. Reply: Box 1357, BROADCASTING.

Help Wanted (Cont’d)

Need announcer, experienced combination news, weather, sports, position high profile. Reply: Box 2805, BROADCASTING.

Tape editor, young, personable. Reply: Box 2806, BROADCASTING.

Wanted: Assistant engineer. Reply: Box 2806, BROADCASTING.

Wanted: Announcer. Reply: Box 2806, BROADCASTING.

Wanted: Radio-based announcer. Reply: Box 2806, BROADCASTING.

Wanted: Technical director and assistant for fulltime position. Reply: Box 2806, BROADCASTING.

Wanted: Engineer, experienced, with emphasis on news, commercials, sports, send audition: fulltime, independent. Reply: Box 1354, BROADCASTING.

Situations Wanted

Managerial

Manager (with experience). Throughly experienced manager, definitely seeking new challenge. Reply: Box 1356, BROADCASTING.
Announcer, thoroughly announcing station: salary secondary but furnished single, age news. DJ, snorts, photo, Announcer. Friendly instructors taught you anywhere. Professionally with established station. Proven experience anywhere.

Announcer; professionally with network delivery experience. Anywhere.

California. RCA week.

26, Wilson Avenue, Chicago.

30, Fairview Plaza, Los Angeles.

Married.

106, Motor Hotel, New York City.

TV and radio stations.

Natural ability... 

Wife.

159, Kansas City, Missouri.

Television

Salesmen

Hardworking-Years of successful past, mostly indoors, large and small. Mine would want to really see (learn) how you operate, because I am a glutton for punishment. Have contacts and well-entrenched. Write Ed Deli, 1311 4th Avenue, Seattle, Illinois.

Television

Production-Programming, Others

Graduate of American Television Institute in Sacramento, California. Single, 21, good health. TV news director and announcer. Not poor left eye, no hindrance. Desire to further your winter in the Midwest.

For Sale

Stations

Radio station, only one in thriving Aba- 


Attention midget cities over 35,000. Woman continuity writer, male, 25, experienced in local, regional and clear channel operations. Please seek local evening market. Seeks position with midwestern station. Excellent references. Box 344G, BROADCASTING.

Make offer FM WE 506B-2 complete, spare 10 kw transmitter. New, never used. Excellent. 5098, Radio Times, Wilmington, Delaware.

Two RCA 56A frequency meters 1.5 to 1200 mc each, used. $800 each. Can ship by Parcel Post. Box 344G, BROADCASTING.

Continuity writer, male, 25. Experienced in local, regional and clear channel operations. Seeks position with midwestern station. Excellent references. Box 344G, BROADCASTING.

For Sale: RCA 96-A transmitting amplifier $190.00. RCA 60-M 200 watt meter, $185.00. Southeast Audio Company 312 W. Euclid, Jacksonville, Florida.

Wanted to Buy

Equipment, etc.

Wanted-to buy or trade for 1 kw directional. Transmitter, two 241 ft towers, 1 kw or 3 kw or 1 kw or 0.3 kw or 0.1 kw or 0.02 kw. Transmitter with associated equipment, mike, monitors, console, transmitter associated equipment. Write or contact Charles W. Hoeger, Austin, Illinois, Beacon News.

For sale: RCA 96-A transmitting amplifier $190.00. RCA 60-M 200 watt meter, $185.00. Southeast Audio Company 312 W. Euclid, Jacksonville, Florida.
KOREAN CHECK
Akin to Study Communications
MAJ. GEN. SPENCER B. AKIN, chief Signal officer of the Army, last Thursday Aug. 31 left the United States for a tour of Korean combat signal communications, the Signal Corps has announced. He is expected to return early next December.

Akin is expected to bring back a first-hand report on "lessons" derived thus far in use of communications equipment in the war zone. The information will be used subsequently in the Signal Corps research, development and training program.

Meanwhile, Gen. Akin were Col. James S. Willis, chief of the development branch, Research and Development Div., Chief of Staff; Col. D. G. McBride, chief, Communications and Electronics Div., Research and Development Div., Headquarters Army Field Forces; and Dr. Albert Tradup, military communications engineer, Military Electronics Dept., Bell Telephone Labs.

The first-hand report also is expected to be discussed in future sessions of the newly formed Signal Corps Advisory Council, in which Gen. Akin has played a leading role. Presumably it also may serve in helping to outline subsequent meetings involving procurement, allocations and priorities planning by the Defense Dept. and other agencies.

Meanwhile, authorities confirmed that within the past month Gen. Akin has conferred informally with individual members of the Signal Corps Advisory Council (Close Circuit, Aug. 21). Among those who have visited Gen. Akin are Brig. Gen. David Sarnoff, RCA board chairman, and William H. Harrison, president, International Telephone & Telegraph.

Radio Accounting Firm
J. R. HOFFMAN & ASSOC., specializing in radio accounting, recently opened an office at 19 S. 11th St., Suite 505, Washington, D. C., telephone Executive 9788. John R. Hoffman, head of firm, was for 16 years comptroller for Hershey Estates, Hershey, Pa. He has been in the radio accounting field since April 1945.

CROSS BOARD MEET
To Consider License Bids
TWO REQUESTS for new AM stations, three for increases in power and one for an experimental TV station are on the meeting agenda of the board of governors of Canadian Broadcasting Corp. set for the Hotel Vancouver, Vancouver, Sept. 19-20. New AM stations are being requested by Dauphin Broadcasting Co., Ltd., at Dauphin, Man., for 250 w on 1250 kc, and by Robert Stuart Grant for 1 kw on 1380 kc at Kingston, Ont. Experimental TV license is being asked by Spansion of Canada Ltd., London, Ont., for Channels 2, 6, 7 and 11.

Power increases are being asked by CJKM Edmon, from 250 w on 1230 kc to 1 kw on 1350 kc; by CINN North Battleford, from 250 w to 1240 kc to 1 kw on 1460 kc; by CKOK Kelowna from 1 kw day-time to 5 kw day 1 kw night on its present frequency of 630 kc. A number of stations are asking for share transfers, CKOK Penticton is asking Edmond of control from J. R. Beatto to C. G. Ross and M. P. Fintner. CKLW Windsor is requesting an emergency transmitter license.

KGVO Missoula, Mont., has announced installation of new transmitter building housing RCA 8 kw transmitter, emergency studio facilities, two-car garage, shop and storage space.

WFDF TEAM
Concentrates their attention on the human interest angle, Reporter Jack Lewin and Producer-Writer Don Gehring of WFDF Flint have returned from successful coverage of the Michigan National Guard encampment at Camp Grayling, Mich.

During their stay at Grayling, the pair handled WFDF local news copy and tape recordings. Copy and recordings contained names and addresses of Flint area guardsmen along with details of what the up-coming events were at the encampment.

Skipping tactics and training, the WFDF team reported on who was waiting in line at the few available telephones to call home, who was eating the heartiest, who was getting the best scores on the range, etc. The home-town folks were glowing with information and answered sick call and why. News stories and recordings were aired by WFDF while the encampment was in progress. Overall supervision of coverage was in charge of General Manager Lester W. Lindow, former Army colonel and chief of the Army's radio branch.

WJOL RENEWED
Felman Petition Denied
ACTING to conclude extensive litigation, FCC has granted regular renewal of license to WJOL Joliet, Ill., and denied the petitions of A. J. Felman for hearing in the case and for further time to comply with the Commission's rule (Sec. 3.109) restricting time-reservation practices in station sales.

Recognizing that the U. S. Supreme Court has upheld the FCC policy in acting in an appeal by Mr. Felman, onetime owner of WJOL [BROADCASTING, June 12, July 10], the Commission indicated it was without jurisdiction to set a sum for lump payment to Mr. Felman in lieu of daily time to advertise his department store. FCC earlier had ordered modification of the sales agreement.

Mr. Felman had asked FCC to settle the sum since he and WJOL could not agree. FCC indicated this might be done by future agreement or a "court of competent jurisdiction" and the renewal action in no way would jeopardize the rights of either WJOL or Mr. Felman. WJOL is assigned 250 w full-time on 1340 kc.

WPRC Tower Started
CONSTRUCTION of a 200-ft. transmitting tower for WPRC Lincoln, Ill., was started Aug. 28 and erection of a transmitter building and studios also is underway, according to Station officials. Program tests are expected to begin shortly. Owned and operated by Prairie Radio Corp., WPRC is assigned 600 w daytime on 1370 kc.

GERMAN FM
Linx Cites Expansion
BY 1962, the FM system now being developed in Germany will become the most important medium of information and entertainment in the U. S. Zone, according to Robert D. Linx, engineer with FCC.

Mr. Linx, who has spent four weeks consulting with German broadcasters and radio manufacturers on their FM plans, also stated that the German FM system compares favorably with that of the U. S. He said he was surprised at the progress which has been made and predicted that within two years more people in the area will be listening to FM broadcasts than to medium wave transmission.

Mr. Linx pointed out that FM broadcasting would be one answer to the problem of Europe's crowded airwaves which have caused interference with medium wave broadcasting in Germany. He praised the U. S. High Commission's Radio Branch for the encouragement and aid it has given to the development of FM in the U. S. Zone.

UNITED STATES Coast Guard Academy, New London, Conn., announces competitive examinations for appointment will be held in cities throughout the U. S. and territories, Feb. 19-20, 1961. Applications must be postmarked not later than Jan. 15, 1961. Coast Guard Cadets take four year course of instruction leading to a B. S. in Marine Engineering with eligibility for commissions as ensigns.

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!

WANT TO BE A BROADCASTER?
THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
NEW TERM OPENS OCT. 2
NATIONAL ACADEMY OF \ 3338 16th St., N. W.
Washington 10, D. C.
For information concerning \ Correspondence \ Residential Courses
\ Name
\ Address
\ City
\ State

BROADCASTING • Telecasting
GOVERNMENT agencies late last week were studying the ramifications of the new President Truman prepared Thursday to sign into law the production control bill giving him vastly increased powers over the nation's economy.

The Chief Executive was scheduled to outline some of these controls to the nation in a radio and television address slated for Saturday evening.

Announcement of the President's intention to address the nation followed reports during the week that:

- W. Stuart Symington, chairman of the National Security Resources Board, would be named shortly to head officially the nation's mobilization program, including national civil defense planning.
- The President would create a new federal agency to handle price-wage-rationing controls (HR 9176) passed by Congress. It would be known as the Economic Stabilization Board. The power extends to June 1952.
- Another provision in the defense production bill, retained by Congressional conference in line with World War II procedure, is that exempting radio time rates from any price controls the President may decide to invoke [BROADCASTING, Aug. 14, 7].
- In adjusting price ceilings, the President would consider profits in specific and related industries, and would also study wages in the same industries.

AIDS DEFENSE

Chase Is Sawyer Advisor

HOWARD CHASE, public relations director of General Foods, now on leave of absence from the firm, is serving as special advisor to Commerce Secretary Charles Sawyer on defense production activities [BROADCASTING, Aug. 13]. Mr. Chase is expected to direct public relations activities when a defense production organization materializes within the Commerce Dept. It is believed that he will serve under Maj. Gen. William H. Harrison, president, International Telephone & Telegraph Co., who has been mentioned for the post of Undersecretary of Commerce.

Gen. Harrison is expected to head the proposed defense allocations and priorities unit within the department, tentatively slated to be known as a National Production Authority or Defense Production Administration [BROADCASTING, Aug. 29].

WIRL Adds MBS

WIRL Peoria, Ill., an ABC affiliate, for the past two and a half years, today joins the list of dual-network outlets by also affiliating with MBS. Announcement of the additions was made by Tom Garske, general manager of MBS affiliates.

PETER B. LANTER

ZIV NAMES TWO

Scott, Gates Join Staff

FREDERIC W. ZIV Co., transcribed syndicated program producer, has appointed two new members to its sales force.

Coleman Scott, general manager of WGBR, Goldsboro, N.C., will represent the company throughout Cleveland, Erie and surrounding cities with headquarters in Cleveland. James Gates, sales manager of WIDE Biddlesford, Me., will cover Maine, Vermont and New Hampshire with headquarters in Biddlesford.

SUMMARY TO SEPTEMBER 7

Summary of Authorizations, Stations On the Air, Applications

<table>
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<th>Total</th>
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<th>CPs</th>
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<td><em>One on air</em></td>
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Docket Actions . . .

INITIAL DECISION

Surety Bstg. Co., Charlotte, N. C.; WRRF Washington, N. C. - Announced initial decision by Hearing Examiner J. D. Bond to grant application of Surety Bstg. Co., new station at Charlotte, N. C., on 590 kc, 5 kw day, 1 kw night, directional; and to grant application of WRRF to change util-

ities from day to fulltime using 5 kw, 1 kw night, directional on 330 kc. Both grants subject to conditions. See entry BROADCASTING Sept. 4, Dec.

New Applications . . .

AM APPLICATIONS

Goldsboro, N. C.—Southern Radio & Television Co., Inc., Filed Sept. 10. Estimated construction cost $42,000. Applicant is permitted WMFC FM out-

let in Goldsboro. Application is made contingent on surrender of license of WIRL Durham, Fil. Sept. 1.

Pittston, Pa.—Radio Pittston FM & Television Co., Inc., Filed Sept. 11. Estimated construction cost $7,500.媽媽, Evans, applicant is president and general manager. WIZZ Wilkes Barre PA, 1% ownership. It is also a management consultant on FM

EDUCATIONAL FM APPLICATION

Baltimore, Md.—Baltimore Junior College now starting educational FM station, on frequency to be assigned by Commission, ERP 19. Estimated construction cost $4,775. Station will be operated by Board of School Commis-

sioners represented by Dr. William H. Lenzl. Filed Sept.

TRANSFER REQUESTS


dent; R. G. Stephens, 50% ownership, Military Service Co. (general sales agency) secretary treasurer 25%; O. S. Burkle, general law practice, vice presi-

dent 25%; and W. F. Gewin, general law practice 25%. Commission $5,200, WBCO is assigned 250 w full-

time at 1,450 kc. Filed Sept.

KSGM Ste. Genevieve, Mo.—Acquisi-

tion of control of Donzco Enterprises, Inc., licensee, by Elmer Donzco. Elmer and Norbert Donzco own Donzco Enter-

prises Inc., which cover radio station KSGM, ShopJewelers, Donzco Ap-

pliance Store and Donzco Drug Store. Norbert wishes to devote full time to operation of KSGM and drug store. Certain assets of jewelry and appliance store and Elmer wishes to devote full time to operation of KSGM and drug store. Certain assets of jewelry and appliance store are sold to Norbert for $4,750. KSGM transfer would give Elmer Donzco 90.6% ownership of station. KSGM is assigned 250 w full-

time on 1,450 kc. Filed Sept. 1.

Applications Cont.:

WPMP Pascagoula, Miss.—Returned August 29, 1951, AM station for extension of completion date.

FCC Actions (Continued from page 8)

Applications Cont.:

sion of completion date: WAOAK Oak Park, Ill.; WTCN-FM Minneapolis.

APPLICATIONS RETURNED

Medion Corp. of CP

WPMP Pascagoula, Miss.—RETURNED August 29, 1951, AM station for extension of completion date.
VETS RADIO GUILD

VETERANS Hospital Radio Guild, a group of executives and performers within the industry, has started a campaign for $50,000 to extend its program of radio training for patients in VA hospitals throughout the country and in Puerto Rico.

Called "Operation Aftermath," the campaign is actively supported by every station in the New York metropolitan area, Bob Hope, Skitch Henderson, Barry Gray, and Margaret Arlen have given inagural pushes. And soon it is expected to be rolling from coast to coast.

Underway Two Years

For more than two years, VHRG teams, with only personal funds, have pioneered the radio training project in six hospitals. Going into the wards and coaching patients in radio techniques, the teams have enabled the veterans to operate their own "Bedside Network." These "communities by radio" have become a bright, therapeutic force in the hospitals so far reached. Medical staffs, as well as convalescing vets themselves, have lauded the effect.

Late in 1947, Jean Tighe, radio actress and singer, and Carl Rigrod, vice president of Donahue & Co., advertising agency, were visiting Halloran Hospital, Staten Island, N. Y. A patient's remarks set them to thinking.

"Professional shows are good enough," the patient had said, "but when they're over, you're right back with yourself again—thinking of that great future you don't have." It would be nice to get around the hospital and meet patients in other wards, he said, but "these beds don't fly that far. Personal plans? Let's stop kiddin'. Who's going anywhere?"

Other patients were so bitter and desponding that they wouldn't speak at all. Yet there were public address systems in each hospital. And it was hard to visualize what having their own radio station might do for these men. So Miss Tighe and Mr. Rigrod collected some friends in the trade and they all went to work.

Frequently hospitals were located beyond public transportation. The volunteers had to do everything in their leisure time and with their own funds. Nevertheless, by valiant effort the VHRG has serviced 3,750 patients. Programs regularly go over the "Bedside Network" and exactly as desired by the listener-operatives. Patients are the participants—polishing scripts, studying parts, rehearsing, and performing the many other activities of daily broadcasting.

Occasionally, although not its purpose, VHRG sparks up an unusual talent. John Stagwillo, for example. After four years of hospitalization as a paraplegic, and with the aid of VHRG and the "Bedside Network," he is now featured over WNEW New York, Fri., 9-9:30 p.m., EDT, in his own show, Stag Time. Other "alumni," including a composer and a writer, have been started on their way. Here is the way VHRG works:

VHRG President Jean Tighe, radio actress and signer, interviews John Stagwillo, now a "Bedside Network" graduate who was elected to the VHRG board and is featured over WNEW New York in Stag Time.

At one bedside the script gets professional attention by the team's writer. A plot change or dialogue twist may be suggested. Then it is redrafted, edited, and ready for production.

A patient-director assembles the cast before a hospital microphone. If one member can't leave his bed, he reads his part into a tape-recorder, and it is dubbed in later.

All Take Part

As rehearsal progresses, the VHRG teams coach their counterpart people in the cast, and on the production staff. When the show goes on the air, bed patients receive it through individual personal receivers, and ambulatory patients through loudspeakers in the game room or recreation hall. Most everyone is in the act, if not before the mike, then as a listener with an authoritative finger in the programming.

This story today is limited to Halloran Hospital, Staten Island, N. Y.; Kansas, Kan.; Wilmington, Del.; Livermore at Livermore, Calif.; San Fernando at San Fernando, Calif.; and Barnes at Vancouver, Wash.

A board of governors giving "close support" to VHRG includes:

Ted Cott, general manager, WNBC and WBNF (TV) New York; Thomas Luckenbill, vice president in charge of radio-TV at William Esty Co., and Reed Wight, radio-TV director, J. M. Mathews Inc., all co-chairmen; G. Richard Swift, general manager, WBBS-AM-TV New York; Carl Haverlin, president, Broadcast Music Inc.; Charles Ballin, vice president, WHOM New York; Sydney H. Eiges, vice president in charge of press, NBC; George Randall, director of press, CBS; Alan Brandt, director of publicity, WNEW New York; Betty Forsling, radio editor, Newsweek; Frank Burton, editor, Radio Digest; Edward P. Eagan, New York Boxing Commission; and Leonard V. Harrison, Community Service Society.

"Operation Aftermath" was initiated at the Hotel Madison, New York, in a four-room suite donated by Bob Hawk, the VHRG has plans for a paid executive and field agent operating out of permanent headquarters, and coordinating a nationwide sweep of volunteer teams.

VHRG officers are:

President, Jean Tighe, radio actress and signer; first vice president, Alan Brandt, director of publicity; second vice president, Hubert Wilke of Roy S. Durstine Inc.; secretary, Fatsy Campbell, actress; treasurer, Bob Brenner, radio-TV director for A. W. Lewis Co.

Board of directors: Merle Northrup of J. M. Mathes Inc.; Anne Plonick, actress; Catherine De Carlo of Benson & Bowles, and John Stagwillo, radio actor and "Bedside Network" graduate.

Committee for "Operation Aftermath": Christine Wilke, Helen Lee, campaign director; and Catherine De Carlo, publicity chairman.

With pioneering days behind it, VHRG now faces the enormous task of reaching the 129 hospitals and 96,000 patients still "off the air," to paraphrase the VHRG slogan, "Do you know a more satisfying place for your money?"

MALKI'S VOICE

Hooper Drops as Russ Jan

In its continuing effort to drown out the Voice of America, the USSR inadveratly jammed a speech by Jacob Malik, its own UN delegate, during a recent meeting of the Security Council, the State Dept. revealed Sept. 2.

Comrade Malik, who also qualifies as TV's newest star by virtue of his appearances at Security Council sessions, was blotted out not only in his native Russian tongue, but also in English and French. As well, thanks to Russian operators who thought they were jamming a Soviet language program.

A Polish language broadcasting was interrupted Aug. 25 to make way for the UN broadcasting in the same frequencies. As chairman over council proceedings, Mr. Malik was speaking in Russian when the Soviets applied their jamming for about 45 minutes.

Eight minutes of his speech and the resulting English and French translations were drowned out by his own propaganda machine and the comrade's Hoopering took a dive.

ADDITION of two daily 15-minute broadcasts to its Far Eastern schedule, including one in Korean and Cantonese, announced by Dept. of State. New programs bring present Voice for Eastern output to total of 74 hours.

When it's B.M.I. It's Yours

Another B.M.I. "Pin Up" Hit—Published by Goday

GOLDEN SAILS

On Records: Jerry Wayne—Col. 43890; Bob Carroll—Mer. 5432; Leighton Noble—Cor. 60281; Dick Todd—Rainbow; Vera Lynn—Lon.

On Transcription: Joe Reichman—Standard; Jack Eberly—World; Chuck Foster—Langworth; Mindy Carson—Associated.

Published by Broadcast Music Inc. 580 Fifth Avenue, New York, N. Y.
Porter allegedly the tract it but thought "the Democratic would during word Oklahoma and Boston College, and broadcast A that Republicans before that thrilling Democratic plunge."

Mr. White thereupon explained that commercials had already been written, that they would have been used in non-playing parts of the games, that none were excessively long and that none mentioned candidates. Instead they were directly aimed at getting out the Democratic vote.

Mr. Bernard said there was no reason to believe that vote-getting announcements during non-playing periods "would be any worse than if they came between Arthur Godfrey and Ma Perkins."

James Arrington, Oklahoma Democratic chairman, told Mr. White he was willing to share sponsorship with the Republicans but GOP Chairman Carrier rejected the offer, condemning any party sponsoring broadcasts of the activities of a state-supported institution.

ASCAP Navy Rights

ASCAP has granted a free license for performance of members' music on Pacific Fleet Navy radio shows, Otto A. Harbach, ASCAP president, announced last Thursday. The move is in line with the society's policy of granting free licenses to the armed services for musical purposes. The Navy shows will be used by stations as a public service feature, with ASCAP licenses covering a period of one year.

Among the broadcasters from Arizona, Nevada and Southern California in attendance at the NAB District 16 meetings in Hollywood were: 24-25, 11 to 12: Front Row, Ted MacMurray, Pacific Regional Network; Charles Salik, KCQ San Diego; Harry Engle, KVEN Ventura; John Poole, Kalli Pasadena; Arthur H. Grohman, KOWL Santa Monica; Ray V. Hamilton, Blackburn-Hamilton Co.; Second Row, Glenn Dalberg, BMI; Kevin Sweeney, KFI Los Angeles; Riley Gibson, KXO El Centro; Alan D. Courtney, NBC Hollywood; Charles Hamilton, KFI; Lawrence McDowell, KFOX Long Beach; Lee Little, KTUC Tucson. Back Row, Ned Connor, KRKD Los Angeles; Hubbard Keeney, AP Los Angeles; Roy W. Swain, KBUC Corona; Truman Hinkle, KRAM Las Vegas; Thomas Sharp and John C. Merino, KFSD San Diego; William J. Beaton, KWWK Pasadena; Frank Burke Jr., KFVD; and Cliff Gill, KFMV Hollywood and PRN.

ANTI-RED GROUP

To 'Spotlight' New Cases

The RADIO subcommittee of the Joint Committee Against Communion in New York, formed a fortnight ago after the successful protest against television appearances of Jean Muir, last week announced it would "spotlight" other instances of "subversive affiliations and activities" if necessary.

After its first meeting last Thursday night the subcommittee issued a statement saying it was gratified by the "increased awareness of the subversive influence in the radio and television field" and that it saw "reason to believe that the industry will re-examine the extent of this influence and take fair and vigorous action."

The subcommittee's statement was issued under the name of Stephen C. Chess, Queens County commander of the Catholic War Veterans, chairman. Co-chairman of the subcommittee is Theodore Kirkpatrick, editor of Counterattack, a newsletter, and publisher of Red Channels, the list of 151 performers, writers and other creative talent alleged to have been associated with the Communist Party and its fronts.

In Mr. Chess' statement he said the subcommittee had decided not only to "spotlight specific instances of subversive affiliations and activities" but also to "inquire into repeated complaints of capable artists, writers and technicians who have been denied employment because of their anti-communism."

The tone of the statement indicated the subcommittee had no immediate plans for repeating the kind of protest that resulted in the dismissal of Miss Muir from the cast of The Aldrich Family.

[Broadcasting, Sept. 4].
NINE AM TRANSFERS APPROVED BY FCC

NINE AM stations granted transfers of control by FCC Friday, including $12,500 sale of KRSC Seattle, Wash., by P. K. Leberman, Robert N. Servinski and John E. Ryan to J. Elroy McCaw, Northbrook, Ill., broadcast (BROADCASTING, Aug. 7). Other transfers include:

KAAM Gallup, N. M.—Assignment of license for $4,500 to Thunderbird Bentz, Co., new firm in which Merle Tucker, original third-owner, holds 70% interest. Mr. Tucker and Fred B. McFarland, as assignee of license from Millard Kibbe and Donald K. Deming to J. R. Johnson for $4,750. KCMO Hinsdale, Mo.—Transfer control from Laura Lee to E. L. Sparks and 14 others through capital stock increase. WJOW Milton, Wis.—Transfer control from Keith Rhea et al through sale agreement for $3,135. WOOD Ogdensburg, N. Y.—Transfer control from Ralph A. and Bertha G. Euler and F. R. Denton to WFBF Inc. through sale agreement for $50,000. WFBF Inc. operates WPKC Indiana, KCMO Owatonna and WKLQ Cloquet, Minn.—Transfer control of WFBM to Millard Kibbe and Donald K. Deming, as assignees of license, for $3,135.

THREE DAYTIME STATIONS GRANTED BY FCC

THREE NEW daytime AM outlets granted by FCC this week are WLYC (FM) Ironton, Ohio, change from 1220 kc with 250 w daytime to 250 w fulltime on 1230 kc. New station grants:

New Orleans—Jules J. Paquin, 800 kc, 1 kw day, directional antenna consultant, one hold 4% in WMMJ there, Walton, N. Y.—Delaware County Broadcasting, for WJSL, Philadelphia, Pa.—Axel K. John et al, general, each 25% owner. Williamsport, Pa.—Lycoming Broadcasting, Co., 1000 kc, 1 kw day, operates WLYC (FM) there.

ECA BUYING PRINTED ADVERTISING IN EUROPE

PLAN to use printed advertising in Europe to forward Marshall Plan objectives announced yesterday (Sunday) by Theodore S.Repplier, president, The Advertising Council, following series of meetings of various councils with ECA information specialists. Radio time not contemplated at present. Committee to report to State Dept. overseas information staff.

Special committee, formed to consult and advise on use of advertising techniques includes: Philip L. Graham, publisher, Washingers Post. (WJZ-AM-FM-TV Washington); Edgar Kobak, business consultant and owner, WPTA Thomson, Ga.; Gardner Cowles, publisher, Look magazine and Cowles newspapers (KNRN-AM-FM Des Moines, Iowa; WCOP-AM-Boston, WNAX Yankton, S. D.); Fairfax M. Cone, Foote, Cone & Belding; James W. Young, consultant, J. Walter Thompson Co. and past council chairman, and Mr. Repplier.

ARTHUR MURRAY SERIES

ARTHUR MURRAY Dance Studios, New York, to sponsor Arthur Murray Dance Hall wonder, variety show with Mrs. Murray as mistress of ceremonies on DuMont TV Network, Sundays, 9-10 p.m. — Agency not specified.

MILLER SESAC CHARGES DRAW QUICK DENIAL

SHARP criticism of purported SESAC sales tactics, voiced by NAB President Justin Miller in letter to K. A. Jadassohn, SESAC general manager, drew quick retort from copyright group.

Charges were based on statements made by SESAC representative to Claire R. McCollough, general manager of Steinman stations, and other broadcasters, according to Judge Miller, who explained Mr. McCollough questioned salesman carefully on his claims.

SESAC representative is charged in Miller letter that Mr. McCollough, NAB has approved SESAC rate structure; NAB urges its members to sign contract on this basis; broadcasters cannot be good NAB members if they fail to sign with SESAC under this structure.

Nobody is authorized to make such statements, Judge Miller wrote, since NAB has nothing to do with SESAC rates, has not urged members to sign, and has never suggested signing was necessary if they were to be "good members."

Other broadcasters have made similar complaints about SESAC's sales approach, he declared, adding, "So far as NAB is concerned, SESAC and broadcasters are operating as business men do, upon an arm's-length basis; each one working out the best contract agreement he can . . . . Under the circumstances it is impossible for me to avoid the conclusion that some of your representatives have been going a little out of bounds." Judge Miller commented that Mr. McCollough is an experienced broadcaster and is thoroughly familiar with such matters.

Joint reply to Judge Miller, in absence of Mr. Jadassohn from New York office, sent Friday by W. B. Day and R. M. Day, Jr., of SESAC station relations. They said Mr. McCollough had met with them in SESAC New York office to discuss renewal of SESAC contract for Steinman stations. Contract expires Dec. 31, 1950.

According to joint reply, Mr. McCollough said he would not consider increase and pointed out NAB is still interested in having general "showdown" with SESAC on its rate structure. Proposed SESAC renewal rates published in May 1, 1950, issue of NAB Member Reports.

SESAC salesmen told Mr. McCollough, letter says, they understood publication did not constitute endorsement since NAB obviously couldn't endorse one product over another.

SESAC field representatives instructed to keep within bounds set forth in SESAC statement in NAB bulletin, letter says, asking Judge Miller to reconsider his statements.

WJZ-TV RAISES RATES 10%

RATE increases of 10% for all time segments of five minutes or more announced Friday by WJZ-TV New York, effective Sept. 15. Base evening rate for, for example, goes from $2,000 to $2,200. Rates for announcement periods also raised.

CLARKE A. SNYDER RESIGNS

CLARKE A. (Fritz) SNYDER, advertising director for Bulova Watch Co., New York, for four years, has resigned effective Jan. 1.

Closed Circuit (Continued from page 4)

Irvin Stewart, now president of West Virginia U.

WRITE OFF name of Charles Crutchfield for possible appointment to Office of Censorship or War Information if and when either is established. It's learned that vice president and general manager of WBT Charlotte, called to Washington several weeks ago in connection with possible appointment, has asked his endorsers to withdraw name "due to the intensity of the controversy arising from the rumor." He urged appointment of men with extensive newspaper as well as radio experience and preferably with non-partisan political views for both posts.

AT LEAST ONE major spot radio program sponsor has requested stations to guarantee spot program time against preemption by networks, with implication that if such guarantees not forthcoming, advertiser may switch to network radio. Advertiser has been placing spot programs on nationwide basis.

SHORTLY to be announced is resignation of John C. Foote, since 1939 assistant to President Eugene F. McDonald of Zenith and for past three years in charge of Phonovision. Col. Howland served in Signal Corps during World War II and spent two years overseas.

AMERICAN SAFETY RAZOR Co., through its agency, Ruthrauff & Ryan, New York, prepared to sell sponsorships for non-compatible Silver Star blades in addition to spots for Blue Star and Treet.


TEL-EVIEWERS ASSN. FORMED IN WASHINGTON

FORMATION of Assn. of Tele-Viewers, with blocking of FCC approval of non-compatible color TV system as first objective, was announced in Washington Friday. Announced on behalf of FCC's committee favoring non-compatible CBS color (BROADCASTING, Sept. 4; also see page 61), organization said it will ask FCC to reopen color hearings to receive views of set owners.

ATV board of directors—they have not yet elected officers—includes John M. Carmody, former Federal Works Agency administrator; H. D. Cleveland, retired industrialist of New York; J. Hobart Johnston, AFL union official, of Evanston, Ill., and George L. Shields, producer, of Los Angeles, according to Charles E. V. Prins, public relations adviser, who said he representing ATV in Washington pending establishment of headquarters there and appointment of manager. He said about 200 membership requests has been received in last few days and that about 100,000 are expected within few weeks.

AFFILIATION CHANGES

WEAR Pensacola, Fla., has changed affiliation from MBS to ABC, effective Oct. 1. Station replaces WBSJ which in turn switches to become Mutual affiliate. Two stations have since WPEN, NBC group. WJON St. Cloud, Minn., now under construction, joins Network Sept. 10. WTTW Bloomington, Ind., now in operation, affiliates Oct. 1.

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