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>
</tr>
</thead>
<tbody>
<tr>
<td>Population Inside .5 Millivolt Contour</td>
<td>84,500</td>
<td>3,890,000</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>
</tr>
<tr>
<td>Population Inside Nighttime Fading Zone</td>
<td>3,162,400</td>
<td>6,096,300</td>
<td>92.7%</td>
</tr>
</tbody>
</table>

*Area of Iowa is 52,680 sq. mi.
Population figures based on 1940 Census.

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 topnotch 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.

WHO
+ for IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
TELEVISION IN THE WHAS TRADITION

now...

twice the program time

With the arrival of the coaxial cable in Louisville, WHAS-TV now doubles its operating time.

Starting in the early afternoon, 7 days a week, WHAS-TV offers an outstanding lineup of local shows with a real Kentuckiana flavor... plus the all-star array of CBS-TV programs.

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 50,000 television homes

VICTOR A. SHULIS, Director  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Ask your Petry Man
to show you our
IDENTIFIABLE PROGRAM PLAN
for Spot Radio Advertisers in Boston

Learn how you can participate in these

"IDENTIFIABLE PROGRAMS"

"Boston Blackie"  "Philo Vance"
"Dr. Kildare"
"The Hardy Family"  "Cisco Kid"
"Maisie"
"Meet the Menjous"  "Crime Does Not Pay"
"Favorite Story"

All scheduled in the DAYTIME (no Television competition)
and designed for
"CONCENTRATED LISTENING"
to the program and the COMMERCIALS

P.S. And you'll be SURPRISED when the Petry Man shows you how many
of the women PULSE says DON'T KNOW ANY ADVERTISERS participating in
programs in Boston radio designed for CASUAL LISTENING. Find out if your
account is listed by PULSE in the "DON'T KNOW" column in Boston radio.

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

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

TALK ON revitalization of Cooperative Analysis of Broadcasting, or an enlarged version of it, was heard around convention of Assn. of National Advertisers last week in Chicago. Such an organization, supported by broadcasters, agencies and advertisers, it was argued, could result in important savings for all, since more than dozen different radio and TV research and measurement services now are in operation for which advertisers contend they pay in final analysis.

WHETHER FCC will adopt CBS color standards forthwith (meaning this week) consistent with its Sept. 1 report, or postpone action on its own motion in light of general plaint that 30-day timetable for bracket standards is impossible, or combination, was announced at filing deadline Friday. FCC was represented as having "open mind" with meeting likely at midweek. General view was that R. B. would litigate if final decision favors CBS.

TAKE-IT-or-leave-it report: If FCC forthwith approves CBS color standards, there will follow order requiring TV stations to devote at least 20% of time on air to color transmissions, some of it in prime hours. Since FCC has no licensee control over manufacturers, presumably they would engage in color set production only if there's "public demand." Telecasters thereby would be faced with new economic problem of substantial proportions, say those dependant respondents.

AT CLOSING of FCC color polls Friday, several Big Ten manufacturers still were among missing although it was anticipated responses were in mails. It's expected Motorola will not protest FCC tentative approval of CBS color but will insist it can't do better than 6% months on simple brackets, using CBS alone, or 10% months for overall bracket standards. It was presumed Zenith would be in similar vein, although timing might be different. Biggest question mark was Philco, which vehemently opposed FCC stance all down line.

DON'T be surprised if CBS does not make bid for Thomas S. Lee (Don Lee) Enterprises stock. That does not mean, however, that CBS will not wind up with TV station of its own in Los Angeles market (it now owns 49% of KTTV, controlled by Los Angeles Times). Bid will be opened Oct. 6.

PROGRESSIVE Broadcasting System, headed by Westcoaster Larry Finley, has set Nov. 12 target date for beginning of network operations [BROADCASTING, Sept. 4]. Affiliates being contacted by train entourage which trekked through South last week winding up in Memphis. Former major network executive soon will join high command, it's reported.

MEL DRAKE, former WDGY Minneapolis manager now NAB station relations director in New York, has not announced post after all. NAB hasn't yet announced what's to be done finally about vacancy created in July when B. Walter Huffington suffered fatal heart (Continued on page 81).

Business Briefly


'RED PURGE' PROBLEM DISCUSSED AT CONFERENCE ALL-INDUSTRY conference held in New York Friday under auspices of AFRA to discuss future policy of radio-TV and advertisers relating to dismissal of "controversial" personalities from network shows [BROADCASTING, Sept. 25, 18]. Sessions attended by representatives of ANA, AAAA and networks.

General Broadcasters Association has agreed to make Jean Muir on grounds her listing in Red Channels made her "controversial." Thursday temporarily suspended pending making "constructive solution" from discussions.

FCC ACTION COMPARED TO ORDER FROM KREMLIN AMERICAN public will lose 95% of present $3 billion invested in home TV sets under terms of FCC proposed color ruling. Ross D. Siragusa told National Assn. of Furniture Manufacturers Friday at Edgewater Hotel, Chicago. FCC demand on set makers to replace sets with "controversial," he said, was not 5% of 10 million sets in service by end of 1950 will ever be made compatible with CBS.

CBS COLOR CONTINUES CBS announced Friday it would continue daily color telecasts from WCBS-TV New York "until further notice" as service to any manufacturer testing color receiving equipment.

Bracket Deadline Stumps TV Set Makers

Bracket Deadline Stumps TV Set Makers (See Earlier Story, Page 57) AVALANCHE of last-minute replies of TV set makers to FCC's "bracket standards" proposal late Friday made it almost unanimous that, however hard manufacturers may try, they can't meet FCC's apparent early-November deadline to start manufacture.

Following pattern established by earlier answers to bracket-sets proposal which FCC offered as alternative to immediate adoption of CBS system, some manufacturers indicated willingness—but inability—to comply, while others took more stinging approach which signified likelihood that court test will follow if CBS system is approved.

Submitting replies at Friday's deadline were CBS; Westinghouse, General Electric, National Television Systems Committee, Crosley, Belmont, Stromberg-Carlson, Pilot, Arvin, General, and John Mock Industries in addition to supplementary brief by DuMont.

CBS supported bracket standards concept, based on assumption that costs will not be substantially greater than earlier estimates for Internal "two-point" system. But it was made clear that CBS cannot confirm accuracy of this assumption, and that "whatever the desirability of the concept of bracket

Bulletin

MRS. ELEANOR ROOSEVELT signed by WNBC New York late Friday to five-year contract to replace Mary Margaret McBride, 12:30-1:15 p.m., Mon.-Fri., starting Oct. 11. Elizabeth Roosevelt to appear as announcing program available for participating sponsorship. Deal through Roosevelt & Jones, and William Morris, N.Y. Miss McBride moving from WNBC to ABC [BROADCASTING, Sept. 25].

INDUSTRY group to meet tonight (Monday) at Waldorf-Astoria, New York, to discuss plans for broadcasting defense council. Invited to attend by NAB President Norman Miller were Joseph H. McConnell, NBC; New York, Frank Stanton, CBS; Robert E. Kintner, ABC; Frank White, MBS; Allen B. DuMont, DuMont Television Network; Jack R. Poppele, Television Broadcasters Assn.; Robert C. Sprague, RTMA.

LIBERTY BROADCASTING SYSTEM without fanfare Friday (Oct. 2) starts interconnected network service to approximately 240 stations throughout the country [BROADCASTING, Sept. 4]. Approximately 100 hours of programming, some of which will be fed by LBS, headed by Barton R. and Gordon B. McLendon, multi-millionaire Texans.

at deadline
the one and only...

the only TV station that can sell your product to this prosperous TV audience

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market...compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience...top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you’re on TV, WGAL-TV is important in your selling plans.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago  San Francisco  New York  Los Angeles

WGAL-TV
LANCASTER, PENNA.
A STEINMAN STATION
Clair E. McCollough, Pres.

NBC
TV Affiliate
14% SALES INCREASE IN RECORD TIME... results in sponsor adding 6 new markets!

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days... in a market where distribution was thin... during the summer, when bread sales are lower. Now in 7th Renewal! Results were so sensational—14% sales increase—that the bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

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

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

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

14% SALES INCREASE IN RECORD TIME... results in sponsor adding 6 new markets!

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5½-Hour Western Adventure Program... Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!
There’s less *eatin’ meat* on a steer (or lamb or pig) than meets the eye.

That’s one of the reasons the Missus may look with jaundiced eye at the meat-man when he quotes her a price on a pound of steak, or chops or roast.

She’s thinking of what the packer is paying for a pound of cattle *on the hoof*; what she’s really buying is pretty near all *eatin’ meat*!

Fact is, only half of a lamb is meat, and only about 10% of that meat is loin lamb chops. Only about two-thirds of a porker is meat and lard. Only a little more than half of a steer is beef, and only 8% of it is sirloin steak.

Remember, too, when the retailer buys his sides of meat, he is buying stew meat, shanks and shoulder roasts as well as fancy steaks and roasts. And there’s always some trimming to do before he puts the cuts in the counter.

Next time you eye a meat animal, look for the *eatin’ parts* and we believe you’ll agree that the meat industry is doing a job when it moves meat from farm to table at a lower service cost than almost any other food.

**AMERICAN MEAT INSTITUTE**
*Headquarters, Chicago • Members throughout the U. S.*
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
NO CORN PONE
FOR MRS. CABOT!

Say "Johnnie Cake" to the lady from Massachusetts, and she'll know what on earth you're talking about. But down in the deep South they call it something else again.

Point is, you'll sell a lot more goods when you talk the same language as your customers—no matter where you live.

That's hard to arrange with impersonal national ad schedules. It's easy as pie, though, when you use Spot radio to give your advertising the local touch.

Spot's ability to deliver a home-town message—in one market or a hundred—is just one of the features that makes Spot advertising great advertising when measured in dollars and cents.

These great stations are Spot's ideal proving ground . . . . .

SPOT RADIO LIST

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<td>NBC</td>
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</tr>
<tr>
<td>KFM</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

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

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

October 2, 1950 • Page 9
HERBERT CLAASSEN, Compton Agency, N. Y., to Ruthrauff & Ryan, N. Y., as radio-TV timebuyer.

ALVIN BAKER, in charge of Hollywood office Dancer-Fitzgerald-Sample, with firm since Aug. 8, 1937, and GILBERT NUNNS, with Toronto office since May 1945, named vice presidents.

GERARD MARTIN to Duane Jones Co., N. Y., as director of TV. Was with Wm. Esty Co. and NBC, both N. Y.

ROBERT J. ROSS to Kaufman & Assoc., Chicago, as account executive and member of planning group. Was merchandising manager Evans Fur Co., Chicago.

ARMAND S. WEILL Co. Inc., Buffalo, opens office at 225 Mutual St., Toronto, with ALLAN F. WATERS as manager.

CHARLES F. LOWE, radio-TV producer and director, Erwin, Wasey & Co. Ltd., named TV supervisor for all agency West Coast-originating shows. Will handle new Burns & Allen TV show for Carnation Co. starting Oct. 12 on CBS.

W. G. BRANGHAM, Botsford, Constantine &

on all accounts

A CLUE to Mildred Dudley's resourcefulness is found in that chapter of her life's story entitled "Girlhood Days on a Midwestern Farm."

Mildred's father, a Villa Grove, Ill., agriculturist, would have preferred that his only child be a boy, but he was not one to wrestle with destiny. He would raise his daughter to be that.

Yet there are times on a farm when even a very feminine young princess is required to wear the jeans of a hired hand, so the future timebuyer at Le Vally Inc., Chicago, milked cows, repaired fences and hoed potatoes with the best of the men.

This was good training for Mildred. In later years she survived several periods of readjustment which might have unnerved a woman of less resilience.

The play was the thing with Mildred Lorraine Dudley from the time she starred in a second grade "Mother Goose" production back in Villa Grove until a few years ago, during the recent World War, when she lost in a photo-finish for the part of "Rose" in the soap opera, Guiding Light. Her failure to win this starring role in radio caused Mildred to turn her back on a talent career for all time, but her decision marked a gain for business.

First, she patriotically offered her services to Douglas Aircraft Co., in Chicago where she served in an administrative capacity during the latter years of the war. Then she moved to Henri, Hurst & McDonald advertising agency, Chicago, where she worked for the late Louis Paul in the media department for a year before beginning a two-year hitch in the headquarters office of John Blair, station representative.

Mildred moved into radio proper as traffic manager of KTRH Houston, Jesse Jones' 50 kw CBS affiliate, but two years ago when John W. Shaw Agency, Chicago, needed someone with agency-representative experience to properly place its Fifth Army show across the country, Mildred got the job.

She moved to Le Vally Inc., one of the Midwest's most vigorous younger agencies, in February 1949 to take charge of all radio time and space placements.

One of her biggest responsibilities is buying time for Household Finance Corp., a large user & (Continued on page 18)
beats

Gardner, L. A., until recent closing of that office, to Erwin, Wasey copy staff.

COURTNEY BAXTER, WSCR Scranton, Pa., announcer, to Hoffman-Baxter Adv., same city, as partner and radio director.

JOSEPH W. FULGHUM, account executive Kenyon & Eckhardt, N. Y., to Blow Co., N. Y., as account executive for Pepsi-Cola.

RAY E. SCOTT, WCAE Pittsburgh announcer, to Ketchum, MacLeod & Grove, same city, as assistant to Lansing Lindquist, director of radio-TV. CHARLES A. WRIGHT, Tri-County Publishing Co., to firm as account executive in public relations department.

ELIS FOLKE, Sigfrid Fjellander Reklam, Huss Reklam & W-Reklam, Stockholm, Sweden agencies, to copy and planning staff O'Brien & Dorrance Inc., N. Y.

Mr. Fulghum to Mary Louise Campbell to account executive Ruse & Urban Inc., Detroit.

THOMAS W. RICKEY elected vice president Ruthrauff & Ryan, N. Y. Was with Young & Rubicam where he in charge of Borden advertising.


FRANK B. McELMOY to media director Morey, Humm & Johnstone Inc., N. Y. Mrs. R. HILLMER named assistant media director.

BENJAMIN SHATTUCK, supervisor of advertising Metropolitan Life Insurance Co., N. Y., to James Thomas Chirurgy Co., N. Y., as account executive for consumer goods and merchandising specialist on plans board.

BILLY MUIR and DIANA SPRINGER to Ad Fried Adv., Oakland, Calif.


THOMAS P. CROLIUS, Sindlinger & Co., Phila. (radio researchers), to Calkins & Holden, Carlock, McClinton & Smith, N. Y., to direct radio-TV research.

RICHARD R. PATTERSON to copy staff Kal, Erhlich & Merrick, Washington.

BENJAMIN FAIRCHILD, Tropical Oil Co., Bogota, Colombia, to international department J. Walter Thompson, Rio de Janeiro.

JERRY LIDDARD, operator of his own Glendale, Calif., advertising agency, to Phil D. McHugh Co., L. A., as account executive. MURIEL HELGESON also to McHugh staff.

DON BLAURUT appointed assistant radio-TV director Peck Adv., N. Y.

Miss CLAIRE FISCHER, Marshall Feld & Co., Chicago, to copy department Thatham-Laird, same city.

LARRY FIELDS, Blaine-Thompson Co., N. Y., publicity department, to David O. Alber Assoc. Inc., N. Y.

ROBERT LIGHT to Abbott Kimball Co., L. A., as radio-TV director.

JAMES TATE, vice president Dumore Co., Racine, Wis., to account executive Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

CLARENCE B. GOSHORN, chairman of board Benton & Bowles, N. Y., appointed chairman of advertising division of 1950 fund appeal for Travelers Aid Society of N. Y.


WM. WILBUR Adv. Inc., N. Y., to move to 135 E. 54th St. upon completion of new building there.

BROADCASTING * Telecasting

WAVE CAN'T NET BUTTERFLY (Ky.)!

Nope, there're no holes in our net—the apparatus we use just can't quite reach Butterfly (Ky.)!

But wham!—You ought to see some of the catches we get right here in the Louisville Trading Area. Every day of every year, we capture many, many thousands of the fanciest high-flyers in the State—gaudy specimens who show a standard of living at least 40% higher than the average in Kentucky outside WAVE’s area.

Let us catch them for you, with our better net (work and local programming). Shall we start swinging?
a blessed event for broadcasters!

Broadcasters ordered it...so Capitol delivers the answer to low-cost, high-quality programming for AM-FM-TV stations, large and small. Capitol brings you its Custom Library—a transcription service that costs you only $75.00 a month the first year—drops down to $50.00 a month thereafter. And that goes!—regardless of station size or market. Study all the features of this new service by Capitol. No other service can match the Capitol Custom Library for low-cost, high-quality and up-to-the-minute variety of transcribed library programming.

FREE BONUS OFFERS First 200 subscribers to the Capitol Custom Library will receive a big bonus. Contracts in by November 1 will receive another extra "Christmas Package" bonus, free!

Have you received Custom Library details by mail? If not—Write or Wire . . .

CAPITOL RECORDS INC., BROADCAST DIVISION
Sunset and Vine • Hollywood 28, California
PAY LESS—PLAY MORE
with the new CAPITOL CUSTOM LIBRARY

Costs little to start... less to continue • Only $75 per month the first year — and just $50 per month thereafter, regardless of station or market • Start with 2000 selections (approx.) of your choice • Look over the complete catalog and select the 220 discs that you want. (Approximately 2000 tunes) • Your Custom Library grows and grows • Each year you may choose 30 additional discs (approximately 300 selections) to add to your library... either from new releases or from Capitol Library Catalog • Your library stays fresh with free exchange allowance • 30 exchange transcriptions per year — approximately 300 different selections, in exchange, or you may have replacements. (Discs over allowance $2.50 each) • And here's more great news • No long-term contract necessary • You use your library on a month-to-month basis, after the first contract year... allowing you complete flexibility of operation.

if you want PROGRAMS Choose complete repertoire of individual artists with their voice tracks, themes, segues and bridges... for production programming.

if you want SELECTED MUSIC Choose complete sections by musical category: Pop Concert, Salon, Standard, etc... all listed for easy selection in the Capitol catalog.

if you want MUSIC BY TITLE You'll find them all listed for you alphabetically in the Capitol catalog.

if you want PROGRAM AIDS Mood music, theme music, sound effects, general use voice tracks, etc. — all available for your use.

if you want INSTRUMENTAL MUSIC You'll find the finest, all listed for you in Section 3 of the Capitol catalog.

TECHNICAL FEATURES OF CAPITOL TRANSCRIPTIONS

High Fidelity 16" vinylite discs • Lateral cut — Outside in — Recorded to NAB Standards • Unique, 3 turn cue-in device on every track • Capitol's live, brilliant recording • Proven performance.

WITH EVERY LIBRARY YOU RECEIVE Complete Capitol Transcription catalog—revised every three months, plus monthly release sheets • Title file cards for every selection in your library • Roller bearing action pull drawer type, steel transcription cabinet • Heavy weight, numbered jackets for each transcription • Artists promotion pictures, ad mats, and biography cards.

You Can Count on Capitol
FIRST with Showmanship in Transcribed Libraries.
FIRST with Brilliant "Live" Recordings.
FIRST with Simplified Cataloging.
FIRST with Standard cue-ins.

AND NOW the Capitol
Custom Library—the library you want at the price you want to pay!


CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif., planning radio-TV spot and participation campaign in about 10-12 East and Mid-Western markets to start about Oct. 21. Agency: Mogge-Privett Inc., L. A.

MERIT GREETING CARD Co., Newark, N. J., adds 12 TV stations to those already being used, and 10 more radio stations. Agency: Louis F. Herman, same city.

EVANGER KENNEL FOODS, Chicago, names Kaufman & Assoc., same city, to direct its advertising. Most of budget will be used for local TV spots and programming.


Network Accounts . . .

PROCTOR & GAMBLE, Cincinnati, buys daytime television strip on CBS-TV, 2:30-6:45 p.m., Mon.-Fri., and will sponsor serial drama, The First Hundred Years, in period beginning Dec. 1. Agency: Benton & Bowles, N. Y.


FORD DEALERS Advertising Assn. starts five-minute Ford Five Star Final on 45 Don Lee Pacific Coast stations, Mon.-Fri., 9:55-10 p.m., PDT, for 52 weeks. Agency: J. Walter Thompson Co., L. A.

GILLETTE SAFETY RAZOR Co. will sponsor telecast of Army-Navy football game Dec. 2 on NBC-TV. Agency: Maxon Inc., N. Y.

NATIONAL BISCUIT Co. renews Straight Arrow on over 400 MBS stations, Tues., Thurs., 5:15-5:30 p.m. Agency: McCann-Erickson, N. Y.


PHILIP MORRIS & Co. (Bond Street tobacco) began sponsorship of Greatest Moments in Sports, films of high points in sports history, on CBS-TV following Louis-Charles heavyweight fight last Wednesday. Series, quarter-hour program, will continue for 26 weeks following CBS-TV fights each Wednesday. Agency: Bow Co., N. Y.

Page 14 • October 2, 1950
Business is great, thank you, at...

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine inner-spring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.
New Markets
EDITOR, BROADCASTING:

... I am getting inquiries, too, on this ['Radio Filla Theatres," BROADCASTING, Sept. 11] from fellows in the industry and I guess we sort of woke them up to new markets. There was one slight mistake.... The Arcadia Theatre Co., of which I am the manager-owner, operates the theatres at Wellsboro, Pa., not Corning, N. Y. You see, the radio station is in Corning, N. Y., and my theatres are in Pennsylvania, 38 miles from the station. The station covers this area like a tent, as good as a local station....

I only wish now the networks could get the distributors to really go on the air and put on some real programs sponsored by the motion picture industry to sell the industry and its product. I think we have many of the theatres awakened, but we still have to wake up the distributors. It seems to me that is a job of network selling. It certainly could provide them with some great entertainment because producer-sponsored programs from Hollywood would certainly saturate the air with some of the greatest stars in the business. It certainly wouldn't hurt the motion picture industry either....

Larry Woodin
Manager
Arcadia Theatre Co.
Wellsboro, Pa.

Good 'Insurance'
EDITOR, BROADCASTING:
The mail just brought your "National Radio Insurance" mailing piece.... It is typical of your advance thinking, and you are to be congratulated on this high-type advertising....

Murry Brophy
8214 North Central Ave.
Phoenix, Az.

EDITOR, BROADCASTING:
My compliments to your promotion department for the unusual and effective sales idea in the mailing piece "National Radio Insurance."

J. Leonard Reinsch
Managing Director
James M. Coe Radio Stations
Atlanta, Ga.

Col. Hollingbery
EDITOR, BROADCASTING:

... It is certainly grand to have received as many nice messages from my friends concerning this article [Respects, BROADCASTING, Aug. 28] as I have....

... Just received a letter from J. Strom Thurmond, governor of the State of South Carolina, advertising the town because of your story. He's appointed me as colonel on his staff and enclosed the commission....

George P. Hollingbery
George P. Hollingbery Co.
Chicago

List News Directors
EDITOR, BROADCASTING:

... You may remember... I wrote you about the often expressed question by members of our association that the category of News Director might be reinstated in your YEARBOOK....

... Do we have a chance of getting in this time? We certainly would appreciate it....

Jack Shelley
President
National Asm. of Radio News Directors
Des Moines, Iowa

[EDITOR'S NOTE: Due to an expanded format, the 1951 BROADCASTING YEARBOOK will include not only the names of news editors, but of eight other executives of each station.]

The 'Muzak' Problem
EDITOR, BROADCASTING:
The decision of a concern "dispensing" wired music under the name "Muzak" to petition the FCC for a number of FM channels may pose some interesting problems....

In filing the petition, Muzak stated that FM has failed to evolve as a distinct new service. One might take issue with Muzak's attorney concerning that statement. FM has not developed nationwide network facilities such as exist under AM broadcasting, but it has developed regional and local networks which serve the public with programming not available elsewhere. Perhaps, Muzak does not consider this a new service....
The intentions of Muzak are, without a doubt, directed toward selfish gains.... Transit Radio and Storecast are not, in the strict sense, commercialized services.... FM, with the finest variety of programming available will stand a great chance in dissolving completely as a broadcast service when its static-free frequencies are used to transmit low-fidelity subscribed programs covered by obnoxious howls and squeals.

FM as a medium is undergoing enough difficulty today both in the number of receivers and the number of listeners, without having to undertake the selling of an adapter along with every receiver in order that the customer may receive the Muzak stations.... FM should remain free....

George W. Hamilton
FM Promotion
Syracuse 10, N. Y.

"Mirandy wants the sheertest you've got!"

If you think folks in the East live fancy, you oughta see our Red River Valley farmers indulge themselves! The sky's the limit because they're one of the nation's top income groups!

Hoopers and independent rural surveys prove that WDAY is also one of the nation's top stations.

For Dec. '49-Apr. '50, for example, WDAY got a 66.5% Share of Audience Weekday Afternoons, against 15.1% for Station B!

A new 22-county survey by students of North Dakota Agricultural College shows that 78.6% of the farmers in these 22 counties prefer WDAY, as against 4.4% for Station B!

Get all the facts today... from us or any Free & Peters "Colonel".

FARGO, N. D.
NBC - 970 Kilocycles
5000 Watts

FREE & PETERS, INC.
Studio National Signage

Page 16 • October 2, 1950
Best in the Business  
—take stability, for instance

- Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. Need we say more?

Call your RCA representative for price and information on delivery. Or mail the coupon—today.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal
**Sets for Soldiers**

PLEDGES of over $850 were received by WISR Butler, Pa., for television sets for three National Guard units which were about to leave for training. The entire station staff and some local musicians put on a two-hour variety show along with Art Ross' Yarns Patrol, a morning show, in a fund raising drive. Guardsmen took the sets to camp with them.

**Radios for the Sick**

DURING the city's centennial celebration, the WFAH (FM) Alliance, Ohio, staff decided the sick and shut-in residents should have some way of participating in the events. A fast check of local radio dealers made it clear that there were enough FM radios available to supply Alliance City Hospital with a radio in each room. WFAH arranged for the radios to be distributed and the sick and shut-ins heard the festivities of the gala celebration.

**A Radio Capture**

KANS Wichita Newsmen Dick Gavitt relayed a tip to Sedwick County's sheriff that led to the quick arrest of two men who have confessed armed robberies in Wichita and surrounding cities.

After the robbery of a Wichita drug store, Mr. Gavitt broadcast a description of the bandits and getaway car. Bandits were caught in Dodge City, 160 miles away. Story of the capture four days later and confessions were carried over the station.

**Votes Praise for WSAZ-TV**

PRAISE for WSAZ-TV Huntington, W. Va., was received from a local election official for the outlet's program showing how to operate a voting machine. The official reported that people who had seen the show had no trouble in casting their votes on the new machines, adding that non- viewers took a great deal of time in voting and this caused the poll to stay open longer than usual.

**A Plea—With a Point**

URGENT plea for blood donors for the Tulsa Red Cross Blood Bank, made by Ken Miller on his KVOO Tulsa program, brought 140 people to the center for donations. On his News and Views broadcast, Mr. Miller explained that the bank had less than a dozen pints of blood on hand and a minor accident would exhaust this. He also mentioned that a serious accident, such as one involving a bus, would bring the need of blood that the bank did not have. His plea was pointed up the next afternoon, when a bus did have an accident, although not serious. During that day 80 people donated blood and 60 more the following day, filling the bank.

**On All Accounts**

(Continued from page 10)

radio and television. She also places advertising for Febr's Beer, Louisville, and Marathon Corp. (Waxtex, etc.).

Mildred Dudley needn't have given up acting. Before embarking on a business career she had scored many a dramatic hit. She was close to the top in the Illinois state dramatic contests while at Villa Grove high school, and continued in plays at McMurray College for Women, Jacksonville, Ill., and at the U. of Illinois. Just before the beginning of her junior year at Champaign, she felt an urge to attend New York's American Academy, but her father felt the big city was "too far from home."

"Why not go just half as far," he suggested. So Mildred chose Carnegie Tech's School of the Drama in Pittsburgh, where E. Iden Payne, on leave from the Stratford-on-Avon Theatre, was one of several famous directors who have joined the faculty from time to time on a temporary basis. She starred in Tolstoy's "Redemption" and Congreve's "Love for Love," and scored several hits in plays on KDKA Pittsburgh with the kindy assistance of Program Director Jack McGregor. After taking a B.A. degree in acting, she invaded Chicago radio and got a lead in the "Rube Appleberry" series on WGN, the Chicago Tribune station. She played Rube's girl friend, Mary, in the plays sponsored by Malt O'Meal. Later, Mildred became a commentator on WDWS Champaign, Ill., where she had three commercial shows of her own.

Mildred lives in an apartment overlooking Chicago's Lincoln Park, where she dines up "farm style" meals for her closer friends. (She doesn't want the fact that she was a "hayseed" to get around too far.)

**A First Nighter**

Mildred is an avid theatre-goer. She never passes up a Chicago "first night," and, of course, attends most of the city's radio and television premieres. Her only other diversion from her busy job at Le Vally Inc. is reading "who-dun-its."

Only woman board member of the Chicago Television Council, she is secretary of that organization. She also belongs to the Order of the Eastern Star.

---

**KELO**

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

**IN SIOUX FALLS**

MINNEHAHA COUNTY

17% OF RETAIL SALES IN S.D.
16% OF TOTAL INCOME IN S. D.
30% OF TAXABLE PAYROLLS

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS—AND—THE COMMUNITIES OF MINNEHAHA COUNTY.

**IN KELO .5 MV AREA**

48% OF RETAIL SALES IN S. D.
8% OF RETAIL SALES IN IOWA
5% OF RETAIL SALES IN IOWA
3% OF RETAIL SALES IN NEBR.

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET.

**Represented Nationally By**

THE JOHN E. PEARSON CO.

Page 38 - October 2, 1950
WBRC-TV

announces
the appointment of

PAUL H. RAYMER COMPANY, Inc.
as National Sales Representatives
Effective October 1st, 1950

WBRC · WBRC-TV
(NBC in Birmingham)

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Representatives
New York  Boston  Detroit  Chicago  Hollywood  San Francisco
ON THE theory that experience lends itself best as a fertile source of background, WRBL Columbus, Ga., last month called on three staffmen—World War II Marine veterans—to give its listeners a panel-eye view of the U. S. Marine Inchon landing Sept. 15, less than 12 hours after announcement of the invasion.

The session, reported by the station as an "unqualified success," was headed by WRBL News Director George Theeringer, a former Marine combat radio correspondent. He discussed the landings with Staff Announcer Bill Mitchell and WRBL News Editor Jim Arnall.

The idea for such a program was conceived by the station shortly before airtime and after WRBL had arranged to cancel CBS' Wendy Warrren and the News. To air the special program at that time, WRBL had to relieve the three former leathernecks from their regular duties—Mr. Theeringer, who was writing his daily newscast, Mr. Mitchell, who was selecting records for his show, and Mr. Arnall, who had to be located on his daily news beat.

Once they had gathered in the studio, the trio began feverish preparation for the discussion. Each jotted down several notes and a map was obtained from the WRBL newsroom to enable the vets to follow the course of action. Announcer Mitchell told listen-

ers what preparation was needed to launch the invasion, calling on his first-hand knowledge of a similar event with the 6th Marine Division at Okinawa. Newsmen Arnall, who served with the 5th Division through the entire Iwo Jima campaign, speculated on action taken once the Marines had landed. Discussion then turned to battlefront possibilities, with Mr. Theeringer offering his viewpoint and directing questions to others.

Recalling their past experience and capitalizing on the freshness of the new invasion, the three veterans succeeded in telling WRBL listeners what takes place behind the scenes of a Marine invasion on enemy soil.

strictly business

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Recalling their past experience and capitalizing on the freshness of the new invasion, the three veterans succeeded in telling WRBL listeners what takes place behind the scenes of a Marine invasion on enemy soil.
In the rich Shenandoah Valley . . . NBC

WSVA
NOW FULLTIME

NBC 1000 WATTS ON 550

THREE CHIMES MEAN GOOD TIMES ON NBC . . .

- 50,080 radio homes (BMB, 1949)
- 65% of WSVA loyal listeners listen 6.7 days per week
- 90% listen 3.7 days per week
- 5 1/2 hours of live programming daily (6AM - 2PM)
- No television coverage

WSVA HARRISONBURG, VIRGINIA, 1000 WATTS FULL-TIME ON 550
REPRESENTED NATIONALLY BY DEVNEY & COMPANY

FRED ALLMAN,
President

R. B. HARRINGTON,
Commercial Manager
Hoopers and BMB both prove that KWKH is the overwhelming favorite in and around Shreveport! The graph at the top of the page illustrates the findings of Hooper reports covering a period of 16 consecutive months. It not only proves that KWKH gets top Shreveport ratings; it also shows that KWKH is consistently increasing its leadership over other Shreveport stations!

The pie-chart at the right shows the kind of loyalty accorded KWKH by its large rural audience. Well over half the 303,230 families in KWKH's Daytime BMB Audience listen to KWKH 6 or 7 days weekly!

That's the proof of KWKH's superiority in this rich Southern market. What other facts would you like?

KWKH

50,000 Watts • CBS •

SHREVEPORT • LOUISIANA • Arkansas

The Branham Company
Representatives
Henry Clay, General Manager
ANA MUFFLES RATE CUT CRY

Shelves Issue at Chicago

THE NATION'S top advertising spenders, responsible for perhaps 75% of the five billion dollar annual outlay for time, space and talent, last week gave short shrift to the pre-Korea project of demanding downward adjustment of radio rates because of the purported incursions of television, disposing of the erstwhile burning question in a one-hour session at the 41st annual convention of the Assn. of National Advertisers in Chicago.

There was no formal action following a presentation of the highly controversial report of the ANA Radio & TV Steering Committee by its chairman, Mr. Allport, Inc., advertising director of Thomas J. Lipton Inc. The report was discussed at an executive session of 500 members at the opening meeting last Monday. The association, it was learned, disposed of the issue with instructions to the Smith committee to continue its studies, but with each member to handle rate negotiations as he may see fit.

It was evident that there would be no move in concert toward AM rate reduction at this time. Uncertainties, stemming from the war-time economy, and prospect that TV will not expand into new markets as rapidly as had been expected, were believed to be the salient factors in the decision to tread-water now and for the foreseeable future.

War Tops Problems

While radio and TV topics were generously sprinkled through the three-day agenda, primary attention was directed to the "imponderables" of the new war-time economy. Key national advertisers, notably in the consumer fields, it was revealed in a "confidential survey" made by the ANA Research Dept., plan to maintain 1951 overall budgets at least as high as those for the current year, and those were

Other ANA Convention Stories This Issue

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Cunningham Urges TV Czar 58
Gale Outlines Defense Role 91

BROADCASTING Telecasting

Vol. 39, No. 14
WASHINGTON, D.C., OCTOBER 2, 1950
$7.00 A YEAR—25c A COPY

MEDIA CHANGES AHEAD

TELEVISION'S "impact and growth" is the most influential factor in decisions of members of the Assn. of National Advertisers to make media changes next year. Of companies most swayed by TV, 70% are in the consumer package goods field.

These facts were revealed by M. L. McElroy, ANA vice president in charge of media and research, on opening day of the annual ANA convention in Chicago Monday.

In the ANA's annual "analysis of today's conditions," Mr. McElroy questioned ANA members by mail to determine their media plans, advertising appropriations and stock conditions for the coming year. His summary was based on 159 firms which replied.

Seven out of 10 plan no marked changes in their proportionate use of media next year. Those who plan a shift cited "an increase or decrease in appropriation" as the second reason, after TV's growth. Video expenditures will be increased in 1960 by 22 concerns, but none plans to trim TV budgets. Because of the swing to television in these 32 companies, network radio and car card funds will be cut, and money will be added for spot radio, magazines, outdoor and newspapers.

Mr. McElroy noted that "the contrast between network and spot radio is especially marked, with the score for network being two increases and six decreases; for spot, 10 increases and three decreases."

Few Ad Cuts Seen

Four out of 10 respondents expect product shortages during the last quarter of 1950, but less than 1 in 10 will reduce the advertising appropriation for that period. About twice as many advertisers schedule increases in this last quarter as those slating reductions. Eighty percent will make no change for the rest of the year.

More than half the ANA members reporting allocated larger advertising expenditures this year (Continued on page 26)

Continued on page 26

October 2, 1950 • Page 23

McElroy Views
IN REVIEW...

JACK BENNY, possibly the most durable institution in radio, is back at the old stand after a summer in Europe, an adventure that apparently left him unmarked. The jokes on his Sept. 24 program were within his familiar orbit, bounded on one side by the Los Angeles smog and on the other by Phil Harris intemperance. It would be impossible to tell from his radio script that Mr. Benny had ever left home.

The remarkable fact is that Mr. Benny does not have to stray as much as an inch from his enduring format in order to keep a big audience. His special talent is the invention of slight but numerous variations on a few standard themes and the ability to use his unusual gifts for timing and inflection to make a slight joke sound like a big one.

Mr. Benny can get more mileage out of the single utterance, "Oh," than most other comedians can get from a week's work of their gag writers.

The character of the aerial megalomaniac Benny is so well established that mere reference to his idiosyncrasies is enough to provoke laughter. His baldness, his advancing age and his parasitism have themselves acquired the stature of jokes, a happy evolution that must have relieved his writers of some measure of creative burden.

Rochester Calls Again

The telephone rang on his program the other night, as it has on possibly a thousand other occasions, and the caller turned out, not unexpectedly, to be Rochester.

"Hey, Boss, the man is here from Sears & Roebuck wearing your new suit," said Rochester.

"He said for the price you paid they couldn't afford to put it in a box."

(Convoluted laughter by the studio audience.)

"Wait a minute," Rochester added. "Here comes Roebuck with the extra pair of pants."

(Hopeless hysteria in the studio.)

About the only topic that Mr. Benny has added to his staples in recent years is William S. Paley, chairman of the CBS board, who paid the comedian an immediate amount of money to transfer his activities to CBS.

On his Sept. 24 show Mr. Benny, playing a prospector in the California gold rush, fell afoul of one of the least menacing Indians of fact or fiction, timorously played by Dennis Day.

"Who you, Paley face?" challenged the Indian.

"That's pale face," snapped Mr. Benny. "Paley's the statue in the lobby."

This is not the stuff of which imperishable humor is made, but it serves Mr. Benny handsomely. One of the comedian's greatest assets is his absolute familiarity with the characteristics of radio. He plays entirely to the ear. A Benny script makes less than laugh.

(Continued on page 92)

FRED ALLEN'S first excursion into television, it is this reviewer's mournful duty to report, added little to his reputation as a literate wit and less as a showman. The principal trouble with Mr. Allen's first performance was that he was obviously nervous, a disorder that exerted a contagious effect on other members of his cast. For a production regarded as auspicious as Mr. Allen's program, an astonishing number of lines were forgotten or fumbled. Such mishaps are meat for Mr. Allen's nimble humor when he is at his ease. They were only embarrassing on his television appearance.

One of the most enduring characteristics of Mr. Allen's performances in radio was his unrehearsed chuckle at jokes that particularly amused him. The chuckle was missing from his television show. Mr. Allen conveyed the impression that he was concerned more with remembering his next line than with extracting maximum emphasis from the one he was delivering. It was impossible to avoid the conclusion that Mr. Allen himself was not having any fun.

This is cheerful reason to believe that Mr. Allen may overcome the jitters of his maiden experience in a new and difficult medium and come to occupy the place in television he deserves. Few if any other comedians possess his keenness of mind and tongue, and it would be a pity if his talents were not to be used at their best in TV. Sparkles of the real Allen brightened his show from time to time. Belaboring a favorite target, NBC executives, Mr. Allen spoke of one who was "so big he had a wastebasket to throw people in." During a period of instruction in pie-throwing, which a television consultant advised him was an indispensable facility for any TV comedian, Mr. Allen was given a particularly goofy merlingue. He looked at it admiringly and remarked: "Give this pie two writers and it could have a show of its own."

"Alley" Disappoints

Much of the program, however, was not up to these standards. Mr. Allen attempted to transport his famous "Allen's Alley" from the invisibility of radio to the pitiless stare of television by the use of puppets to portray the characters of Senator Claghorn, Ajax Cassidy, Mrs. Nussbaum and Titus Moody, while their lines were read off-screen by the performers who created them in radio. The actions of the puppets, which must have been manipulated by someone suffering alternately of paralysis and St. Vitus' Dance, were so distracting that much of the dialogue between Mr. Allen and the inhabitants of his bizarre by-way was utterly wasted.

Mr. Allen with Monty Woolley participated in a sketch that found the two of them attempting, against appalling non-cooperation from officials of a department store, to exchange a cuckoo clock that (Continued on page 92)

Program Facts

**Program:** JACk BENNY SHOW, on CBS, 115 stations.
**Sponsors:** American Tobacco Co. (Lucky Strike cigarettes).
**Agency:** BBDO; account executive: Thayer (Tax) Cumings.
**Production Cost:** Approximately $27,000 a week.
**Cast:** Jack Benny, Mary Livingston, Phil Harris, Eddie (Rochester) Anderson, Dennis Day, Don Wilson.
**Producer:** Hilliard Marks.
**Musical Director:** Mahlon Merlick.
**Writers:** Sam Perrin, Mih. Josephsberg, George Balzer, John Tackaberry.

**Program Facts**

**Program:** COLGATE COMEDY HOUR, on NBC-TV, 38 interconnected stations, 16 non-interconnected stations.
**Sponsors:** Colgate Palmolive-Peet Co.
**Agencies:** Ted Bates Inc., account executive: Robert Vermillion.
**Sherman & Marquette (account executive: William J. Breen).**
**Production Cost:** Approximately $35,000 a week.
**Cast:** Fred Allen, Monty Woolley, Rise Stevens, Bono Oato, David Burns, Parker Fensick, Peter Donnelly, Kenny Delmar, Minerva Pious.
**Producer:** Charles Friedman.
**Director:** Kingman Moore.
**NBC-TV supervision of production:** Samuel Fuller.
**Musical Director:** Al Goodman.
**Choreographer:** Dick Barstow.

"She'll have to wear a different dress—he's lost his place again!"

**Drawn for Broadcasting by Sid Hit**
Sweeping Terms on 'Lorain Journal' Set by Justice

**Selling Retailers**

Stores Get Radio-TV Tips

RETAILERS and broadcasters joined last week to pull radio out of its wall-flower role in the store advertising field as the National Retail Dry Goods Ass'n held its first Radio-TV Workshop.

Stung by charges they had failed to understand retail selling, broadcast spokesmen conceded they should work closely with store operators in making the electronic media useful and necessary tools for NRDGMA members.

Probe Whole Field

Over all retail executives from media, agencies, chain-store, consumer and store operations spent Thursday and Friday at the Hotel Statler, New York, probing the whole radio and television advertising field.

Out of their merged observations and suggestions came a series of ideas that brought favorable comments from many of the NRDGMA members. These store executives control a substantial share of all the retail advertising placed in the United States.

It was agreed that aural broadcasting has not been adequately used by stores, with broadcasters getting a good share of the blame. As for television, the future was described as promising and many spoke of the tremendous growth in use of the new medium by retailers.

James M. Gaines, NBC vice president and director of owned-and-operated stations, said there had been "a shocking lack of cooperation with retailers" on the part of networks in the past, which would certainly not continue.

Gaines' view of radio and television was presented by Dr. Ruth W. Ayers, managing director of the National Consumer-Retailer Council Inc., New York, who warned that a series of commercial announcements individually acceptable are capable, in their combined effect, of disgusting and repelling a listener. The first commercial "in a high tension voice" may be impressive, but a series of them have a cumulative effect, causing the listener to "fight back," she said.

Pointing out that "the attitude of the average listener to the whole economic community is deeply affected by his responses to advertising," Dr. Ayers urged the use of commercials designed "to be well-comicated." She said the announcement should "slip into the listener's mood," particularize as to the manner in which the product suits his needs and income level.

**Rules for Success**

"Ten rules for successful retail radio use" were given by Howard L. Abrahams, manager of the NRDGA sales promotion department, to the audio and visual merchandising group. They are: Promote your strongest department, best items or services; use beams-programs techniques; repeat; reflect the store's character in the program; use proper continuity; write copy for ear; use other sales promotion devices to promote radio, and to promote other sales devices; merchandise properly public relations program in with radio; and accent radio where other media are weak.

Allied Store Corp. radio and (Continued on page 98)
Percentage of Companies Expecting Higher, Same or Lower Profit Rate, Compared to Previous Period

(Profit Before Taxes as Percentage of Sales)

<table>
<thead>
<tr>
<th></th>
<th>Higher</th>
<th>Same</th>
<th>Lower</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50</td>
<td>55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1</td>
<td>13%</td>
<td></td>
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</tr>
</tbody>
</table>

Half of the members responding said the Korean war as yet has had no effect on packaging and selling plans (see War Effect chart). More than a third have shifted their promotional emphasis without any curtailing, and 6% reported reducing such efforts because of the war. Only a quarter of the members, however, believe the war will have no effect on their 1951 plans. Most half the companies contrasted with one third now, believe there will need to be a change in emphasis next year. Curtailment of plans in 1951 is expected by 26%.

Shortages Seen

Fifty-four percent look for product shortages during the next quarter (see Product Shortages chart). The replies, however, "very markedly by industry group," Mr. McElroy said. Three of four in the industrial field, for example, expect such shortages in the last quarter, while only one in eight in the consumer goods and classifications anticipates shortages.

One out of three companies in all industry groups said they do not know what to expect regarding product availability next year. One third said they believe their product materials will be short, but 29% look for no shortages in 1951. The industrial group, in general, anticipates shortages, while manufacturers of consumer nondurables do not.

Expected profits chart indicates about a third of the ANA members expect the percentage of profits to be higher in the last quarter of 1950 than in the preceding period. More than half expect no change, in the rate of profit, and some see a decline. The group expecting higher profits drops 8% for 1951, and that expecting no change increases correspondingly.

Mr. McElroy concluded that advertisers are continuing to make "their operating decisions on the basis of the 'job to be done,' which in many cases is the maintenance or improvement of their current market positions."

He believes most changes expected are dictated by competitive conditions and increased consumer demand, rather than by large government purchases. Pointing this up, he said more than one third of the respondents expect less than 5% of their 1951 total production to be consigned to the government.

Because of the uncertainty about basic raw materials, "members are faced with increased difficulty in several areas: (1) making reasonable sales estimates on which to base advertising budgets, (2) maintaining good dealer relations, and (3) maintaining the brand standing of their products."

ANA Mutes Rate Cut

(Continued from page 23)

for unification and simplification. Fred B. Manchez, executive vice president of the committee appointed to arbitrate the Hooper-Pulse contest in the San Francisco Bay area initiated by J.B.S. San Francisco, proposed that advertisers, agencies and broadcasters come to an agreement on what is needed by way of radio and TV measurement, with the broadcasters taking the lead. He lamented the existence of 16 different research services to "guide, or should I say, confuse you. The total yearly tab runs in six figures—eventually paid for by the advertiser" (see story page 27).

John P. Cunningham, of Cunningham & Walsh Inc., New York, in a discussion of the "Effects of the Video Virus on the Human Being," based on his agency's "Videotown" surveys, called for a voluntary code to govern the orderly development of TV in all its phases, but with emphasis upon program standards. He called for "commercial self-control" and advocated a committee of the AAAA, and of the broadcasters (presumably NAB) to look towards a permanent body—"repected and vigorous—like the baseball czar."

Out of this could come a creed or code, he said (see page 88).

In deciding to forego concrete action on the radio rate cut proposals, the closed membership meeting, however, instructed its committee to keep a watchful eye on the radio-TV media. This, it was pointed out, is in keeping with NAB procedures, since committees function on a continuing survey basis in all spheres of association activity.

NAB Proposal

The NAB proposal for a "continuing commitment" of the over-all radio-TV rate picture, which would embrace an appraisal of the inroads of TV on other media, such as newspapers, magazines and motion picture, was coldly received by the convention, it was reported.

Participating most actively in the radio-rate session, in addition to Chairman Smith, whose outstanding success with the Arthur Godfrey program on CBS-TV has made him a TV zealot, were Robert Brown of Pabst Brewers, William Connelly of C. S. Johnson Co., Stuart Peabody of the Borden Co., and I. W. Digges, NAB counsel. Mr. Digges reportedly lamented the manner in which the whole rate matter was approached. The "bad press" resulting from publication of the substance of the report also drew comment.

What bearing the war-emergency may have had on the rate issue was not raised openly, but it was evident that this fortuitous development, reflected in the first phases of inflation, was not overlooked. Recent increases in the space rates of magazines and (Continued on page 32)
COY'S PREDICTION

Voiced to ANA Convention

By JANE PINKERTON

FCC CHAIRMAN Wayne Coy expects the TV freeze to thaw in from six to nine months, he said in Chicago last week, reiterating his forecast of two years ago. In September 1948 he used the same figures, "and the prediction is still a good one, except that it's changed its locale by just two years!"

Chairman Coy, in response to the keen interest in television evidenced by members of the Assn. of National Advertisers, opened the group's annual convention in Chicago's Drake Hotel Monday morning. Backgrounding TV stumbling-blocks confronting FCC during the past two years, Mr. Coy explained the Commission is now ready to begin allocation hearings, "the last phase of the process of lifting the freeze."

"New qualified in my predic-
tions" (because the six-to-nine-
month estimate was predicted in 1948), Mr. Coy expects the FCC to grant applications for stations in non-TV areas somewhere between April and the first of July next year. Where there is competition for channels, however, grants will follow lengthy hearings, with final grants being delayed "until the end of 1951, at the earliest, with many of the cases running over into 1952," he said.

TV Work Load

Of 354 applications now at FCC offices, 174 involve cities without any television outlets. Forty-nine concern cities with operating TV stations. Consideration will be given to additional applications, the chairman said, as "there is no vested right in any of the applications now before us."

Chairman Coy confined his


RESEARCH ‘MESS’ Manchee Cites Duty Of Broadcasters

BROADCASTERS must accept responsibility for leading a movement toward basic agreement on what kind of radio and television research is needed and how to get it, although many will not foot the entire bill. This was the charge of Fred B. Manchee, executive vice president of BBDO, during the radio- TV session at the Assn. of National Advertisers convention that afternoon (see separate stories). In an effort to explain radio and television research—"how confusing can it get?"—Mr. Manchee made the term "the all-time under-statement."

"Radio-television research is in one hell of a mess!"

In going through the ABC’s of research (see adjacent story) to give ANA members an idea of the competition for your research dollars,” Mr. Manchee enumerated 14 AM-TV research services.

Two Needs Cited

Two things are needed: (1) agreement on what advertisers and agencies want and need in the way of research, which would result in less confusion and cheaper costs, and (2) the machinery to carry out this necessary research, supervised and operated by broadcasters.

Many of us have been appalled at times the way the broadcaster sits on the sidelines and lets his product—a time-period—be bounced around like a ping pong ball by conflicting data from different research services. It is one of the tasks of the broadcasting industry to help its stations separate the wheat from the chaff, and to sell the research to advertisers and agencies.

Mr. Manchee realizes "there is one thing which fills all needs, but if the strengths and weaknesses of different techniques can be determined, we are much closer to solving our problem." He suggested that broadcasters set up a committee, as have the ANA and the Assn. of American Advertising Agencies, to take inventory of the advertiser’s needs. After that, a joint agreement could be reached on basic measurement require-
ments.

CAUGHT at a lighter moment in ANA’s sessions are Brig. Gen. Frank L. Howley (left), U. S. commandant of Berlin and former Philadelphia agency executive, who talked at the annual banquet Tuesday evening on Russian Communism, and Albert Brown, vice president of Best Foods and new ANA board chairman.

The burden is on the FCC to “see that there is competition in radio and television, our concern regarding allocations is going to be that programs of the various networks have an opportunity to be seen and heard in all cities in this country,” he said.

He reviewed the AT&T schedule (Continued on page 74)

MANCHEE’S ABC’S Competition for Research

"HERE’s a bit of alphabetical nonsense which will give you an idea of the competition for your research dollar," declared BBDO Vice President Fred Manchee at the ANA sessions last week:

A stands for Advertar and ARB
B for tempestuous BMB
C for the Conions in cities huge
D for the di-arEE deluxe
E’s for the drain on the Exchequer
F for the Frown on the treasurer
G for the Grief when the figures don’t match
H stands for ratings by Hooper, match
I, J, K, L we’ll skip right over
Plenty to come as we go down lower
M’s for the Muddle we find ourselves in
N for the ubiquitous Art Nielsen
O for all Others of which there are many
P is for Pulse—isn’t this ‘zany’
Q seems to be open for a newcomer
R is for Radox, recall and roster
S is for Sarch, yes he’s here, too
T is for the newest, Trendex to you
U for Utopia we’d love to achieve
V for Videodex in TV
As far X, Y, Z, time to call a halt
Boy, bring on that bottle of smelling salt!

October 2, 1950  Page 27
**SET PRODUCTION**

**WEISS RESIGNS**

LEWIS ALLEN WEISS, board chairman of Don Lee Broadcasting System, Hollywood. Since May 1949, and prior to that president, has announced his retirement after 20 years with the regional network.

When he applied for the formality of approval by Los Angeles County Public Administrator Ben H. Brown and attorneys for the Thomas E. Lee estate, they are expected to set by Oct. 6, closing date also for bids for capital stock in Thomas S. Lee Enterprises Inc. which includes Don Lee radio and TV facilities.

Although details were not revealed, Mr. Weiss said he will devote time to other business interests and hobbies. He will first take an extended vacation.

Mr. Weiss originally joined Don Lee network in 1930 as vice president and general manager, building it to a regional chain of 16 stations. He resigned two and one-half years later to become general manager of WJR Detroit, owned and operated by G. A. (Dick) Richards.

With the weakening of original Don Lee network due to the loss of stations to the CBS.In 1936, Mr. Weiss was invited to return as vice president and general manager by Thomas S. Lee, now deceased son of the late Don Lee.

Affiliating Don Lee with the newly organized Mutual, Mr. Weiss then began a vigorous campaign to industry had turned out 8,750,965 radio sets, according to an all-industry estimate by Radio-Television Mfrs. Assn.

In the same eight-month period, it produced more than 44,000 television sets. RTMA estimated a total of $1,000,000 above the June 1949 TV total. In August alone 92,737 TV sets were turned out. With the 4,000,000 TV sets having been turned out by the end of 1949, the 1950 production figures confirm the Telecasting estimate of roughly 7% million sets in use.

The August aerial radio production totaled 1,205,447 sets. While figures on aerial and video sets with FM tuners are not available, the percentage of sets with FM has been increasing in recent weeks [BROADCASTING, Sept. 25]. The August radio sets included 754,232 home receivers, 128,255 portables and 390,900 auto receivers.

Summer radio production ran counter to normal seasonal decline, except for the first half of July when most of the industry shut down. TV production also rose abnormally during the period.

With these increases, manufacturers sold over $700 million in TV sets at factory prices during eight months of 1950 and another $200 million in radios, also at factory prices. These exceed total sales for the year 1949.

In line with this production boom, RTMA member companies are sharply increasing their advertising in the last half of the year, according to L. E. Pettit, General Electric Co., chairman of the RTMA Advertising Committee.

**NETWORK GROSS**

SUMMER vacation period for radio and television advertisers brought the July 1950 gross radio network time sales to a total of $12,305,409, but resulted in an increase over the July figures of last year, 12,071,492. 

The July figures were according to Public Service, a branch of the Information Bureau statistics released to Broadcasting.

The 1950 cumulative totals of $109,293,958 were still behind the $112,862,560 spent last year during the same months.

Procter & Gamble continued to lead all other radio advertisers in AM time bought, with expenditures of $997,725. General Mills spent $856,548, seconding in gross time purchase on radio networks, while Miles Labs ranked third spending $615,654. Fourth and fifth, respectively, were Sterling Drug, $497,964, and Wm. H. Wrigley Jr. Co., $440,220.

**Food products ranked first among the network categories, spending $2,911,654 gross to advertise over the networks. General Mills led this group with its total of $886,548 in purchases. The Tobacco & Toilet Goods group ranked second with purchases of $1,671,350, within which Gillette Safety Razor ranked first, having invested $350,157.**

Drugs & Remedies ranked $1,570,018 to stand third, with Miles Labs the chief investor, $915,644. Fourth and fifth, respectively, were Smoking Materials and Soaps & Cleansers.

**July '50 Tops That of '49**

**Top Network Advertisers for Each Product Group in 1950**

- **Agriculture & Farming:** $3,660,000
- **Appliances, Footwear & Access.:** $2,456,000
- **Automobiles, Auto. Equip. & Supplies:** $1,980,000
- **Aviation, Aviation Equip. & Suppliers:** $1,824,000
- **Beer, Wine & Liquors:** $1,630,000
- **Bldg. Mlt., Equip. & Fixtures:** $1,480,000
- **Cigarettes & Tobacco:** $1,431,000
- **Consumer Services:** $1,234,000
- **Dyes & Paints:** $1,203,000
- **Entertainment & Amusements:** $1,175,000
- **Food & Food Products:** $1,147,000
- **Gasoline, Lubricants & Other Fuels:** $1,100,000
- **Horticulture:** $1,059,000
- **Household Equip. & Supplies:** $1,033,000
- **Industrial Materials & Supplies:** $1,029,000
- **Insurance:** $984,000
- **Jewelry & Optical Goods & Cameras:** $942,000
- **Office Equip., Writing Supplies, Stationery & Access.:** $923,000
- **Pharmaceuticals:** $909,000
- **Photo & Photographic:** $886,000
- **Publishing & Media:** $844,000
- **Radio, TV Sets & Phonographs, Musical Inst. & Accessories:** $800,000
- **Retail Stores & Direct Mail:** $781,000
- **Smoking Materials:** $775,000
- **Soap, Polishes & Cleaners:** $737,000
- **Tobacco & Toilet Goods:** $721,000
- **Transportation, Travel & Resorts:** $645,000
- **Miscellaneous:** $619,000

**RTMA’s Estimated 1950 Production**

<table>
<thead>
<tr>
<th>Month</th>
<th>Television Home Sets</th>
<th>Television Auto Sets</th>
<th>Television Portables</th>
<th>Total Radio</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>424,000</td>
<td>581,000</td>
<td>299,000</td>
<td>979,000</td>
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<tr>
<td>February</td>
<td>526,000</td>
<td>505,000</td>
<td>120,000</td>
<td>1,044,000</td>
</tr>
<tr>
<td>March</td>
<td>462,000</td>
<td>587,000</td>
<td>114,000</td>
<td>1,099,000</td>
</tr>
<tr>
<td>April</td>
<td>521,000</td>
<td>277,000</td>
<td>1,437,000</td>
<td>1,780,000</td>
</tr>
<tr>
<td>May</td>
<td>557,000</td>
<td>790,000</td>
<td>351,000</td>
<td>1,805,000</td>
</tr>
<tr>
<td>June</td>
<td>522,000</td>
<td>710,000</td>
<td>1,539,000</td>
<td>2,915,000</td>
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<tr>
<td>July</td>
<td>320,315</td>
<td>319,170</td>
<td>323,500</td>
<td>953,985</td>
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<tr>
<td>August</td>
<td>702,927</td>
<td>754,232</td>
<td>1,283,000</td>
<td>2,740,159</td>
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</tbody>
</table>

**BROADCASTING › Telecasting**

Page 28 • October 2, 1950
WATCH FIRMS BUY
Launch Seasonal Drive

By FLORENCE SMALL
WASHINGTON—Manufacturers already embarked on their pre-
Christmas promotion and three
other national firms about to begin
their seasonal exploitation, the watch industry's radio and television
in a drive that promises to match any previous year in history.

Benrus Watch Co. will spend
approximately $20,000 on a spot announcement campaign using both
radio and television for spots placed
before and after the World Series.
In television, about 30 stations
will be used with 20-second films
covering the sales message. Agency
handling the television budget is
The World Series schedule is in
addition to the program's regular one
minute spot on the Saturday Night
Revue, 39 weeks, on NBC-TV.

Its radio schedule, which will run
about $7,500, is being placed by
Simons-Michaelson, Detroit.

Million Budget

Benrus has used other spot shows
throughout the year and expects
its total expenditure for radio
in 1950 to total around $1,000,000
slightly less than it spent in 1949.
Its budget for television is expected
to exceed $500,000 in 1950.

Hamilton Watch Co., through
BBDO, New York, which used 16-
spots for its five-minute film last
year, is planning to increase the
budget considerably so that the
new campaign starting in Novem-
ber will cover approximately 53
markets. The films are television
variants of the famous "To Peggy"
and "To Jim" ads which were origi-
nally used in magazines and re-
peated every year since 1940. Last
year the agency gave life to the
ads and made the five minute films
on the same theme.

Mr. Strotz later successed
Sidney N. Strotz, NBC

JoHN K. WEST, vice president
and director of public relations of
the RCA-Victor Division of RCA,
last week was reportedly selected
to be NBC vice president in charge
of the network's Western Division
and expected to succeed Sidney N. Strotz, NBC
to succeed Sidney N. Strotz, NBC

Official appointment of Mr. West
was said only to await the formal-
ity of an NBC board meeting.
Mr. Strotz's resignation was
announced in New York last week
with the explanation that he quit
to devote his time to other busi-
ness interests. He has been with
NBC 18 years, for the last eight
as chief of the Western Division.
Mr. Strotz, at the time of his
resignation, held the position of
administrative vice president, one
of four such titles created at NBC
several years ago. The vice prezency was vacated by Ken R. Dyke, program chief,
who resigned two years ago. An-
other was eliminated by the reas-
signment of John H. McDonald to
be vice president in charge of
finance, in the recent reorganiza-
tion of the network. The third is
held by Harry C. Kopf, adminis-
trative vice president in charge of
radio network sales (in charge of
all NBC sales before the reorganiza-
tion). The fourth went with
Mr. Strotz.

Joining NBC as program manager
in Chicago in 1932, Mr. Strotz
later succeeded Niles Trammell,
now chairman of the board, as vice
president in charge of the Central
Division. He became vice presi-
dent in charge of programs, with
headquarters in New York, in 1940
and two years later was assigned
to Hollywood as vice president in
charge of the Western Division.

Temporarily in New York

For a few months in 1948 Mr.
Strotz was brought back to New
York to organize NBC's television
operations but he elected to return
to his West Coast post rather than
remain at headquarters.

The resignation was given
during a recent 10 day visit of
Joseph H. McConnell, NBC presi-
dent, to Hollywood. In accepting
it, Mr. McConnell said: "My re-
gret at seeing Sid Strotz leave
NBC is not only on behalf of the
network but personal as well. We
have been good friends for many
years, and I know how much he
has contributed not only to this
company but to the radio and tele-
vision industry as a whole."

Mr. West, who joined RCA-
Victor in 1930, served as the com-
pany's district manager at various
locations including Philadelphia,
Pittsburgh, New York, Cleveland
and San Francisco until 1938 when
he managed the RCA exhibit at the
Chicago World's Fair.

After the fair he managed the
Victor visual sound products de-
partment and in 1942 became man-
ger of field sales. During the
war he served in the RCA-Victor
war contract service department,
and in June 1945 became director
of public relations.

He was elected vice president in
charge of public relations in 1947
and vice president and director of
public relations a few months ago.

October 2, 1950 • Page 29
LATE in the spring of 1948 two carpenters in Lansing, Mich., momentarily eased their physical labors as they surveyed the house they had built, wiped the perspiration from their brows and jointly arrived at a decision.

Although the spike and spoke-shave were honorable enough tools, Claude Lapp and Rudy Royce decided that selling lumber might prove easier than driving nails through it. So they traded off their newly-constructed house for a broken down lumber yard and hoisted sign. They were in business.

For six months they had reason to question the wisdom of their decision, and the hammer and saw still loomed as symbols of security. But when their gross figure began to spiral as customers jammed their parking lot and orders cloged the spindle.

What caused the change? — During the seventh or "crucial" month, Dick Creamer, account executive at WILS Lansing, walked into the Lapp & Royce lumber shed with an idea. "A 12:30 noon newscast—15 minutes daily six days a week over our 1 kw station—would spark your lumber trading area into activity," Mr. Creamer told the two ex-carpenters. It did just that. Within 25 months, Lapp & Royce has grown from a dilapidated shed to a sprawling acre of five buildings with an expansive lot of lumber, six trucks, 15 employees, and a dump $60,000 monthly gross, representing a six-fold increase over the figure on the firm's ledger after six months in business.

Actually the lumber firm spends only about $7,000 annually for advertising. But Messrs. Lapp and Royce prudently siphon off upwards of $5,000 on radio alone. The remainder is spent on newspapers, novelties (calendars, matchbooks, etc.), and general promotion.

Cite Business As 'Radio-Built' 

The two lumbermen are enthusiastic in their references to a house that radio built almost single-handedly.

"We knew we had to do something to get the leanness out of our lumber business," Mr. Royce states, recalling the lean months. "The classified sections of the newspapers weren't bringing in enough general public business. When Dick Creamer offered us a potential of 450,000 people with WILS we were impressed but skeptical. Radio was new to us. But when we tried it, we were amazed."

"Our consumer business built up fast. The contractor business grew automatically as an indirect result. We found out that popularity with the man who has a screen door to fix or a dog coop to build is the most important thing in our business."

"During our first broadcast, a lady called up. She placed an order for insulation before the first commercial had even been read. Naturally we developed a great immediate enthusiasm for radio."

Alex Dillingham, WILS program director, has handled the Lapp & Royce non-time news program since it went on the air Dec. 20, 1948. Copy is written by Landon Young, station's news director, and is a general world news summary built around a "local standpoint" format. Copy is kept fresh, new commercials are substituted every two weeks, and public service announcements are altered as new ideas arise.

Lapp & Royce commercial copy utilizes four different types of messages—special, seasonal, "appeal," and public service.

The lumber company has advertised ping pong tables, consultant services for building homes, doors for news homes, and a complete line of handsome brass and chrome door hardware. Its public service messages encourage the employment of physically handicapped veterans.

"On the special ads," Mr. Royce points out, "people often come in weeks after the broadcast and ask for the item."

Prestige Spots Pay Off in Sales

The two lumbermen, who still do business in their carpenters' work clothes to preserve the "informal touch," concede that they tried the public service motif as an experiment. But they feel that the prestige they build pays off in the long run, and they single out high sales figures the past six months to prove their point.

"We believe that the community consciousness a place of business reflects by sponsoring public service announcements builds a certain desirable opinion in the minds of the public toward the business," Mr. Lapp explains. "It doesn't show up too much on the sales..."
BULK of major radio proposals pending before Congress was put aside for another day when war-weary legislators closed shop Sept. 28 for a two-month vacation ending Nov. 7.

Blessed as a peace-time lawmaking body at its birth, the 81st Congress soon fitted its legislative role to needs of a U. S. economy gearing for war and defense. With millions of dollars in consumed, domestic issues, such as the Fair Deal program, were neglected and allowed to gather dust.

Some deadline anxiety by the Congress released the post recess touch upon radio and TV. It passed an interim tax bill containing a 10% federal excise levy on TV sets at the manufacturing level and promulgating an excess profits tax in the near future; hammered through a Communist-control law restricting Communist-owned radio and TV stations, and axed funds to operate Voice of America at a record budget level (see separate stories this issue).

A dramatic moment came in the dead heat of summer when the hotly-disputed McFarland Bill (S 1978), which would realign FCC procedural-wise and impose deadlines on work schedules, was reclothed as an amendment to a House-passed bill. It was reported out of the Senate Commerce Committee and passed by the Senate which assembled for a conference with the House.

McFarland Bill

But history was good at repeating itself in the McFarland Bill escapade. Possible quick passage again was blocked by House inaction on Mar. 24, the day before and the day after the Senate passed the measure. Refusing to take up the conference on the newly-approved measure, the House instead announced the opening of hearings by the Commerce Committee under the chairmanship of Sen. John B. Anderson (R-Ill) on Mar. 24. These have been held, but the Commerce radio subcommittee has been notoriously slow in getting around to clearing the bill.

Chairman McMillan of the Senate Commerce Committee (D-Calif.) said that he was encouraged by the Senate's action and that he expected the Senate would act on the bill before Congress adjourns.

The horse race (S 3388) was introduced in the Senate at the request of the Justice Dept. It would have banned interstate transmission of gambling information over radio and television.

An FCC substitute bill was drawn up and submitted which was not as all-encompassing as the Justice Dept. proposal and which concentrated on the transmission of information on bets, odds, or prices paid in betting on sports events.

Sen. Johnson's interest continued around such thorny issues as the clear channel case, color TV, realignment of FCC's procedural methods and liquor advertising on radio and television. Since 1949, Sen. Johnson has taken the position of urging FCC to lift the TV freeze, open up the UHF channels to prevent monopoly, and explore color television as an economic reality.

The Coloradan also has fought for the break down of clear channels and maintenance of the power ceiling at 50 kw for stations in the AM band from 540 kc to 1500 kc. Sen. Johnson still has pending a bill (S 461) to bring breakdown down. A companion measure (HR 4004) still is in the House.

All of these bills—the FCC procedural bill, the clear channel modification bill (Sheppard Bill and Sadowski proposal), etc.—will die automatically at the end of the year. As it is doubtful whether anything will be done in the radio field on Capitol Hill this November-December when the second session will sit as a "dead duck" Congress, these proposals and other recommendations will have to be reintroduced formally when the 82d Congress convenes.

Langer Bill Killed

The first attempt in the Senate Commerce Committee to clear a Langer liquor bill (S 1847) which would have prohibited the advertising in interstate commerce of alcoholic beverages fell short of its mark [BROADCASTING, March 17]; a second attempt was killed for the remainder of the 81st Congress' life.

An overwhelming objection voiced by the majority and led by sponsors, especially by some Senators, including Sen. Johnson, called the death knell for President Truman's proposal to reorganize the FCC. Among the high points of the debate which has been the centralization of the administrative power in the hands of the Chairman. Following an unfavorable report by the Senate Commerce Committee, the Senate turned the提案 down on the recommendation [BROADCASTING, May 22].

Significant communications actions this Congress included the following:

- Tackling on a radio-TV label for Communist-sponsored programs to the Communist control law.
- Passage of the fair operating budget for FCC.
- Record increase of funds, nearly $60 million, for Voice of America alone.

The question of applying a 10% federal excise tax to TV sets at the manufacturing level was opened by the Administration early in the year but failed to weather a storm of protest stirred in House and Senate by industry spokesmen, such as the RTMA, virulently opposed the proposed tax. Later, as the need for new revenue became

(Continued on page 92)

As Congress Recesses

NARBA JOCKEYING

U. S. Clears in Focal Point

RIGHTS on U. S. 1-A clear channels in 1944, was passed by both houses last week as NARBA nationals jockey for position before the beginning of detailed negotiations for a new North American AM agreement.

The two U. S. clears which commanded most speculation were 660 kc, which WNBC, New York is dominant) and 880 kc (WCBS New York). If a new NARBA is to be evolved which will meet the expressed and implied desires of the NARBA delegates, it will be one of the seven NARBA signatories—other than the U. S.—some observers felt it would involve concessions on one or both of these U. S. 1-A's.

The week's developments deepened the pessimism of U. S. authorities already pessimistic for the outcome of the conference, which has been in progress in Washington since Sept. 6 but thus far has hardly passed the perimeter stages of negotiations.

It was insisted, however, that if U. S. concessions are necessary to reach an agreement, then there must be reciprocal concessions in which the other nations will accept stringent engineering standards and assure firm protection to other basic U. S. interests.

Cuba's formal list of proposed Cuban allocations included rights to use 660 kc at Havana with 5 kw directionalized [BROADCASTING, Sept. 28]. The Bahamas-Jamaica increased their joint request from two channels to three, continuing to list both 660 and 880 kc among the frequencies only wanted to be considered. Both frequencies were presumed to be among those the Mexican delegation had in mind in asking for two additional channels below 100 kc aside from 540 kc, the new broadcast frequency, which Mexico already is using.

Mexico's statement of general requirements, transmitted by Chairman Miguel Espessel of the Mexican delegation, mentioned specific frequencies only in a few instances.

The statement, however, reduced Mexico's original request from four additional channels between 100 kc and 60 kc to three channels, including 540 kc. Mexico offered to give up rights on 1220 kc upon acceptance of her proposal.

Mexican Statement

The Mexican statement asked that an agreement be reached which will permit her to operate a 1-B station on 1550 kc at Nuevo Laredo—where she operates XNRT on that frequency for some time before she was off the air for a few weeks ago following repeated Congressional and State Dept. protests. The Nuevo Laredo assignment is for 140 kc, which Mexico proposes to operate south of the 22d parallel.

Mexico also indicated an unwillingness to participate in the North American Regional Broadcasting Engineering Committee, NARBA's technical information agency, under the formula provided for it in the NARBA which expired March 29, 1949. A joint subcommittee was assigned to study the question in search for an acceptable solution.

Senate "requirements" also included "greater facilities for night service for several stations in Class 1-B and 2 which operate in channels intended for those classes of stations and in which Mexico has a recognized priority"; and revision of radiation standards for certain conditions under which "excessively restrict" Mexican stations or limit the assignment of new stations.

In addition to 1540 kc, used by Z ti of the ABC system, the Bahamas-Jamaica asked for three frequencies to accommodate 5 kw stations at Kingston, Montego Bay, and North Coast in Jamaica, which now has no stations. Frequencies mentioned as "a basis for discussion" were the following U. S. 1-A's: 660 kc (WNBC); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 880 kc (WCRS); 890 kc (WENR-WLS Chicago); 1020 kc (KDKA Pittsburgh), and 1040 kc (WHO Des Moines), plus the 940 kc Mexican assignment between 1140 and 1160 kc.

The Cuban list, submitted Sept. 22, hewed close to the line of her final offer at the unsuccessful U. S.- Cuban sessions in Havana early this year, which set requirements for rights on three U. S. 1-A's not mentioned at Havana though currently in use by Cuba: 660 kc; 770 kc (WJZ New York), and 780 kc (WBBM Chicago). In addition to 640 kc (KFT Los Angeles), 670 kc (WMAQ Chicago), and 880 kc (WCCO Minneapolis), which were included in the Havana list.

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BROADCASTING • Telecasting
ANALysts Rate Cut

(Continued from page 26)

newspapers, premised upon increased operating costs, rather than the traditional circulation increase factor, were taken into account. Several speakers noted that TV hit the printed media too, and that it is having an effect on all advertising fronts.

One AANA member, a substantial radio and TV user, said that rate cuts in any medium seldom occur until a year or two after the "agitation" has started. He thought nothing would come of the original AANA project, which sought to justify 14.9% rate cuts for Class A time on NBC and CBS, and which cited cuts as deep as 35% in evening rates in certain markets where TV competition is most rigorous.

Increased tune-in on radio resulting from the war emergency, as well as increased operating overhead and the force of statistical facts developed since the AANA committee's onslaught last July, have converged to bring about virtual abandonment of the campaign at this time, it was indicated.

Backs Ad Council

Stuart Peabody of the Borden Co., and a prime mover in the Advertising Council, urged advertisers to refer to the Council all requests for space and time from public service organizations. He said duplicate requests are screened and unworthy causes eliminated. He praised the Ad Council's work on all fronts.

Bernard C. (Ben) Duffy, president of BBDO, noted while speaking at the opening session Monday morning that the problem of media costs is "most important" because 85% of advertising is concerned with media, 15% with production. "Media problems are infinitely more complex because of the advent of radio and television," Mr. Duffy claimed.

Indirectly, video has made the media picture more costly and complex, he charged, explaining that the cost of each medium influences all the others. Referring to the television freeze, Mr. Duffy said the FCC "has done the publications business and advertising in general a great disservice, creating a monopoly in one-station markets and keeping shows from the public."

Pointing out that 39% of the TV stations now in operation are in single-station areas, Mr. Duffy said the result is that stations cannot fill demands for time and TV costs are "out of line."

"Artificial Time Costs"

Such creation of "artificial time costs" has an ultimate effect of "forcing other groups—station owners, manufacturers, dealers, advertising and the public. Advertising will have to decide if the results justify paying out-of-line costs." BBDO's president noted that the present sales impact expected by video is also "out of line," because the medium hasn't settled down to a normal level, as have other media. "After the new toy stage, television will enter a competitive period, and will then have to be re-evaluated."

Mr. Duffy advocated adoption of a single standard of acceptable measurement for circulation, concluding that there is a "limited amount of information available" on which to base opinions. "Even though it is hard to get the facts, we can't speculate," he said.

His solution—cooperative research—combining efforts of agency, advertiser and media owners. "Advertisers should adopt a 'show-me' attitude, in their need for more factual justification for advertising procedure," he said.

Dr. Claude Robinson, president of Opinion Research Corp., reviewed four primary conclusions he has reached in impact studies. Explaining "How people are reacting to your advertising," he defined impact as a measure of the depth of impression which an advertisement makes on the mind of a person. Dr. Robinson said his study was devised to show: (1) registration of the advertiser's name, (2) of his message, and (3) acceptance of the advertiser's sales points or arguments.

His conclusions as to audience behavior: (1) people are mentally lazy, and will not work to get an advertising message; (2) people are literal-minded, and will not take "flights of fancy" frequently required by advertisers; (3) advertisers must "never assume that people have very much knowledge about their particular product or institution;" (4) "people are more interested in their problems than those of others, and the 'you' principle is violated without number in advertising."

Dr. Robinson expects the precedent of heavy institutional advertising campaigns to be followed again in "the current period of military emergency." His points on impact were designed to apply to product as well as to institutional advertising, "because both obey the general principles, although one sells ideas and the other sells goods."

The same responsibility by communications is seen by C. D. Jackson, publisher of Fortun magazine, who outlined its major challenge. Giving a progress report to the AANA on the September feature in Fortune, "Is Anybody Listening?" Mr. Jackson termed the challenge one of presenting "our kind of world so visibly and unquestionably better than any other world at all levels that we create cracks in the Communist empire."

He said, "We must show and explain, as well as produce and sell." Citing the need for an "atmosphere of knowledge, understanding, and, most of all, respect," Mr. Jackson said, "We stand a chance of losing our nation unless we do a better job of getting this atmosphere."

His suggestions: (1) create this atmosphere and eliminate the usual "I want to be loved" theme; (2) have business admit its failures ("I have yet to see business convey any impression that what it has done up to now is anything less than 100% perfect"), and (3) convey the right kind of information in advertisements, thereby taking the curse off the phrase, "free enterprise advertising."

Jackson cites Voice

Referring to government, as well as private, communications, Mr. Jackson said the Voice of America "has a better chance of doing a job than ever before."

Bennett S. Chapple Jr., assistant vice president in charge of sales for The Steel Corp. of Delaware, was another Monday speaker, asking delegates: "Has the current situation changed your advertising plans and how?" A Tuesday morning panel on establishment of an effective client-agency relationship featured Fairfax M. Cone, board chairman of Foote, Cone and Belding, New York; Ray L. Muffles, general advertising manager of Community, and Hugh O'Dell, assistant advertising director, General Motors. The panel concluded that "there are no ready-made solutions, but only problem-solving approaches and techniques." AANA's media council chairman, Mr. Cone said the concept of "look and feel" is important. He said the agency concept should be a "compulsion to do some intelligent, intelligent things."

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More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.
THE PARADE of witnesses for G. A. (Dick) Richards in FCC's re- 
newal hearing involving the station's owner's news policies and the li- 
censees of Los Angeles, hit the 100 mark last week, the 15th week 
since hearings started and the fourth since presentation of Mr. 
Richards' case was commenced.

Defense Counsel Joseph Burns indicated early in the week that 
approximately 75 witnesses re- 
mained to be heard, including 25 
additional "reputation" witnesses, 

ANA Muffles Rate Cut 
(Continued from page 35)

I was an agency," Effectiveness of 
copy was described by H. H. 
Haupt, vice president of BBDO, 
talking on "What the advertiser 
can do to help the agency produce 
the best copy," and John B. Mc-
Laughlin, advertising and sales 
promotion manager, Kraft Foods Co., 
"What an agency can do to get 
the most help from the adver-
tiser."

The advertising follow-through was 
outlined by John W. Johnson, president of 
Benton & Bowles. "What should the advertiser expect 
from the agency in merchandising 
his advertising," and Robert J. 
Fifield, advertising manager, 
Grove Labs, "After the advertis-
ing and promotional campaign 
starts, what more should the 
agency do?"

Other viewpoints regarding "How 
far does agency responsibility go 
in terms of building and reputa-
ing company brands and reputa-
tion," were subjects of Leo Nejel-
aki, president of the company of 
the same name, and John V. Sandberg, 
vice president of the Pepsodent 
Division of Lever Bros.

Agency Responsibility

Leo Burnett, president of the 
Chicago agency of that name, de-
scribed "The responsibilities and 
opportunities of the advertising 
agency for effective merchandising 
at the retail level." A panel on 
"What happens when you go all-
out advertising-wise" included Dr. 
Henry C. Link, vice president, The 
Psychological Co., asking comments 
from Herbert B. Baldwin, vice 
president and director of research of 
Fleisher D. Richards Inc., and Miss 
Virginia Fairfield and Thomas H. 
Yung, advertising director, U. S. 
Rubber.

The concluding address of the 
three-day session was delivered by 
Secretary of Commerce Charles 
Sawyer, speaking on "The Industry for Defense," Wednesday 
afternoon. That morning, Samuel 
C. Gale, vice president of General 
Mills and Advertising Committee 
chairman, forecast responsibilities 
and opportunities for business and 
advertising in "Guns and Butter."

The annual ANA dinner Tuesday 
evening was attended by Brig. 
Gen. Frank L. Howley, speaking on 
Russian Communism.

RICHARDS' SUPPORT

Witnesses Pass 100 Mark

BROADCASTING • Telecasting

30 who would deal with the public 
service activities of Mr. Richards 
and his KMPC Los Angeles; 10 to 
15 former employees, and five to 
ten present employees.

Examiner James D. Cunningham, 
conducting the hearing, made clear 
that the list of "reputation" wit-
nesses would have to be trimmed 
unless they are reputable 
people in some civic capacity."

FCC General Counsel Benedict P. 
Cotton, in charge of the Commis-
sion's presentation case, Mr. 
Richards, charged at one point 
that KMPC was presenting "manu-
factured" testimony.

Mr. Richards, chief owner of 
KMPC, WGAR Cleveland, and WJR 
Detroit, has been accused of order-
 ing newsmen to slant news accord-
 ing to his personal political 
and social beliefs. The hearing 
thus far has resulted in a formal 
document, but may continue in 
Detroit and Cleveland as well, 
where, it was decided, testimony 
by experts will be given, and KMPC 
newscasts will be received.

Mr. Cotton said that if counsel 
for Mr. Richards should present 
Mr. Dimmit's testimony at 
Detroit—where the hearing on 
Mr. Richards' proposal to set up a 
trusteehip for his stations is tenta-
tively slated to start Oct. 15 
[BROADCASTING, Sept. 25] — then 
the FCC examination office 
would go to Detroit and Cleveland 
alone would consist a month.

The week's witnesses in behalf 
Mr. Richards and KMPC in-
cluded Rev. James W. Fifield Jr., 
minister of the First Congrega-
tional Church in Los Angeles and 
national director of the Spiritual 
Life Commission, Movement plus 
two rabbis, a priest, and a number 
of ministers and laymen representing 
several faiths in addition to pro-
fessional men.

Rev. Mr. Fifield said he had 
known Mr. Richards for 13 years 
and characterized their friendship 
as akin to "love at first sight."

Mr. Richards, he said, "is en-
tirely trustworthy and fair"— a "sterling character at 
heart" although "sometimes his 
mouth doesn't seem in with his 
head."

He said he had heard Mr. 
Richards say he wished the whole 
Jewish group would go to perdition, 
but that the station owner 
also spoke affectionately about his 
Jewish employes.

Program History

Dr. Fifield said the Spiritual 
Life Commission's "Freedom Story 
program, now released to 300 
stations via transcription, origi-
nated on KMPC three years ago 
at the recommendation of Dr. 
Dimitman's testimony."

"After he himself had not at-
tacked FCC in a broadcast on 
KMPC, footage of the National 
Conference on Race Relations, 
Mr. Richards and KMPC, Dr. Fifield said he was 
"very critical of this proceeding," 

which "seems to me more like 
Russia than America, and that 
colors everything I say. It seems 
to me more like 1950."

He insisted that there was no indication "that 
free speech was ever curtailed over KMPC."

Mr. Cotton asked to see scripts of 
Freedom Story broadcasts and 
others given by Rev. Mr. Fifield 
and guests on KFAC, in the mean-
time reserving the right to cross-
 examine them further.

Rabbi Joseph Jasin, chaplain 
of the Jewish Committee for 
Personal Service, said he participated in the witness 
on KMPC and testified that he did not 
recall hearing any criticism of the 
station's attitude toward Jewish 
persons or organizations. Dr. Warn-
er Muir, pastor of Wilshire 
Christian Church in Los Angeles, said he 
never had heard of KMPC dis-
 criminating against any racial 
or religious group.

Other presenting testimony:

Sidney Brechner, sound effects 
engineer of WJR; Rabbi William 
Kramer, Elgin, Illinois; 
George J. Meyer, executive director of 
the Southern California Region, United 
Jewish Appeal; Edward 
Rivkin, public relations director for 
the National Conference of Christians 
and Jews; Mr. Jasin, who now is 
with Jockey, who broadcast news 
for a KMPC sponsor in 1946; 
Benny La Grene, former KMPC musical 
director;

Howard Rhines, program manager 
of KFAC, formerly with KMPC for 
three years and a member of 
Art Ballinger, former KMPC news-
announcer; Howard Flynn, chief an-
ouncer since October 1946; 
Alice Taylor, manager of the Los 
Angeles Philharmonic Orchestra 
and Southern California Symphony 
Association; L. A. Fitzgerald, information 
service representative, West Coast 
Division of Veterans Administration; C. T. 
Ferrera, a decorating associate with 
various civic and fraternal 
organizations; Frank P. Doherty, owner 
and president; and their 
known attorney; George Irwyn, agency 
head, who presented material under 
Ms. Doherty's name and his 
earlier appearance on the stand.

Vincent R. (Dick) Smith, partner in the firm of Smith & Bell; 
Joseph H. Crede, former Heights Methodist Church in Los 
Angeles; Dr. James W. Bell of First 
Presbyterian Church; Francis L. Mc-
donough, representing the Knights of Columbus; 
Father John Sheridan, 
who participated on the Knight's 
of Columbus series on KMPC this year; 
Fred Kassner, trainer for the 
Detroit Tigers and football coach 
last year, attending the hearing 
for the period of its ownership by 
Mr. Richards; David Silverman, 
music librarian of WJR since 1936;

Paul H. Helms, program 
director of Armed Forces Radio Service, who 
has been re-creating baseball 
games and handling other programs on KMPC for 
three years as manager; 
freelance announcer-newscaster; 
Grace Glasser, president of Glasser- 
Glasser Broadcasting Association; 
Mr. Helms, director of Helms 
Bakers Inc.; Lloyd 
Masterson, Salvation Army 
public relations director; 
Mrs. Paul B. Han- 
edel, radio and television director for 
Los Angeles Girls Scouts; Robert J. 
Grant, chairmen of Christian 
ism in Los Angeles; and 
Paul Masterson, writer-
on (Continued on page 42)
A WGN Advertiser’s Story...

One advertiser on WGN reaches more homes each week than any Chicago independent station reaches in their entire broadcast week... except one.*

This advertiser, sponsoring several broadcasts a week, reaches an average of 1,533,000 different radio homes per week.**

This is another illustration of WGN’s great power in the middlewest. It shows why advertisers who want to sell the middlewestern market place their business on WGN... still reaching more homes each week than any other Chicago station.

* Nielsen Annual Report — February-March, 1950
** Nielsen Special Report — February-March, 1950

A Clear Channel Station...
Serving the Middle West

MBS
Veterans of

AT THE SOURCE

While on a reporting tour of the Waegwan front, HUGH BAILLIE, left, president of the United Press, chats with Gen. Carl Spaatz, formerly Air Force chief of staff and now a Newsweek correspondent. Baillie is the first news service head to go to Korea, and was the only one in the field during World War II. He covered campaigns in North Africa, Sicily, France and Germany.

JACK JAMES, in cap, who scored a world-beat for United Press on the start of the Korean war, learns from M/Sgt. Clyde Shoat, of the U. S. 25th Division, how a 75 mm. recoilless rifle works. As an anti-submarine patrol pilot for the Naval Air Corps during the last world war, James was on duty over the Atlantic.

United Press correspondent ROBERT C. MILLER waits to hitch a ride to the front lines guarding the U. N. beachhead in Korea. From Guadalcanal to Verdun, Miller reported the war against Japan and Germany, later covered fighting in Palestine, Greece and India.

One of U. P.'s specialists in news for the Far East, GENE SYMONDS, right, hears the report of two U. S. Army fliers, just returned from a raid on the North Koreans' supply lines, on the results of their missions and the experiences they met.

UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE
U. P.'s H. D. QUIGG, atop an American tank, gets a human-interest story from its crew, following fighting to protect Pusan. Quigg covered three years of the war against the Japanese. He was with MacArthur's forces all the way from New Guinea to Japan.

U. P.'s Manager for Japan EARNEST HOBERECHT, center, before taking off from Tokyo to the Korean front with Gen. MacArthur, listens to the U. S. war chief's instructions to his aide, Col. Larry Bunker. In the background is Maj. Anthony Storey, pilot. Hoberecht was a reporter in the Pacific from Pearl Harbor to the occupation of Japan.

At an advanced air base in Korea, RUTHERFORD POATS, of U. P., sends a carrier pigeon on its way to Japan with a dispatch already filed for field-radio transmission, which at times is uncertain. As a U. S. infantry officer, Poats served for two years in the Pacific theatre during World War II.
ACTION ON MANPOWER Urged by Dist. 11

ARoused over an "acute manpower situation," NAB's District 11 and its manpower director today resubmitted a resolution calling on the NAB board to explore the possibility of reinstatement of World War II provisions allowing use of transmitter operators holding restricted licenses.

The resolution came at the end of two days of meetings at Hotel St. Paul, St. Paul, attended by more than 70 association members from all sections of Minnesota and North and South Dakota. Presiding at the sessions was John F. Meagher, KYSM Mankato, district director.

On Monday the district unanimously endorsed an enlarged Broadcast Advertising Bureau on motion of Lee Whiting, KEYD Minneapolis, seconded by Robert Tincher, WNAX Yankton, S. D. Previously, Charles C. Caley, WMBD Peoria, District 9 NAB director and member of the NAB board's BAB committee, had termed the broadcasting industry "slightly neurotic."

"Let's stop worrying and go out and sell," he urged. "Let's come out fighting."

Mr. Caley asserted broadcasters are giving far too much for the money. He suggested they look at their costs five years ago and compare them with those of today.

"Are your rates commensurate with your increased operating expenses?" he asked.

Super-BAB Advocates

Strong advocates of the super-BAB resolution were Odin S. Ramsland, KDAL Duluth; Wallace E. Stone, KILO Grand Forks, N. D.; and Miller C. Robertson, KSTP Minneapolis-St. Paul. Mr. Ramsland commended the five-man BAB committee for a "well thought out plan," and Mr. Stone observed "there is no alternative but to go ahead."

Mr. Robertson, who had introduced the District 9 director, charged that broadcasters are "string-savers."

"We've been cutting off the dog's tail an inch at a time so it won't hurt him. Let's go all out this time."

Before the resolution was put to a vote, however, Mr. Ramsland received assurances from Mr. Caley that the plan for an improved BAB did not include television stations. BAB may go into television sales at a future date when it is equipped to promote the medium, he said.

Other speakers on the two-day program included NAB President Justin Miller, who alerted broadcasters to implications of current NARBA developments and forecast that the present international state of affairs will continue for an indefinite period. He spoke of "deterioration of free broadcasting" in Latin America at a

DELEGATES at NAB District 11 meeting (1 to r): Seated, Harry Linder, WLCI Willmar, Minn.; John F. Meagher, KYSM Mankato, Minn., district director; Kenneth M. Hance, KSTP Minneapolis-St. Paul, standing; Orville Lawton, Orville Lawton Assoc., Minneapolis; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCH Minneapolis; William Young, Lang-Worth Transcriptions, New York.


SEXET at St. Paul NAB session (1 to r): L. J. McCurnin, KAUS Austin, Minn.; Harold Murphy, Blackburn-Hamilton Co., Chicago; Dalton A. Le Masurier, KDAL Duluth; M. M. Marget, KVOX Moorhead, Minn.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Odin S. Ramsland, KDAL.

FTC POST

Spingarn Appointment Seen

A RECESS appointment for Stephen J. Spingarn, who serves as special assistant to the President, to the Federal Trade Commission for an unexpired seven-year term ending Sept. 25, 1953, was strongly indicated last week in White House circles. He would succeed the late Edward L. Van Voorhis.

Mr. Spingarn's nomination to FTC was submitted to the Senate by President Truman Sept. 22, before Congress recessed. Inasmuch as the recess is expected to exceed the customary 30-day lapse, the President would be required to resubmit the nomination when the Senate again reconvenes. In the interim, Mr. Truman probably will name Mr. Spingarn a temporary appointment. The Senate then would have to act on the nomination within a 40-day period.

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Almost two million people now dwell in a 49-county Midwestern market that just can't be reached effectively by any single medium other than WOWO!

With this big population, drug sales are naturally in a high bracket. And in food sales, WOWOland is now equal to the nation's 6th market. In sales of furniture, general merchandise, and household goods, WOWOland is now equal to America's 8th market!

Any way you look at it, the area you can reach via WOWO is one of the country's top ten markets. If WOWO isn't already on your schedule, better call in the man from Free & Peters now!

*Among the 200 leading cities of the U.S.A.
NORMAL BUSINESS PAST
Sawyer Tells ANA

PERIOD of complacency and so-called normalcy is a thing of the past for the American businessman, Secretary of Commerce Charles Sawyer told national advertisers last Wednesday.

The cabinet member spoke at the 41st annual meeting of the Assn. of National Advertisers held in Chicago [see separate story]. It was Secretary Sawyer’s second appearance as a keynote speaker this year before the advertisers, having been featured at the joint meeting of the ANA and the American Assn. of Advertising Agencies at the Greenbrier Hotel, White Sulphur Springs, W. Va., last spring [BROADCASTING, April 3].

Warms of Strain
As a businessman whose long experience includes ownership of two stations, WING Dayton and WIZE Springfield, Ohio, Secretary Sawyer warned that the U. S. is embarked upon a program “which will put critical strains upon our domestic economy.”

He predicted serious shortages, heavy taxes, and problems of inflation which “will tax our ingenuity and self-control and strength to the utmost; and this will go on for years.”

The “unrealistic” approach, Secretary Sawyer said, is to assume that when the problems faced in Korea are at an end “we can then go back to business as usual.”

In mobilizing for defense, the Secretary noted that the U. S. has at hand a number of encouraging factors such as the size of the “gross national product,” diversity of employment, plant location and sources of supply, expanding synthetic rubber production, oil reserves, superior transportation system, expanded plant capacity, etc.

But, he warned, there are “grim problems” facing mobilization planners, such as shortages of critical materials with no relief in sight and reason to believe that many of them will grow.

Primary Purpose Cited
Pointing out that the Commerce Dept. has been delegated allocation, priority and requisitioning powers over many key materials and commodities by President Truman under authority of the Defense Production Act, Secretary Sawyer noted that a fundamental objective is to increase the supply of needed materials.

“We are not satisfied with present supplies, and are acquainting industry with that fact. We want a continually greater supply of every strategic material, so that we will have not only enough, but more than enough, of what we need.”

Imposition of controls on prices and wages will come, the Secretary said, if other means to combat inflationary pressures on the economy fail.

World Sound Series
WORLD Sound Co. Inc., Philadelphia, has announced a new series of tape-recorded programs. These include 12-minute open-end recordings of Quentin Reynolds reviewing world news, Red Smith with sport news and Maj. Gen. Pat Casey discussing military developments. In announcing the series, World Sound said it was decided to use tape instead of disc due to the speed of duplication and the feeling that a sufficient number of radio stations now have tape equipment to justify the firm’s entrance into this field.

HALF-hour documentary, The Big Lie, presented by WCCO Minneapolis in behalf of Crusade for Freedom drive in Northwest.

British Radio Meet
A BROADCASTING conference of nations of the British Commonwealth is to be held sometime in 1962, according to an announcement made at London. Canadian Broadcasting Corp., as government-owned operator, and Radio Branch, Dept. of Transport, Ottawa, are expected to attend.
See that giant hunk of glowing steel? It is very, very important to you and to those you love. In the modern world, steel is the stuff that helps protect your liberty and your life.

The Reds have only 1/3 as much steel as Americans have, only 1/5 as much as the countries supporting the U.N. . . . But the Communists are trying to build their pot of steel into world domination. Do you think they can do it?

Do you think Russia can catch up? It stands to reason that the Reds are straining to do it, but they can't. Do you know why?

Russia relies on government planning to catch up with us. America relies on the individual hustle of its people. To outsiders, Americans seem disorganized, but they get things done. Hustling for production made the American steel industry grow. It is still growing and will continue to grow as long as freedom to compete remains a basic principle of American life.
AIR RESERVE
Seeking Communication Men

APPOINTMENT of over 1,000 communications and electronics officers in the U. S. Air Force Reserve, most of them slated for active duty immediately, was sought in a special call issued Sept. 22 by Gen. Hoyt S. Vandenberg, USAF Chief of Staff.

Gen. Vandenberg said the appointments would serve to form an "available source" in this field of critical skills. Upon recall the reserve officers will be sent to Keesler Air Force Base in Biloxi, Miss., or Scott Air Force Base in Belleville, Ill., for 10 weeks of training to align their civilian experience with "immediate" needs of the service.

Outlining the requirements, the Air Force chief explained that to receive such a reserve appointment, an applicant must hold a (1) college degree in electrical, communications, radio, electronics, or mechanical engineering, or (2) a bachelor of science degree with a major in electronics, radio, electricity or physics.

Additionally, applicants must have a minimum of one year of "responsible and appropriate experience" in radio, communications, electronics or other related fields, or must possess a masters degree or higher. College graduates without experience may enroll in the Air Force Officer Candidate School as staff sergeant and earn commissions in six months.

The announcement noted, however, that a doctor's and masters degree in any fields will be considered equivalent to three years and one year of professional experience, respectively. Application forms, available at all USAF installations, may be submitted to the numbered area Air Force headquarters in the applicant's area.

Commissioned appointments will be made in grades commensurate with education and experience, with minimums of three years in the specialty for first lieutenant; seven for captain; 14 for major; 19 for lieutenant colonel; and 25 for colonel.

Human Rights Discs

OVER 1,000 radio stations have received without charge a series of dramatic radio programs on human rights problems in the United States, the National Commission for UNESCO reported in its weekly review released Saturday. Outstanding stars of radio, stage and screen took part in the production of 13 transcriptions. Titled The New Frontier, the series was produced by the Institute for Democratic Education, a non-profit foundation.

EQUIPTO, division Aurora Equipment Co., Aurora, Ill., produces new type divider for parts bins and drawers. Dividers being supplied in all firm's units.
Your best radio buy
in Baltimore boomtown!

WCAO
"The Voice of Baltimore"

July 1950 Baltimore Index Figures at a Glance
(Corresponding Month of Preceding Year = 100)

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ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
RADIO-TV SCENE

Textbook Analyzes Media


SOCIAL aspects as well as the practical operation of radio and television are described in this volume, which integrates studio knowledge with the media's sociological import.

The authors, themselves, have wide background and experience from which to draw in compiling the book. Dr. Giraud Chester is an assistant professor of speech at Queens College. Garnet R. Garrison, formerly production director at NBC, is a professor of speech in charge of radio broadcasting and TV instruction at the U. of Michigan. He also is the university's director of television activities and coordinator of the joint Michigan U.-WWJ-TV Detroit adult education telecast. [TELECASTING, Sept. 15, Aug. 7.]

Textbook Use

Designed for use as a textbook for colleges and universities which offer basic broadcasting courses in their curricula, the Garrison-Chester book attempts to explain the position of radio as a permanent fixture of the American social scene and television's advent.

Part I steps out from its initial study of broadcasting and society to such phases as growth of radio, recent development in radio-TV, entertainment and public service-information programming, function of FCC, stations and networks, advertisers and agencies, the listeners, public interest, self-regulation of broadcasting, comparative broadcasting systems and international broadcasting and propaganda.

In Part II. Radio and Television takes the student into the operational region of broadcasting. The authors discuss these "studio" phases: inside the station, technical aspects of radio-television fundamentals, talking on the air, the announcer, announcements, different types of programs including news and sports, TV applications, the dramatic script, sound effects, acting, direction.

Part III takes in educational radio and TV, broadcasting as a career, standards of criticism. Scripts are reproduced, charts and tables, as well as illustrations also are presented.

NAAB SESSIONS

Hennock, Heslep to Attend

REPRESENTATIVES of at least 50 non-commercial U. S. and Cadaenian stations will attend the annual convention of the National Assn. of Educational Broadcasters at Lexington, Ky., Oct. 29-31. Elmer G. Sulzer, U. of Kentucky radio director and convention secretary, announced.

Theme of the convention program will be the means of utilizing radio and television in education and other public services. Except for the opening session, slated for a Lexington hotel, all programs will be held on the university campus.

FCC Comr. Frieda Hennock will be a special guest during the sessions, over which Richard B. Hull of Iowa State College, NAAB president, will preside. Charter Heslep, chairman of the radio-TV section of the Atomic Energy Commission, is scheduled to serve as one of the convention speakers.

McDERMOTT MOVES

Dunning Heads INP Post

APPOINTMENTS of Jack C. McDermott as information officer of the U. S. embassy in London and of John L. Dunning as chief of the State Dept.'s International Press and Publications Division, succeeding Mr. McDermott, were announced by the State Dept. last Monday.

Mr. McDermott, who will leave for his new post sometime this month, has headed INP for the past three years. He joined the State Dept in 1946 after wartime service with the Marine Corps in intelligence, photographic and public relations work. In 1933 Mr. McDermott entered the newspaper publishing field.

Mr. Dunning, associate chief of INP since 1948, came to the divison in January 1946 as assistant chief after previous experience as radio news writer and editor for UP and wartime service with OWI. INP supplies press features to radio stations, newspapers and libraries through 125 overseas information centers.

EXCLUSIVE broadcast rights to Jr. Rose Bowl Game sponsored by Pasadena Jr. Chamber of Commerce obtained by Columbia Pacific Network.

You CAN CALL YOUR SHOTS

ON THE

ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota... use the Arrowhead Network. You’re interested in sales—and that’s what we deliver!
Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly... radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

**New Super-Medallion**


**New Super-Triumph**

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

*LONG 0.1STAINED RADIO
ever hear of a o

WWVA

WHEELING, W. VA.
ne-station net?

THIS LOOKS LIKE A NETWORK COVERAGE MAP ...
... BUT IT ISN'T!

Take another good look. This map represents some of the 577 counties from which 11,300 postcard responses were received in answer to just four announcements on a single WWVA Jamboree broadcast!

That, mister, is network-type response!

In fact, WWVA performs like a one-station net on Saturday nights when the Jamboree is aired to the more than six million people in this industrial heart of our nation, and the thousands more who live within the shaded portion of the map.

You see, WWVA is the kind of a station people enjoy listening to. Take this WWVA Jamboree, for example. What kind of entertainment is it? Well, it’s music: the love songs, the work songs, the laments of the railroader, the miner, the homesteader, the worker in the mills and in the fields. It is comedy: simple, earthy, spontaneous. It is philosophy: home-spun, sincere, sensible.

It represents, in fact, the basic philosophy of programming that is typical of all seven Fort Industry stations in each of the seven markets where they are located. Their’s is always a large receptive audience, and it is the response of these listeners in each case which makes Fort Industry stations leaders in everything that counts. Each of the stations listed below has an established audience whose attention and action makes your message sure-fire for sales.
FCC’s Must Job

IN THE CURRENT turmoil over Communist and pro-Communist candidates’ rights to time on the air, the first blow for sanity can and should be struck by the FCC.

Without ruling specifically on the question, the Commission has clearly indicated its view that the equal-time provisions of the Communications Act apply to Communist candidates and their political kin as well as to Democrats and Republicans. We challenge any such contention, Tex. After marriage he spent one year with Paramount Pictures Distributing Corp., Hollywood; he had previously tried his

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

THE best thing we’ve yet heard about color TV is the proposal by Michael L. Kaplan, president of Television Mfrs. Ass’n, to deliver with each receiver “a TV engineer, a lawyer, etc.” There wouldn’t be quite enough to go around, but as far as the supply lasts, we’re for it.

Hollywood is all steamed up because Dean Martin and Jerry Lewis poked fun at film business. Coming from an industry which more than any other has capitalized the art of poking fun at everyone and everything, especially broadcasting, that strikes us as the height of rudeness.

We hear that WNEW New York has become a do-gooder and is promoting a “cause.” It’s something about discouraging the use of the name “Smith” in a hypothetical sense. We wonder if WNEW is prepared to establish that Eddie and Mark were real?

The captains and the kings depart. Shed a tear, men, the famous 8-H at NBC is no more. Once a haven of silence, it’s now converted to TV and resembles a scene from Dante’s “Inferno.”

BROADCASTING • Telecasting
HEAVEN HELP US!!!
we don’t want any more of this...

but our listeners have forced us to Extend
"THE ERNIE SIMON SHOW"

to 7-10 AM* Monday thru Saturday
beginning MONDAY, OCTOBER 2, 1950

WJJD

CHICAGO ★ 50,000 WATTS

*Formerly 8-10 AM

A MARSHALL FIELD STATION...REPRESENTED NATIONALLY BY AVERY-KNODEL
To 4 guys around a conference table with a fifth in the background

- Gentlemen. relax a moment and refuel. As XYZ Company's Account Executive, you, sir, are concerned about a sales slump. Perhaps it's only seasonal. In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture and industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.

- You, Mr. Research Director, may utilize unemployment figures to analyze markets. More than 350 new industries have located in Iowa since World War II, creating 33,000 new jobs. Iowa ranks among the lowest trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.

- And what about radio, Mr. Radio Director? You've been saying all along that you don't have to spend a million dollars. Especially in Iowa, where t-l-v-s-n is just a poltergeist on the horizon, and radio starts its information-and-entertainment job at sunrise.

- Which brings us to you, Mr. Time-buyer. When you study coverage maps, please notice WMTLand—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—19,100 square miles (within the WMT 2.5 mv line) and over 1.1 million people. A one-minute Class A commercial ($27.00) reaches the public over 500,000 people, and is an attention getter to all age groups.

- The Katz Agency man will provide full data upon request.

Respects

Continued from page 18

hand at the family department store business, but it held him only two months.

Sensing an upswing in radio in the field of advertising, Mr. Fantle in 1937 applied for a job as salesmen with South Dakota Broadcast Association Inc., then operating both KSOO and KELO Sioux Falls. After several months of sales work, he decided this was "it" and made arrangements to purchase an interest in the company.

Events in 1941 changed Mr. Fantle's plans somewhat. In May of 1942 he enlisted as a private in the infantry and was commissioned in September of that year at Fort Benning, Ga. He was honorably discharged in 1943 and returned to Sioux Falls and radio.

Under FCC's duopoly rules, forbidding common ownership of stations in the same community, Mr. Fantle gave up his interests in KSOO and bought KELO, effective in September 1946. The licensee company is Midcontinent Broadcasting Co., of which he is president.

Mr. Fantle's next act was to apply for an increase in power for the then 250 w fulltime operation. In May 1948 the station started operating with 5 kw fulltime, directional night on 1320 kc. The station has been an NBC affiliate since 1947.

Video Provision

During the construction period for the improved facilities, modern studios and transmitter plant were erected, taking into consideration the possible advent of television. Studio and transmitter quarters are equipped to handle the new service without additional construction when such an operation begins. KELO has an application pending before the FCC for a television station at Sioux Falls.

Under Mr. Fantle's direction KELO has achieved prominence as one of the most progressive stations in the nation. It has been the recipient of six national awards in the field of public service. Recently for the third consecutive year it won one of the top awards in the field of public service presented by the Board of Fire Underwriters.

Mr. Fantle is rabid on the subject of public responsibility being a "two-way street" on which the broadcaster not only must discharge his position in the public interest, but that the public should not overly criticize radio for its infrequent lapses, in comparison to the overwhelming good that industry has accomplished in the field of education, service, culture, and entertainment.

Recently appointed as an alternate on the AM Committee of the NAB, Mr. Fantle presently is serving also on the Public Relations Committee of that same group.

Even with roots in South Dakota, Mr. Fantle has made several trips to Texas during the past few years, and his friends, noting the smell of oil about his clothes, are suspicious that all of the trips are not social. As for Houston, Mr. Fantle says—"It's terrific."

Mr. Fantle holds memberships in several clubs and civic organizations and was a member of the Zeta Beta Tau fraternity at Michigan. His principal hobbies are sports—in school he was on the football, and the doesn't pounds took such a terrific beating during scrimmages he had to turn to golf and swimming, at which he excelled. He indulges in fishing, hunting and golf as a participant, and as a spectator at football and baseball games.

The Fantles have four children, Stephanie, 12; Sam III, 10, Steven, 8 and Susan, 2—this precludes the danger of "spoiling."

MINSTREL SHOW

KELA Stages Benefit

THAT never-say-die perennial—
the old time minstrel show—again had its day when KELA Centralia-Chehalis, Wash., staged a burnt cork benefit for the Chehalis Junior Chamber of Commerce and the Chehalis High School scoreboard building fund.

The show satisfied three desires: The Junior Chamber's for a public service event to promote the city; Chehalis High's for an electric football scoreboard, and that of KELA for promotion.

Heralding the minstrel show, Coburn's Appliance store donated a Kelvinator home freezer for door giveaway and Cagley's home furnishings donated a Deepfreeze home freezer. High school students selling the most tickets were awarded watches and radios. Merchants donated newspaper space and KELA backed the promotion with spot announcements. The show, staged in the Chehalis Junior High auditorium, featured a 40 voice chorus and 12-piece minstrel band.

WSYS-AM-FM Crew, Va., airing daily traffic safety announcements supplemented by weekly discussion of problem by state patrolman.

DOG TALES

26 Transcribed
Public Service Programs on

DOG CARE AND TRAINING

Now Available on
an exclusive basis to one station in each city

THIRD SUCCESSFUL SEASON

write

DOG TALES
531 Fifth Avenue, N. Y. 17

NEW YORK
"The United States need not suffer inflation"

Signed by 71 of the country's foremost economists, this statement tells us what course of action must be taken in order to halt this threat to our nation's security and welfare.

"Communist aggression requires that free men and women expand military forces and supplies to a much higher level for a long time ahead. Enlarged outlays for defense superimposed on a boom, unless offset, will cause inflation.

"Inflation is a grave wrong and danger. It hurts most the most helpless members of society—-the widows, the orphans, the aged, the pensioners, the annuitants, the disabled. It causes disension, diminishes the incentive to work, weakens the productive system and so impairs both economic and military power. It imperils economic stability and progress in the struggle for peace. It is an unmitigated tragedy.

"The United States need not suffer this abomination of inflation. This economy can provide a very high standard of living and a very large increase in military outlay without degradation of the dollar. Failure to take action to prevent inflation would be inexcusable.

"The necessary action is clear and unmistakable. There may be differences over details, but there can be none over the major requirements. Taxes must be increased, at once, to cover the rise in expenditure fully and to balance the budget. Adequate control powers over consumer finance and construction finance should be added to existing monetary authority.

"Payment of government expenses out of income instead of the printing press, and monetary restraint on civilian consumption can protect the country from the woes of inflation and thus conserve its strength for use against the evils of aggressive tyranny.

"We, the undersigned economists, urge prompt, persistent, and adequate action by Congress and the executive agencies."

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.
ABC AFFILIATES
Boston Meet Opens Series

ROBERT E. KINTNER, president of ABC, with Ernest Lee Jahncke Jr., vice president in charge of stations; James Connolly, AM stations department manager, and Alfred Beckman, of the stations department, attended a Boston meeting last week of 25 New England affiliates. From Boston the group went to Rochester, N. Y., for a similar meeting with mid-eastern affiliated stations.

The two meetings were the first of a series scheduled for the next two months which will take the network executives from coast to coast, following their recent meeting with the ABC Stations Advisory Committee at Alexandria Bay, N. Y. [Broadcasting, Sept. 18.]

WSAM Saginaw, Mich., aired 42 programs from County Fairgrounds this year.

THE BRANHAM COMPANY

representing

WABB WTHS KFMB KGAB Waxter
CHICAGO
WNEX WTPS KEK WHB
NEW YORK
WEOL KEPC WDEF WTV
DETROIT
WTKW WTJS WNOX
DALLAS
WMC WMC WMC
ATLANTA KFDB
WKBW
CHARLOTTE
KAND
ST. LOUIS
KRLD
MEMPHIS
WCHS WCLK
SAN FRANCISCO
WBLK WSAZ WPAR
LOS ANGELES
DKFM-TV WCPO-TV

RADIO

TELEVISION
San Diego, Calif., Cincinnati, Ohio, Cleveland, Ohio, Memphis, Tenn., Dallas, Texas

K EN PALMER, general manager KPDN Pampa, Tex., to general manager KVER Albuquerque, N. M. Keith Tye continues as station manager KVER.


JOSEPH E. QUINN, chief of continuity WJMA Orange, Va., to assistant manager, replacing CHARLES R. McGINLEY, called to active duty as ensign in U. S. Navy.

JOHN C. WARDER, chief engineer CHLO St. Thomas, Ont., named general manager.

PETER M. ROBECK, KTTV(TV) Los Angeles account executive, named assistant sales manager. Was CBS Hollywood merchandising manager.

KEITH NIGHBERT, program director KUSD Vermillion, S. D., named general manager succeeding I. R. MERRILL, on one-year leave of

K Jones Elected
Heads La.-Miss. AP Unit

HUGH O. JONES, general manager of WGCM Gulfport, Miss., has been elected president of the Louisiana-Mississippi Associated Press Broadcasters Assn. at a recent meeting in New Orleans. Bob Shipley, news director of KWKH Shreveport, La., was elected vice president.

Oliver Gramling, AP assistant general manager, speaking at the meeting, told broadcasters that the Korean war, which had increased listening, gave stations a chance to improve their newscasts, and he suggested broadcasters should present news professionally, schedule it properly and use showmanship in selling it to sponsors.

Attending the meeting were:
Louisiana: Harry Arthur, WSBM New Orleans; George Bollin, WILH Hammond; Louise C. Carlson, WJWB New Orleans; Lee Conley, WLCS Baton Rouge; Frank Conwell, KCLI Houma; Forrest Curnett, WILH Hammond; Ted Fontenot, WSMB New Orleans; Tom Gibbons, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria; Evan R. Hughes, KVLO Lafayette; R. Rosenblum, WILH Hammond; Bob Shipley, KWKH Shreveport; Carl Smith, WLBS Baton Rouge; Bob Thompson, KLCP Lake Charles; Harold Wheelahan, WSMB New Orleans; H. F. Whereman, WTPS New Orleans.

Mississippi: Cy Rahakel, WABG Greenwood; Frank Benson, WKOZ Kosciusko; Charles Holt and Connie Holt, WHST Hattiesburg; Hugh O. Jones, WGCM Gulfport; Loren Miller, WQBC Vicksburg.

The Associated Press was represented by Mr. Gramling; Chief of Bureau Harry Leadingham of New Orleans; Field Representative H. R. Mason of Montgomery, and New Orleans Bureau staff members.

MOST promising high school game of week tape recorded by WAVZ New Haven, Conn., for broadcast Sat. mornings.

BROADCASTING • Telecasting
absence for graduate study. Station is non-commercial outlet, licensed to U. of South Dakota.

TOM ALFORD, manager Lane Shoe Stores, regional chain, to sales manager KTPS Texarkana, Tex.

JIM LOWMAN, WOW-TV Omaha sales staff, to KTTV TV Los Angeles as account executive.

RADIO REPRESENTATIVES Inc. moves today (Monday) to new Chicago offices at 75 E. Wacker Dr., Suite 212-16, from 727 N. Michigan Ave. Telephone: Financial 6-6962.

FRANK E. MARTINO to sales staff WMTR Morristown, N. J. Was account executive ABC-TV New York, and has produced TV commercials there.

WHOD Homestead, Pa., appoints Interstate United Newspapers Inc. as national representative.

TOM BOISE Jr., office and traffic manager KLZ Denver, to KSL Salt Lake City sales staff as account executive. Will handle both AM and TV accounts.

KECK Odessa, Tex., appoints Forjoe & Co. as national representative.

O. H. OBERT, chief accountant Croley Broadcasting Corp. (WLW Cincinnati), to assistant controller.

BERT ARNOLD, commercial manager WFLA Tampa, Fla., resigns for temporary rest during which he will devote his time to citrus industry.

Personals . . .

ROGER W. CLIPP, general manager WFIL-AM-FM-TV Philadelphia, appointed chairman 1951 March of Dimes campaign. . . . SID TEAR, commercial manager and disc jockey WYVE Wytheville, Va., father of girl, Laura Anne, Sept. 18. Mrs. Tear is former women's program director WLOG Logan, W. Va . . . KEVIN R. SWEENEY, general sales manager KFI-AM-TV Los Angeles, on two week business trip to N. Y., Chicago, Detroit and S. F.

RALPH J. SHADE, account executive WTMA Charleston, S. C., named chairman of arrangements for Community Chest fund-raising drive for Charleston County . . . WILLIAM FAY, vice president and general manager Broadcasting Div., Stromberg Carlson Co. (WHAM WHFM (FM) WHAM-TV Rochester, N. Y.), spokesman for city's nine broadcasting stations in city's new War Defense organization . . . JOHN HANSSEN, manager WCRO Johnstown, Pa., named toastmaster at dinner heralding start of city's Community Chest drive today (Monday).

JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-FM-TV Philadelphia, appointed vice-chairman in charge of radio-TV for local public information committee of Disaster Preparedness and Relief Division, American Red Cross . . . HAL WALLACE, KNUZ Houston, Tex., time salesman, father of boy, Hal Deward Jr., Sept. 16.

In Altoona, Pa., It's ROY F. THOMPSON and WRTA A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEKER ASSOCIATES

RAI Director Tours

TOUR of various U. S. radio and television stations is being made by Dr. Sergio Pugliese, assistant director general of programs for Italian Radio (RAI). He left Washington, D. C., last Tuesday to visit stations in New York, Syracuse, Chicago, Los Angeles, San Francisco and Cincinnati. Dr. Pugliese, recipient of a grant-in-aid under the State Dept.'s exchange-of-persons program, also serves as administrative counselor of the Italian Society of Authors and Publishers, and has been associated periodically with RAI since 1938. He plans to return to Rome in November.

He's always ready for a good scrap

A vigorous and emphatic proponent of positive opinions, Fulton Lewis, Jr. thrives on controversy. His first-class reporting is responsible for some first-class battles; his scrapbooks (being scanned here with his daughter) are full of evidence of victorious results.

As Mr. K. E. Myers of the Wilcox Buick agency wrote to Radio Station WHAI, both of Greenfield, Massachusetts: "We feel that the great service Fulton Lewis, Jr. is rendering his country in fearlessly exposing subversive and un-American activities must command the respect of even those who differ with him."

"We, therefore, consider the Fulton Lewis program a great asset to our country and to our business."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
FIRST IN LISTENERSHIP—WGY has 37% more daytime audience and 45% more nighttime audience than a combination of the ten top-rated radio stations in its area.¹

IN COVERAGE—WGY and only WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,000² potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—WRGB received 103,577³ contest entries during eleven programs for one sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—WRGB is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%⁴ set tune-in nightly.

Strictly Business
(Continued from page 20)

in Shell's marketing divisions, and is responsible for research involving audience measurement in Shell market areas.

To make sure all Shell programs adhere to a tested format governing the spacing of commercials and news stories, Mr. Lier and a representative of J. Walter Thompson Co., the agency, make regular off-the-air recordings as spot check of Shell advertising effectiveness. He also was instrumental in setting up cost analysis methods for measuring program costs to listener in any section of the country. This enables Shell to select the most effective outlets for its message.

Mr. Lier is keenly interested in strengthening bonds between Shell dealers and the company's radio advertising program. In one test city recently he had the Shell newscaster send personal, handwritten letters to local dealers which formally invited them to offer program suggestions and news tips. Each letter was accompanied by tickets to local theatres or ball parks.

Dealer Interviews

Frequently Mr. Lier arranges interviews on the air between the Shell newscaster and local dealers. These informal chats are built around the dealer's personality, his hobbies and experiences, and usually take the place of the regular commercial copy. Product information is generally omitted in the interviews.

A graduate of Jamaica (Long Island) High School, Mr. Lier joined Shell in 1934 as a messenger in the company's mail room at its New York head office. Through the years he progressed up the ladder to his present position, rounding out his knowledge of advertising and marketing by taking night courses at New York U.

Mr. Lier was shot before World War II even began. It was while training at Camp Davis, Wilmington, N. C., during the summer of 1941. However, after seven months' hospitalization, he was assigned to officer's candidate school at Gainesville, Fla. Upon graduation he married Audrey Gilmore of New York.

He was ordered overseas in 1945 and served in ETO as an aerial photo interpreter. Upon discharge in 1946 as captain, he returned to Shell's advertising department and moved into radio in 1948 when the company began to expand its radio advertising.

Mr. Lier is a member of the Radio Executives Club and the American Legion Ad Post of New York. His hobby is Kodachrome photography. The Liars have just acquired a new home in Creakill, N. J.

WAKR VERS. FREED
Contract Case Aired in Court

LITIGATION brought earlier this year by WAKR Akron, Ohio, against Alan Freed, former disc jockey at the station, for alleged violation of personal contract provisions was aired before the Ninth District Court of Appeals Sept. 21.

WAKR received an injunction from a lower court last February on grounds it had a "restrictive covenant" which prohibited Mr. Freed from accepting station employment in Akron or within a 75-mile radius for a period of one year after termination of the contract. Station contended that it had trained the disc jockey and helped him originate a "unique style" which assured his popularity.

Mr. Freed, who had been employed by WAKR for five years, left the station when his contract expired, and joined WADC Akron CBS outlet, where he began a similar record program. Subsequently Mr. Freed's lawyer, John A. Russell, filed motion for hearing in the higher court. Decision is expected sometime this month.

KDKA Service Awards

AWARDS representing 120 years of service have been presented to 11 staffers at KDKA Pittsburgh by Walter E. Benoit, vice president of Westinghouse Radio Stations Inc. Among those honored were Edith Hingley, Joseph Honzo and Walter Horn, each for 20 years service. Others were honored for 10 years service.

F.Y.I. (for your information)...

Cities grew 'out' not 'up'... Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and railroad tracks on the lands claimed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

Terre Haute Indiana

BROADCASTING • Telecasting
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FURTHER DETAILS: WATV TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEBB AND COMPANY
WSAZ-TV Channel 5
West Virginia's only television station
delivers EXCLUSIVE coverage of the rich*
HUNTINGTON - CHARLESTON
market

*THE 27th MARKET—$601,425,750 in 1949 retail sales
makes this the equivalent of the 27th ranking U. S. Market.
Figures direct from Sales Management "Survey of Buying

ABC - CBS - DTN - NBC
Represented Nationally by THE KATZ AGENCY
TELEVISION set makers covering a dominant share of total production told the FCC last week they couldn't possibly give a valid answer to the Commission's request for a Sept. 29 promise to make receivers with bracket standards.

Moreover, practically all of them said they couldn't start making bracket standard sets by the FCC's proposed Nov. 1 deadline.

These views culminated a month of frantic engineering and production research in which the industry's best brains managed to make only scant progress toward the design of TV sets having continuously variable standards.

Whether FCC would be persuaded to delay further action was, of course, uncertain at the weekend. Chance of appeal was discussed, should FCC finally approve the CBS system.

Late Thursday factory officials were still conferring in effort to meet the Friday deadline (for late developments, see AT DEADLINE).

Since each company was acting separately in view of the Radio-Television Mfrs. Assn. decision not to take joint action because of anti-trust laws, the confusion in factory sources surpassed anything seen since early postwar days.

Pea from Industry

From all sides came the plea that nothing of the type had ever been designed; that the engineering studies would take weeks and months; that production problems were staggering, especially in view of present shortages in parts; that many engineers wondered if bracket receivers would work satisfactorily even if inherent in new sets; that the FCC was completely unrealistic, acted in bad faith or didn't know what it was talking about; that bracket sets would add as much as $400 million a year to cost of sets; that it's silly to talk about any color system that isn't compatible.

RCA teed off against the Commission's pro-CBS report and its 67-page reply explained in forceful and technical language that the FCC had made a terrible mistake, disregarding the interest of American business and 40,000,000 people now enjoying television. These people, it noted, should have a choice of color.

The RCA report, with demand that the FCC "stay its hand" and let the public act as color jury, was signed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs.

In its reply RCA re-argued some of the color case. It cited the Condon Committee's report and analyzed traits of RCA vs. CBS color in light of the findings. No document within the recollection of many Washington observers has so thoroughly and so plainly challenged the Commission's good faith and competency.

RCA early in its reply emphasized it will continue research in its compatible all-electronic system. It challenged many of the FCC's findings in regard to characteristics of the system and said recent progress had been ignored in the Sept. 1 report.

Joining RCA in questioning the FCC's Sept. 1 pro-CBS report, with its demand for a Sept. 29 promise of conversion to bracket standards in order to avoid a final and fatal ruling in favor of the CBS system, were such companies as DuMont Labs., Hallicrafters Co., Packard-Bell, Admiral and Andrea. Their replies had been filed by close of business Thursday.

Other set makers, however, were still struggling to meet the Friday deadline.

Many manufacturers, with obvious chagrin at the FCC's Sept. 1 order and its implications, went out of their way to explain they were sincerely trying to supply a sane answer by Sept. 29 but found it completely impossible. Some of the replies politely tried to teach the Commission a few lessons in the practical side of mass production and low-cost design.

Production Question

One of the big questions at the weekend was this: Would set makers turn out CBS-standard sets if the FCC carries out its threat to give CBS the go-ahead on color?

Questioned on this point, most manufacturers indicated they will make anything the public wants to buy.

The problems of designing sets operating under continuously variable standards frankly baffled many engineers. One large manufacturer noted the plant makes radar equipment with variable standards but added that each unit costs over $100,000.

Dr. Allen B. DuMont signed the DuMont Labs. statement as president and as a manufacturer, claiming it is impossible to meet the FCC deadline. Dr. DuMont noted that no testimony on bracket standards was given during the hearings and it has made no experimental sets with the feature.

Wondering if it is practical, he said his company would need six months a year, at least, before reaching engineering conclusions. He said the FCC cost data apply only to 525-line and 405-line standards and not to bracket.

Costs would be "substantially higher" than those previously submitted by the company, Dr. DuMont said. On the basis of current (Continued on page 70)

FCC Is Told

Repeats FCC's Stand
CREATE 'TV Czar'

Cunningham Advises ANA

TELEVISION needs a permanent "czar" to guide its direction and to its future, John P. Cunningham, executive vice president, Cunningham & Walsh Inc., New York, told the Assn. of National Advertisers at its Chicago meeting last week.

Pointing out that TV must avoid the pitfalls that threaten the destiny of radio as late twice in its history, Mr. Cunningham suggested a commitment, followed by ANA, AAAA and the broadcasters to try to foretell and to define our responsibilities and our opportunities.

From this endeavor, Mr. Cunningham said, a permanent board of directors could be formed. "Out of it could come a creed and a code—f or us to believe in and to follow."

Calling for "that rare commodity—foresight," Mr. Cunningham summarized findings on TV's effect on family habits as gathered by his agency's two-year-old survey of "Videotown," a real city of 40,000 population located near New York and selected as a "laboratory" for TV study, and reports "from a herd of surveys, some sketchy, most of them inconclusive."

Primarily, the TV set has bit into movie attendance, quieted to a degree the motor hum of the American family's automobile and reduced nighttime radio listening in TV homes.

But, he warned, radio "still has the coverage, is much cheaper per listener by far, and is still morelening and sucking TV (which is) neither strong enough nor big enough to commit matrixide." Mr. Cunningham estimated that non-set owners attend movie houses in "Videotown," Mr. Cunningham reported, not that a Washington survey has found a 72% drop in movie buying, a Chicago look at box office receipts has found a loss of $4.40 per family per year.

Cost of TV sets is not an important economic factor, Mr. Cunningham said. In "Videotown" and other cities in TV's area, large screens, console models and combination sets make the way into every income level, he observed.

Sports Reviewed

Sports attendance seems to decline the first two years of set ownership but increases interest in sports and culminates in a greater degree of attendance at the ball park or stadium than ever before, Mr. Cunningham said. A wider national interest in all sports, with class distinctions falling by the wayside, was traced to TV by the agency executive.

While keeping the family in a close knit circle with the man-of-the-hour having a personal, nightly fixture in his living room chair, TV also creates a big problem with children. Average child in a TV home, Mr. Cunningham said, spends 27 hours weekly, four hours daily, in front of a TV set—only one hour less than he spends in school.

By regarding this child listener—ship only as a sales opportunity (living by ratings and philosophizing with "giving the public what it wants"), any advertiser could lead the "pack of us advertising itself into trouble," he declared.

Signposts that need watching, Mr. Cunningham said, include the significance of United Nations telecasts—"promising an informed world citizenry." Telecasting the

WBTW ON CABLE

Makes Formal Debut

WBTW (TV) Charlotte, owned and operated by the Jefferson Standard Broadcasting Co., last Saturday formally commemorated the extension of the coaxial to that city. Guests at the ceremony, which preceded the North Carolina U. Notre Dame football game, were Governors Kerr Scott of North Carolina and J. Strom Thurmond of South Carolina, Mayor Victor Shaw of Charlotte and the Rev. James A. Jones, pastor of the Myers Presbyterian Church.

Also participating in the ceremonies were the following officers of Jefferson Standard Broadcasting Co.: J. Bryan, president; Charles Crutchfield, vice president and general manager; and Larry Walker, secretary-treasurer and assistant general manager.

two houses of Congress would "mean the end of filibustering and empty Numerals—promising an alert electorate and a far better grade of politics and statesmanship here in America . . ." Possibilities "for spreading art and culture into every home are tremendous," vast video conceptions may arise, changing the whole physical concept of organized religion in America, he said.

Question for Users

Question to "the broadcasters and wordsmiths and the cereal-sellers," asked Mr. Cunningham, is are "we going to have the breadth and the vision and the commercial self-control to use this great force wisely?"

"Or are we going to push an actress' neckline down two points to raise our Operating one point?"

In order to take a firm grip upon "an amazing instrument . . . thrust into our somewhat clumsy hands by the precise fingers of science," the obvious solution to Mr. Cunningham was for a permanent board to give the purveyors of this new medium enlightened direction.

Benny on CBS-TV

CONFIRMATION that Jack Benny will make four-hour-long television appearances this season on CBS-TV, under sponsorship of American Tobacco Co., came from the network last week. Mr. Benny's first performance will be on Sunday, Oct. 29, at an hour not yet settled. Succeeding appearances will be at eight week intervals. They will originate in New York.
Yessir!—when it comes to TV, Jack Brooke is the man to focus on! As ABC’s Coordinator of Network Television Sales, before he joined F&P, he really learned the how, when and where of TV. And as a television man with us since 1948, Jack has been a tremendous asset to everyone concerned—to you TV advertisers and your agencies, as well as to our own rapidly-expanding staff who devote full time to television.

What are your TV hopes and plans?

Whatever they are, we’d like to show you how well we know the medium of television—how completely we realize our responsibility of “selling” TV in such a way as to contribute to its effectiveness and growth, rather than merely to ride the bandwagon.

Whatever your plans, talk them over with us. We have some ideas and some information for you, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT  WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH-DALLAS  WBAP-TV* (STAR-TELEGRAM)
LOUISVILLE  WAVE-TV* (WAVE, Inc.)
MIAMI  WTVJ (Wometco Theatres)
MINNEAPOLIS-ST. PAUL  WTCN-TV (DISPATCH-PIONEER PRESS)
NEW YORK  WPIX (THE NEWS)
ST. LOUIS  KSD-TV* (POST-DISPATCH)
SAN FRANCISCO  KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates
AT&T ALLOCATIONS

FORMAL complaint against the network coaxial cable allocation made by American Telephone and Telegraph Co. was filed with FCC last week by Allen B. DuMont Labs., which earlier had sought and was denied Commission intervention in the division of coaxial cable facilities among the TV networks [TELECASTING, Sept. 25]. Formal protest also was expected to be filed by ABC.

The AT&T allocation, reported to the networks in a letter dated Wednesday, Oct. 2, was sparked by the filing of a complaint by DuMont under the Telecommunications Act of 1934, which was to have become effective Oct. 1, yesterday, the AT&T letter sought confirming orders by 5 p.m. last Thursday.

Because of the continued conflict, however, it was expected the Commission would make its decision on the new DuMont complaint before the weekend, probably on Friday.

Under the allocation submitted by AT&T for the fourth quarter of 1950, a total of 399 hours were available for allocation weekly on 12 circuits. Of this total, 309 hours were set aside between the hours of 8 and 11 p.m., Saturday through Tuesday, with NBC receiving 167 hours weekly, CBS 121/2 hours, ABC 53/4 hours and DuMont 37 hours, all on 12 circuits.

The DuMont petition charged this allocation is "unlawful," "unjust," and "unduly and unreasonably preferential and advantageous" to NBC and CBS "under the grouping of persons and customers in the same class as the complainant." DuMont contended the coverage incorrectly states the "inadequacy of the agreements, and erroneously indicates the absence of conflict in many periods."

DuMont requested FCC to "immediately commence an investigation on its own motion of the tariff regulations governing the allocation of video transmission facilities" and the rates involved. DuMont also asked FCC to require that "all stations reveal the agreements, representations and policies with those networks that oblige them to take the first 30 hours of network commercial programs each month without reimbursement.

"In protest to get those 30 hours out of the way as fast as they can so they can start getting some money back," he said.

DuMont told FCC in its petition that the "registration of the allocation...has gravely and seriously impaired its ability to organize, plan and develop its program service in the interests of its advertising clients, the public and its broadcasting affiliates and potential broadcasting station users of its service, and that it is unable at this time to formulate, to more particularly specify the extent of the said loss presently accrued and now accruing by reason of such inadequate, unjust and unsatisfactory allocation."

DuMont further stated: In many instances the Telephone Company requested either to reallocate the time periods for which DuMont had expressed the need, but had failed to allocate a time period which would produce the results he felt to be of prime importance to it. This despite the fact that the allocation submitted to DuMont was the only one which the complaint of DuMont would suggest that DuMont's choice been given full consideration. It is noted that three circuits are available interconnecting DuMont and NBC in circuits south of Richmond and portions of the time periods so called by DuMont, as well as the time periods allocated to DuMont in the light of the time periods allocated to NBC which circuit was considered by DuMont to be the labor of Greensboro and Charlotte to Jackson, and the Birmingham area to suggest that these allocations are unsatisfactory.

In light of the fact that Class A time is sold by the stations serving the communities interconnected by the facilities, under consideration at a rate twice that of Class B, i.e., prior to the 4 p.m. It is manifest that an allocation of only 37 hours of Class A time on circuits is an inducement only to make a donation to AT&T. It would be impossible for any network with a total of 37 hours of Class A time to gain reimbursement for its losses with the continued high cost of its services. It is evident that DuMont is faced with difficulties in his efforts to its expenses for programming and station payments.

The numerous uses of television in 1949 were outlined at two sessions of the National Electronics Conference, held Sept. 25-27 at Edgewater Beach Hotel, Chicago.


Main speech of the conference was delivered at the opening day's luncheon meeting by FCC Chairman Wayne Coy (see story page 57).

Mr. Good reported that his company has developed, in cooperation with Caperharn-Farnsworth Corp., the Utiloscope, or wired TV unit for industry. Explaining that the need for such a device was sparked by the power plant field, Mr. Good said this and other water boilers going empty when mechanical indicators read they basis of which it formulated the aforesaid unlawful allocation and to require AT&T to assign DuMont "an equitable allocation" of cable facilities.

Meanwhile, last week, Cmdr. Mortimer W. Loewi, director of the DuMont Television Network, said he believed the AT&T allocations "violated the basic right of American business to ship merchandise on a common carrier."

He said DuMont would "go through with this thing to the end," indicating that, if need be, to seek every legal path it could find to achieve its objective of equal allocations of AT&T facilities among the networks.

The grave financial hazard to DuMont under the proposed allocations, he said, could be summed up by the fact the production costs of a program are the same whether the program goes to 3 or 30 stations.

Right of Decision

As to suggestions that stations themselves had a right to say whether they wanted to take one network or another, Cmdr. Loewi said it was "not the province of freight lines to ask the recipient whether he wants a shipment that some manufacturer has ordered."

Practically speaking, he said, many TV stations are "not free" to make wide selection among network offers since many are sister stations of radio outlets affiliated with the radio networks operated by CBS and NBC. To protect their AM network affiliations, he said, some stations had been obliged to enter into TV affiliation contracts with those networks that

INDUSTRIAL TV

Outlined at Electronics Meet

"watch-dog," can be used for observing flames, smoke control, watching smoke stacks and the flow of granular materials, and transmitting detailed information (as used by the Bank of England, for example, to relay statements of account and signatures). In addition, M. Good said, police departments gain efficiency with use of TV, which can transmit "handcuffing" and "questioning.

"Education, without a doubt, offers a great future for television, in the ordinary school system and in connection with medicine."

Ike Good said he foresees: "Images and reproduction of charts at a distance, to such places as airports and railway stations, as the military now has"; installations in dark rooms, especially in photography, military and psychological institutions, where the object is illuminated by infra red or normal light.

Diamond Power Specialty has (Continued on page 72)
Pretty Darn Quick—demonstrating, impelling, selling:

Television does it PDQ. That’s why advertisers rush to KTTV in America’s second TV market, for the brightest in network (CBS-TV) and local programming. Viewers think so too—every month PULSE ratings show KTTV loaded in the top ten.

And more coming this fall—a big bonus audience for all KTTV advertisers, when football-daffy Southern California dials KTTV for all home USC and UCLA football games.

Better move fast! Ask us direct or Radio Sales—PDQ!

Los Angeles Times-CBS Television

KTTV
KSL-TV's new Studio One, measuring 69275 ft.

KSL-TV STUDIOS
Holds Dedication Program

KSL-TV Salt Lake City, owned and operated by Radio Service Corp. of Utah, officially opened its new studios Sept. 15.

Dedication program included an informal reception for civic officials, business leaders and agency executives, a plant tour in the afternoon and public inspection of the studios in the evening with an estimated 2,000 Salt Lake City residents taking advantage of the station's invitation.

In addition, all local KSL-TV programs were showcased and brief synopses of their format were given. KSL-TV staff and visitors were interviewed by several announcers. The new studios, located on two floors at 145 Motor Ave., include the main studio on the second floor, auxiliary studios, dressing rooms, rehearsal and audition studios, space and film servicing laboratories and a large auditorium seating over 200 persons. KSL-TV started operations in June 1948.

VHF-UHF BANDS

TELEVISION Broadcasters Assn., having a line adopted some time ago, will participate in upcoming FCC hearings on proposed allocations in the VHF and UHF bands and will ask that a minimum of four channels be assigned to each major city.

The association will also suggest that inter-mixture of UHF and VHF assignments within cities be kept to a minimum. TBA will propose that the UHF 472-490 mc band, now assigned for experimental television, be assigned to commercial service.

Decision to take these steps was made by the TBA board at a meeting last Monday in New York. John Preston, ABC chief allocations engineer, was appointed to serve as engineering witness for TBA at the forthcoming FCC hearings.

Three New Members

Three stations were approved for TBA membership by the board, KSLY (TV) San Antonio, WNYO-TV Oklahoma City, and WBEN-TV Buffalo.

Two amendments to TBA by-laws were approved by the board and will be submitted to membership at the association's annual meeting, to be held Dec. 8. One would set up a scale for payment of membership dues based on rate cards of the member station. The other would permit owners of more than one station to apply for as many TBA memberships as they have stations on the air. Present by-laws limit TBA memberships to three for any single operator.

The TBA board also adopted a resolution endorsing the industry television committee in its negotiations with ASCAP for per-program music contracts and urging individual television stations to help pay the committee's expenses by contributions equaling two-fifths of their highest one-hour time rates.

Attending the meeting were J. R. Poppele, WOR-TV New York, president; Lawrence W. Lowman, CBS; George B. Storer, Fort Industry Co.; Allen B. DuMont, DuMont Network; Joseph A. McDonald, ABC; Ernest B. Loven, WPTZ (TV) Philadelphia; Richard A. Borel, WBNS-TV Columbus, Ohio; Paul Rabourn, KTLA (TV) Los Angeles, and Thomas Ervin, representing Frank M. Russell, NBC; Will Baltin, TBA secretary-treasurer, and Thad H. Brown, Washington counsel, also were present.

COLOR REPORT CAPSULE
Coy Gives Summary in Chicago Speeches

FCC CHAIRMAN WAYNE COY summed up the Commission's Sept. 1 color TV report as follows, in his speeches in Chicago last week (story page 57):

The Commission has decided that color in an important improvement in broadcasting that should be made available to the American people.

Second, we have decided that the three color systems demonstrated to us, the two compatible systems—CTI and RCA—cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the Commission.

Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

Fourth, the Commission is willing to postpone adopting a final color decision, and when other matters give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

And finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission believes that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where a practical matter it would be extremely difficult to adopt an incompatible system.

IRONRITE INC.
Storms New TV Show

REGARDING television as the ideal medium to promote sales of its product, Ironrite Inc., manufacturer of electric ironers, has announced it will concentrate on the medium to acquaint the public with its sales message.

According to W. Richard Dabney, vice president, the company's new policy takes effect today (Oct. 2) with the premiere of Hollywood Screen Test. Ironrite is sponsoring the half-hour weekly program over ABC-TV, Monday, 7:30-8 p.m.

Commenting on Ironrite's sponsorship, Mr. Dabney said: "It has been proved conclusively that nothing can approach an actual demonstration in selling Ironrites. The priceless advantage of what the iron can do to lighten a woman's housework, it remains for an actual demonstration to prove the point. It is obvious that television enables us to dramatize our sales message with an actual demonstration right in the homes of millions of people."
TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
that remains one
of the real giants
in all television.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Network</th>
<th>Program Name</th>
<th>Time</th>
<th>Format</th>
<th>Type</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Mr. Lucky</td>
<td>7:30</td>
<td>L</td>
<td>L-M</td>
<td>Aired</td>
</tr>
<tr>
<td>ABC</td>
<td>Paddy Keenan</td>
<td>8:00</td>
<td>L</td>
<td>L-M</td>
<td>Aired</td>
</tr>
<tr>
<td>NBC</td>
<td>Co-op Small Fry Club</td>
<td>8:30</td>
<td>L-F</td>
<td>L-M</td>
<td>Aired</td>
</tr>
<tr>
<td>NBC</td>
<td>Co-op Small Fry Club</td>
<td>9:00</td>
<td>L-F</td>
<td>L-M</td>
<td>Aired</td>
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<tr>
<td>NBC</td>
<td>Co-op Small Fry Club</td>
<td>9:30</td>
<td>L-F</td>
<td>L-M</td>
<td>Aired</td>
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<tr>
<td>CBS</td>
<td>Small Fry Club</td>
<td>10:00</td>
<td>L-F</td>
<td>L-M</td>
<td>Aired</td>
</tr>
<tr>
<td>CBS</td>
<td>Captain Video</td>
<td>10:30</td>
<td>L-F</td>
<td>L-M</td>
<td>Aired</td>
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<tr>
<td>CBS</td>
<td>Captain Video</td>
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<td>L-F</td>
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<tr>
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<tr>
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</tbody>
</table>

**Notes:**
- L: Local
- F: Federally
- M: Mutual
- E: Exclusive
- (E-M): Exhausted

**Schedule Details:**
- **Monday:**
  - 7:30 PM: Mr. Lucky (NBC)
  - 8:00 PM: Paddy Keenan (ABC)
  - 8:30 PM: Co-op Small Fry Club (NBC)
  - 9:00 PM: Co-op Small Fry Club (NBC)
  - 9:30 PM: Co-op Small Fry Club (NBC)
- **Tuesday:**
  - 8:00 PM: Small Fry Club (CBS)
  - 8:30 PM: Captain Video (CBS)
  - 9:00 PM: Captain Video (CBS)
  - 9:30 PM: Captain Video (CBS)
  - 10:00 PM: Captain Video (CBS)
- **Wednesday:**
  - 8:00 PM: Small Fry Club (CBS)
  - 8:30 PM: Captain Video (CBS)
  - 9:00 PM: Captain Video (CBS)
  - 9:30 PM: Captain Video (CBS)
- **Thursday:**
  - 8:00 PM: Small Fry Club (CBS)
  - 8:30 PM: Captain Video (CBS)
  - 9:00 PM: Captain Video (CBS)
  - 9:30 PM: Captain Video (CBS)
- **Friday:**
  - 8:00 PM: Small Fry Club (CBS)
  - 8:30 PM: Captain Video (CBS)
  - 9:00 PM: Captain Video (CBS)
  - 9:30 PM: Captain Video (CBS)

**Additional Information:**
- **Monday:**
  - 7:00 PM: The Gabby Hayes Show (NBC)
  - 7:30 PM: The Gabby Hayes Show (NBC)
  - 8:00 PM: Watch the World (NBC)
  - 8:30 PM: Hapshas & Blondy (NBC)
- **Tuesday:**
  - 7:00 PM: The Gabby Hayes Show (NBC)
  - 7:30 PM: The Gabby Hayes Show (NBC)
  - 8:00 PM: Hapshas & Blondy (NBC)
  - 8:30 PM: Captain Video (CBS)
- **Wednesday:**
  - 7:00 PM: The Gabby Hayes Show (NBC)
  - 7:30 PM: The Gabby Hayes Show (NBC)
  - 8:00 PM: Hapshas & Blondy (NBC)
  - 8:30 PM: Captain Video (CBS)
- **Thursday:**
  - 7:00 PM: The Gabby Hayes Show (NBC)
  - 7:30 PM: The Gabby Hayes Show (NBC)
  - 8:00 PM: Hapshas & Blondy (NBC)
  - 8:30 PM: Captain Video (CBS)
- **Friday:**
  - 7:00 PM: The Gabby Hayes Show (NBC)
  - 7:30 PM: The Gabby Hayes Show (NBC)
  - 8:00 PM: Hapshas & Blondy (NBC)
  - 8:30 PM: Captain Video (CBS)

**Notes:**
- **Local Programs:**
  - Mr. Lucky (NBC)
  - Paddy Keenan (ABC)
- **Co-op Programs:**
  - Small Fry Club (CBS)
  - Captain Video (CBS)

**Broadcast Stations:**
- NBC: National Broadcasting Company
- ABC: American Broadcasting Company
### TV Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Channel</th>
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<tr>
<td>7:00</td>
<td>The Duggles</td>
<td>E-M</td>
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<td>7:05</td>
<td>Scoop Boy Theatre</td>
<td>E-M</td>
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<tr>
<td>7:10</td>
<td>Marshall Plan in Action</td>
<td>E-M</td>
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<tr>
<td>7:15</td>
<td>Youth of Today</td>
<td>E-M</td>
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<tr>
<td>7:30</td>
<td>General Electric Company Hour</td>
<td>E-M</td>
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<tr>
<td>7:45</td>
<td>Arthur Murray's Studio Party Time</td>
<td>E-M</td>
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<tr>
<td>8:00</td>
<td>American Tobacco Company Hour</td>
<td>E-M</td>
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<td>American Tobacco Company Hour</td>
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### Movie Times

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<tr>
<td>9:45</td>
<td>American Tobacco Company Hour</td>
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<tr>
<td>10:00</td>
<td>American Tobacco Company Hour</td>
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### Theater Schedule

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Marlowe Theatre</td>
<td>The Duggles</td>
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<tr>
<td>8:00</td>
<td>Marlowe Theatre</td>
<td>Scoop Boy Theatre</td>
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<tr>
<td>8:30</td>
<td>Marlowe Theatre</td>
<td>Marshall Plan in Action</td>
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<tr>
<td>9:00</td>
<td>Marlowe Theatre</td>
<td>Youth of Today</td>
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<tr>
<td>9:30</td>
<td>Marlowe Theatre</td>
<td>General Electric Company Hour</td>
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<td>10:00</td>
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<td>American Tobacco Company Hour</td>
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<td>11:00</td>
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### Other Events

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<tr>
<td>12:00</td>
<td>Headliners Club—Royalty Hour</td>
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<td>12:30</td>
<td>Johnny O'Brien's Rum &amp; Rumus Room</td>
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<td>1:00</td>
<td>Donnie Zsosz's Victory Motor</td>
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<tr>
<td>1:30</td>
<td>Man on the Street—With Dan Peterson</td>
</tr>
<tr>
<td>1:45</td>
<td>Susan Hayes' Saloon</td>
</tr>
</tbody>
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### With New York Station Research Men

Who use Radio and TV Ratings the Most

**It's PULSE 22 out of 22!!**

Twenty-two radio and TV stations are shown in New York Pulse Reports. All twenty-two subscribe to Pulse radio or TV.

Pulse is first with the research men.

**For Information**

**ASK THE PULSE**

THE PULSE INCORPORATED

15 West 46th Street
New York 19, N.Y.
THE BIG TOP
is a spectacular
one-of-a-kind
CBS Package Program
that will bring
customers running
to an advertiser.

Designed for the
young in heart of
all ages. Variety
says, "entertaining,
fast-moving, flashy...
should prove sock
family fare."
Coy Reviews Color
(Continued from page 57)

do not buy an adapter, they will not be able to receive programs transmitted in color. As the number and quality of color programs grow, the owners of present receivers will either buy an adapter or turn their old set in for a new model which is a color receiver or at least has adaptability built into it.

For the broadcaster, the initial months of color broadcasting can be difficult. There will be comparatively few viewers and those who can tune in on his color programs. Of course, the adoption of bracket standards by manufacturers would make the broadcaster’s task a little easier. For, if the Commission postpones a color decision upon receiving assurances from manufacturers that manufacture receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis.

If, as a result of such postponement, a successful compatible system should be developed, the broadcast would have an audience that could receive his color programs in black-and-white. However, if no compatible system succeeds and the Commission adopts the incompatible CBS system, a very large and growing portion of the television audience will have receivers capable of receiving a black-and-white picture from the color broadcasts.

The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And each month that passes will increase the size of this audience. And what is available for color programs?

‘Supported by Evidence’

Chairman Coy emphasized that the Commission was unanimous in its findings with respect to the three color systems on which the evidence was based. Though the result of the report was naturally “disappointing to some of the parties,” he said, “there has been no intention by anyone that the Commission’s finding be supported by the evidence in the record.”

Reviewing the decision, he said two “fundamental defects” of the RCA and CTI systems involved picture quality, color reproduction, and system complexity. He noted that in the demonstrations RCA and CTI were unable to keep accurate registration and color control even though trained operators “hovered over the equipment.”

“You can imagine what the situation would be like in the ordinary home where children or entrained operators have to operate such receivers,” he asserted. He continued:

The conclusion appears to be inescapable that RCA and CTI did not direct so much of their efforts to the compatibility part of their systems that they have succeeded in producing a satisfactory picture. The effect from the adoption of either system by the Commission would be that the public would have to receive black-and-white pictures. We did not believe that the public would buy receivers which would not be able to receive the type of color pictures that RCA and CTI showed to the Commission.

CBS color pictures, he reported, were “of high order” in quality and color rendition, and equipment was easy to operate. He conceded the picture has fewer lines, but said this is more than offset by the addition of color. He also conceded that CBS black-and-white reception does not match present black-and-white quality, but said the same was also true in the case of RCA and CTI. “However,” he said, “if one were to consider such pictures as satisfactory in the case of CBS and RCA and unsatisfactory in the case of CTI.

As to the need for bracket standards, he said:

(1) NO SUCCESSFUL COMPATIBLE SYSTEM HAS BEEN DEMONSTRATED; (2) “IT IS ENTIRELY TOO EASY TO INVENT A NEW INCOMPATIBLE SYSTEM.” There appears to be no ready answer to this question. It seems that the Commission appears to be ready to adopt an incompatible system, with the result that a new system is being developed, and growing until, “as a practical matter,” an incompatible system could not be adopted; (3) Changes could be made in black-and-white standards to take advantage of benefits of horizontal interface and long-persistence phosphors. If further study proves them feasible.

Mr. Coy acknowledged that bracket sets would cost more than present receivers. The extra cost, he said, would be approximately the same as the estimated cost of adapting present sets to receive CBS color in monochrome.

Convertible Question

On the question of convertibility, he said CBS demonstrated “the only practical convertibility” CTI demonstrated only once and RCA’s “was demonstrated only once and was apparently withdrawn, although the record is not absolutely clear on this point.” But, he continued, “the question as to the convertibility of the RCA and CTI systems did not prevent the consideration of all the systems on their merits.”

Mr. Coy emphasized that the color question is only one phase of the overall television proceedings—which, he said, exemplify “the national dependence” upon electronics engineers.

“We are in great debt to you for the long way you have brought us in the past quarter of a century,” he told his listeners at the National Electronics Conference.

To the Chicago Television Council he said: The Commission believes that television is destined to become the dominant form of broadcasting and is destined to be of inestimable service in promoting the welfare of the American people. We are anxious to see the service extended the length and breadth of the nation at the earliest possible moment. In that effort, we solicit your cooperation.

After Mr. Coy’s resume of color-telecasting history for the Television Council, the speaker answered questions from the floor. Commenting on “Why are obscenities permitted on television and not on radio?” Mr. Coy said “it is most unfortunate that there is a tendency toward bad taste and even obscenity in television. This is a very important matter.” Explaining that obscenity in radio is in violation of the criminal code, the FCC Chairman said much of the “bad taste” in TV is in movements and actions, “and in some cases in expressions, rather than in the spoken word.

“The problem is one for the industry to handle, to avoid government intervention and a possible puritanical complex,” he said. He suggested that management and programming officials assume responsibility, but “if the trend gets worse, perhaps the government’s action will get worse.”

Military Needs

Mr. Coy said possible production setbacks in the future, because of war production and demands of the military, would not affect the color commission, “but the implementation of it” if military demands were great.

Commenting on four questions, all concerning the FCC’s approach to Phonevision, Mr. Coy reiterated his stand in favor of “any form of box-office television which will help bring to viewers the best entertainment in the country.”

Another question: “Is it true the compatibility commission is demonstrated within six months after the (possible) adoption of the CBS system, would it be too late for adoption?” Chairman Coy answered: “I hope with all my heart we can have a compatible system, which is why we are giving the manufacturers an opportunity now to adopt bracket standards. Compatibility could not be adopted with the same case of acceptance of the CBS system as now, and then we would have this problem of decision as before. Compatibility would have an additional hurdle after adoption of the CBS system.”

‘Many Problems New’

The final questioner asked Chairman Coy if owners of various color television systems knew of the advance of the FCC hearings what the Commission’s criteria of judgment were. Mr. Coy, replying that the hearing was “an educational opportunity for us to see what to look for in color television,” said “we didn’t anticipate all of the problems.” He concluded that many of the problems were new, “we are now giving the benefit of our hindsight judgment to the TV concerns, giving them a chance to meet FCC standards.”

The Chicago Television Council met jointly with Radio Management Club. Guests at the opening fall session numbered about 550, including industry leaders at the speaker’s table. They were I. E. Snowman, NBC Chicago vice president and Television Council president; John H. Norton Jr., vice president of ABC’s Central Division; Art Harre, general manager of WJJD Chicago and president of Radio Management Club; Frank Schreiber, general manager of WGN-AM-TV Chicago; Ralph Brent, sales manager, CBS Chicago, and Bishop Bernard J. Schreiber, director of WFEL (FM) Chicago.
RCA WILL produce more TV receivers this year than any of the 100 manufacturers in the industry; the entire group will make more than 6.5 million sets in 1960 if the supply of "critical" parts is maintained, and TV set makers too busy with black-and-white equipment to concern themselves with color for "a considerable time."

These are predictions made by Television Shares Management Corp., Chicago investment adviser and sponsor of Television-Electronics Fund Inc., in its annual industry forecast last week.

RCA, expected to be the top producer with 950,000 units, will be followed by Philco with 900,000, and Admiral with 850,000. Others among the top 10 are Motorola, 650,000; Zenith, 476,000; Emerson, 450,000; General Electric, 425,000; DuMont, 275,000; John Meck Industries, 200,000; and Hallicrafters, 190,000.

**Weekly Television Summary—October 2, 1950, TELECASTING Survey**

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<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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**Eating Out Drops After TV Set Purchase**

WITH the restaurant business falling off slightly from last year, television has been found to be partly responsible. One-fifth of the TV set owners go out to dinner less often than they did before getting a set. This is among the findings of a nationwide survey conducted by Opinion Research Corp., Chicago, for General Foods Corp. and the National Restaurant Assn.

**Limited Color Use Seen by Meck**

COLOR—when it comes—will be used only on special telecasts or extravaganzas for many years, John S. Meck, president of John Meck Industries and Scott Radio Labs., told dealers at a meeting Monday in Chicago.

To back his viewpoint, Mr. Meck cited the case of color movies.

"Even after years of having them, we see only an occasional color film today. The public doesn't feel cheated when it sees a black-and-white movie; it just likes the picture a little more. The economics of movie-making dictate how many color films are produced. The same thing will be true of color television, when it comes some time in the future," Mr. Meck said.

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**Source**

*Los Angeles and Denver areas.
**New station in this report.*

**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.
WMAR-TV GOES TO THE FAIR

The Maryland State Fair at TIMONIUM

This is only one more reason why WMAR-TV is 1st in special events 1st in remotes

WMAR-TV
CHANNEL 2
Baltimore, Maryland

Represented by the Katz Agency Inc.

Television affiliate of the Columbia Broadcasting System
Can't Give Answer
(Continued from page 57)
CBS color transmissions DuMont said it did not believe "people would be interested in purchasing color receivers."

The company was not allowed to demonstrate its best receivers against color sets during the hearings. Dr. DuMont, a privilege granted in the 1947 hearing, adding, "We believe that the Commission's decision to a large extent will be beneficial, but it's too late for us." Such a test, he believed, would have prevented a pro-CBS proposal. In any case, he concluded, the decision should be postponed so research can continue but allocation hearings should proceed to permit lifting of the freeze.

Admiral Corp., Chicago, one of the top industry set makers, could not make the demonstration of a new model because of the freeze. "One thing that will be left out is the electronic equipment," an admissions official said. "Our thinking in the matter is that we shall continue to work aggressively until such time as an adequate solution is found." Admiral Corp. would inform the Commision when the freeze was lifted. 

RCA Stand
The FCC admitted it is not satisfied with CBS color, RCA claims, and adds it "admittedly does not understand the RCA all-electronic, high-definition, compatible color system." RCA is said to be unable to complete necessary engineering to arrive at a valid conclusion, he said.

Attachments outlining work still to be done by its engineering department were included in the Admiral Corp. letter. An engineer adjured, "Our thinking in the matter is that we shall continue to work aggressively until such time as an adequate solution is found."

FCC's proposed decision on "difficult scientific questions" is in face of "professional judgment of practically the entire industry," RCA charges, and should deny the public, broadcasters and manufacturers their rights under the law. RCA cites in detail findings of "the learned scientists comprising the Commission's membership" for the conclusion that American people have a chance to be given a verdict after viewing RCA and CBS sets for a reasonable time.

FCC's "error" in judging RCA by what it saw on laboratory sets was compared to appraisal of the airplane's value on basis of the Wright brothers Kitty Hawk tests. The FCC reference to tolerance of 1/1,000,000 of a second in RCA's system was answered with the observation that present black-and-white sets provide accuracy of the same order, and higher. These tolerances are present in many types of electronic equipment, RCA added.

RCA recalled that in the 1947 color decision FCC said it must be satisfied the system will work and that it "is as good as can be expected within any reasonable time in the foreseeable future." RCA observed the FCC has demanded 625-line definition since 1940 but now "is willing to settle for 405 lines" because it sees greater "apparent definition" because of color.

Major Changes Required
Many changes are required in present sets if they are to receive CBS color in monochrome, RCA said, charging the proposed bracket standards are unnecessary, costly and contrary to the public interest. RCA charges the bracket idea is designed "to obtain the time believed necessary to improve the CBS system."

Present standards for black-and-white should not be abolished without a hearing, RCA contends. Bracket standards will be expensive, it is claimed, and RCA has not even had time to complete design of sets. This major redesign will require expensive switching arrangements and cut the retrace time in half.

Listed are specific design changes in horizontal synchronization and deflection system, vertical system, power supply—all adding up to an estimated $61 for automatic and $50 for manual switching. These figures apply to new sets and RCA figures they would cost the public $400 million a year for new sets based on current output of 6,500,000 sets a year. New viewers would have to pay $500 million a year for the money for it would be only a degraded black-and-white picture, without color, according to RCA.

It's impossible to get into production of sets before second quarter 1951. CBS Emersion Pepsi-Cola television show which made its debut last Tuesday (Oct. 19) has an estimated 26,000 viewers for present 3-hour. All-N. Steele, president of the Pepsi-Cola Co. The new Tuesday-Thursday Saturday series is telecast in approximately 36 cities.

Drinking a toast to the new Faye Emerson Pepsi-Cola television show which made its debut last Tuesday (Oct. 19) are Tom Evers, George Evers-Pepsi-Cola and Alfred N. Steele, president of the Pepsi-Cola Co. The new Tuesday-Thursday Saturday series is telecast in approximately 36 cities.

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One year ago WDAF-TV beamed its first picture to a waiting city and area. Today more than 60,000 set owners approve its popular blend of news, sports, music, drama, movies, public service and studio presentations.

Now WDAF-TV is on the cable . . . carrying top shows of ALL networks . . . keeping Kansas City television dealers hopping to meet demand.

If you want ACTION in the husky, thriving Kansas City market, put WDAF-TV audience-pleasing, sales-building know-how behind your product.

Field Intensity Map and Coverage
Information on request.

Kansas City's ONLY Television Station

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

Channel 4

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.
nothing but smiles under our umbrella!
MOTOROLA SIGNS

For NBC Wednesday Series

MOTOROLA Inc., Chicago, will sponsor the first three programs of NBC's Wednesday night television comedy show "Four Star Revue" and thereafter will join with other advertisers, sponsoring every third week. Program starts Oct. 4 and features the following comedy stars on a rotating basis: Ed Wynn, Danny Thomas, Jimmy Durante and Jack Carson.

Show will originate in the Center Theatre, New York. Ruthrauff & Ryan, New York, is the agency.

68.4 Hooper for Bout

The CBS-TV telecast of the Joe Louis-Exzard Charles championship fight last Wednesday received a special TV Hooperating of 68.4 in the 12 New York and Ohio cities surveyed by C. E. Hooper Inc. in its TV popularity ratings.

The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

The Gray TELOP projects from
FOUR optical openings: photos, art work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials!

News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. Packs interest and profit into every minute of your TV schedule!

The Gray TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Cable to WFMY-TV

WFMY-TV Greensboro, N. C., owned and operated by the Greensboro News Co., was scheduled to begin network telecasting last Saturday (Sept. 30) upon extension of the coaxial cable. The Greensboro Record noted WFMY-TV's first anniversary Sept. 22 in a special TV supplement.

upcoming

NAB District Meetings

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 8-10: Dist. 1, Somerset Hotel, Boston.
Oct. 15-17: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 28-30: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5: Ansley Hotel, Atlanta.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.
Oct. 6-7: Ohio State U. Advertising and Sales Promotion Conference, Columbus.
Oct. 8-11: NAB Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
Coy's Prediction
(Continued from page 27)
for extension of the cable: Chicago to Omaha, Oct. 1, 1950; Omaha to Denver, about the middle of 1951; Denver to San Francisco, late 1951 or early 1952. By early '62, however, he warily foresees cities not on the cable, Mr. Coy said. He suggested that the individual broadcaster, or groups of broadcasters, would make up the deficiency by constructing their own radio relay facilities, which has been done. "It will be two or three years beyond late 1952 before there will be a complete network of cable or radio relay facilities."

Asked how the FCC views the Phonevision experiment, Chairman Coy answered: "I, as chairman of the FCC, with no more influence with the Commission than any other member, am interested in Phonevision or any other box office approaches. I think every happening of importance in America ought to be available to people in their homes through TV."

Mr. Coy favors box-office TV because "I now see even more clearly the risk that advertisers' pocketbooks are not deep enough to play "the gate" which promoters of some of these events are going to demand.\" Referring to the recent purchase of the World Series for $800,000 by General Safety Razor Co., Mr. Coy pointed out the high cost of the event and the eight million sets in use. He projected this into the future, when there will be 40 or 50 million sets.

"How in the world are they going to get enough dollars out of selling razor blades to pay what Happy Chandler is going to ask for television rights, under the pressure of the management of the Big Leagues, the management of the individual teams, the players who want their part of it, and, particularly, those who want to see their security in the form of their pension fund protected by it?"

Sports Telecasts
In addition to the possibility of losing major events on TV because of high costs, Mr. Coy thinks video will become "less glamorous, spectacular, appealing and less in demand" by advertisers if such events are eliminated from telecasting.

"I would give just as much encouragement to a union of advertisers—and by that I don't mean a collective bargaining unit—an association of advertisers, paying the cost of those events through the present entrepreneurial arrangement.\" Mr. Coy wants television to have outstanding sports events, the Metropolitan Opera, Broadway plays and motion pictures, the best that we have in entertainment and culture.

"Whether it is paid by national advertisers, it seems to me if it is there, it is to the benefit of the American public and the advertising tisers who are supporting other programs on television, he said.

Pointing out that the "Jack Benny's and Arthur Godfrey's" are no better promoters than the sponsors of the World Series, heavy-weight rights and minutes "when it comes to getting their dollar out of participation in television," Mr. Coy concluded that "as long as I am a member of the FCC, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Color Question
The "implication" of the FCC's recent ruling on color television is that "color in television is immi-
nant," Chairman Coy said, reiterating that the Commission has determined that color will add realism and increase TV's value to the people. "We did not see how, in good faith, we could deny the development of color television when we had seen good color TV demonstrated."

Assessing that the color should be expanded from 2.7 to 4 mc, Chairman Coy explained his decision, saying "fair and for ward—the guided message."

Action on Manpower
(Continued from page 38)

BABB Outlined
Tuesday morning was given over to an explanation of present BAB services and activities by Lee Hart, assistant director of the bureau. Miss Hart disclosed that retailers already are buying more radio in anticipation of new print shortages. She noted a trend toward "coordinated advertising" and urged salesmen to sell "impressions" rather than advertising as such. At the end of her talk, broadcasters asked if BAB could provide arguments to be used against competing media, as well as sources of such material.\n
After Miss Hart had shown BAB's strip film presentation, "How to Pick a Winner," delegates suggested that for the sake of realism, stations in smaller communities should substitute small-town views for those showing a skyline of skyscrapers. The BAB assistant director applauded the idea and suggested that stations also could have individual slides depicting local information tailored to the needs of a community.

Final speeches were delivered by Charles A. Batson, NAB director of television, who explained the development of the association's TV department and told of present services and future plans, and Richard F. Doherty, NAB director of interstate relations.

Among other things, Mr. Doherty prescribed developing salesmen as "public relations agents for sponsors," and fostering personality development on program staffs. He expressed the opinion that continuation writing involves more than just putting a few words together in plain English.

"Stations have a serious obligation to sell merchandise through a well-written sales message," he said.

Mr. Doherty criticized commercial managers who hire poor quality personal, the principal that they don't cost much because they are on straight commission. To get quality personnel requires adequate compensation, he advised.

Persona's Being Recalled
Adoption of the resolution toward alleviating the manpower shortage followed an expression by station managers that increasing numbers of their personnel are being re-called into military service. K. M. Hance, executive vice president of KSTP Minneapolis-St. Paul, reported that some stations already are hiring women to replace male workers.

Other resolutions unanimously adopted by the delegation provided for endorsement and active support in station service areas of the Crusade for Freedom movement; enlistment of new NAB members so that the industry may present "a united front"; expression of appreciation to NAB President Miller and his staff "an assurance of confidence in the future of the association"; commendation of the active participation of "the American Broadcasting Co. beyond our most enthusiastic expectations"; and an expression of gratitude, appreciation, and thanks, to Mr. Meagher for a job well done.

INCOME FIGURES
704 Firms Net $57,569,000
TOTAL income of $363,109,000 for 1947 has been reported to the U. S. Treasury Dept. by 704 radio broadcasting and television firms, it was announced Sept. 22. The total represents a net income of $57,569,000.

The Treasury Dept. also revealed the companies paid income taxes of $159,599,000 and paid out $12,552,000 dividends in cash and assets other than their own stock. No net income was reported by 445 radio and television stations whose combined assets amounted to $55,230,000 with an overall deficit of $5,248,000 and dividend payments of $161,000.
FRANK DELFINO, staff announcer WSTC Stamford, Conn., appointed acting program director, succeeding ERNEST HARTMAN, who joins production staff WNEW New York. Mr. Delfino has been with station for three and one-half years; Mr. Hartman had been there seven years.

LEW LOWRY, sports director KOOL Phoenix, Ariz., appointed production manager.

RICHARD THOMPSON to program director KUSD Vermillion, S. D., succeeding KEITH NIGHE (see FRONT OFFICE). Mr. Thompson was with WASL Annapolis and WBL Baltimore. KUSD is non-commercial, licensed to U. of South Dakota.

ROLLO HUNTER, KECA Hollywood program and production manager, named assistant program manager, ABC Western Division. JACK MEYERS, assistant operations manager ABC Western Division, appointed program operations manager for network, and HARRY WALSTROM, announcer, named KECA operations manager.

JACK LESCoulIE, actor and disc jockey, to assistant TV program director WCBS-TV New York. BILL ALLEN, announcer, and Mr. Lescoule; Mr. CRAMER, radio director; FRANK HARMS, producer-director WMAR-TV Baltimore, and RICK LEIGHTON, CBS-TV cameraman, to producer-directors for WCBS-TV.

MARK SHEELEY, m.c. Blue Chaser Club, WFPK Alexandria, Va., takes show to WCBD Dubuque on one-year contract.

JANE LYNNE, instructor at Schuster-Martin School of Drama, Cincinnati, to WLWT (TV) Cincinnati as m.c. show for Shillito's department store, same city. Program aired Thurs., 11 a.m.-12 n.

PAUL HALLETT, news editor WLQF Orlando, Fla., to announcing staff WWDG-AM-FM Washington.

JOSEPH L. TULLY, WRUR (FM) Boston U., Boston, to chief announcer WJMA Orange, Va.

PHIL BONDELLI named assistant director WKEX (TV) Chicago. GENE McCLEERE to music librarian.

QUENTIN WOODWARD, graduate Broadcaster Network Studios, Hollywood, to KSWX Roswell, N. M., as staff announcer.

BILL HOMAN, from ABC Chicago research staff, to Army service at Fort Knox, Tenn.

Mr. Barth

The stars of today and tomorrow are

Yours for more sales

... with the new era in

Johnny Desmond stars on

"The Music of Manchester"

with Hugo Winterhalter's Orchestra

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal ... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects ... a steady flow of current tunes and material ... network-quality production. Wire or write today for full details!

CALL DON COOK for COMPLETE COVERAGE
WASHINGTON, D. C.
WEAM 5000 WATTS

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

BOB GLENN, staff announcer WSTV Steubenville, Ohio, and Betty DePhillipi announce their marriage, Sept. 16.

BETH LEE, director of women's programs and continuity WPTR Albany, N. Y., appointed chairman N. Y. State Women Broadasters, NAB District 2.

JACK LAFLIN, sports director WSSV Petersburg, Va., to WONE Dayton, Ohio, in similar capacity. Is father of boy, Lance Brooks.

HENRY DABRECO succeeds BOB CLAYTON, resigned, as 6:15 p.m. newscaster WJAS Pittsburgh.

BERT KNAPP, WMCA New York newscaster, sportscaster and disc jockey, resigns to concentrate on sports broadcasting on freelance basis in radio-TV.

JOHN BOWDIDGE, news and staff announcer WTMA Charleston, S. C., returns to senior year at U. of Georgia.

ALFRED E. HARRISON, veteran United Press radio news reporter, establishes headquarters in National Press Bldg., Washington, as UP special representative. He will cover radio, TV and newspaper fields.

GENE KIRBY, announcer on Mutual's Baseball Game of the Day, joins WINS New York today (Oct. 2) as sports director.

MERRILL MUELLER, NBC news director in London, assigned to S. P. to coordinate Pacific News for network Oct. 15. It will be his first domestic assignment in 12 years.

FRANK B. TULLY, manager WPTC Kinston, N. C., to sales promotion manager WCOC Greensboro, N. C.

FRANCES CLARK HANDLER, traffic manager and publicity director WMBF Miami Beach, Fla., resigns to return to freelance publicity and executive management, centering in New England area.

JAMES T. VANDIVEER, KECA-TV Hollywood executive producer of sports and special events, named manager daytime programs for station, in addition to present duties.


ALLEN BUCKLEY, KFI-TV Los Angeles director and casting director, to KECA-TV same city as director of daytime programs.

GRANT JOHANSEN, concert pianist, begins series of 13 recitals, Sun., 3 p.m., KSL Salt Lake City, Show sponsored by ZCMI, department store.

JOHN D. POLEY, NBC New York, and Virginia Reid Merriam announce their marriage, Sept. 24.

WALLIE PETERS, musical director CJOR Vancouver, appeared with Horace Heidt as winner of recent talent contest. Currently in Hollywood making kinescope recording of band's playing.

WILLIAM YEAGERMAN, NBC Hollywood producer, and ELINOR BARNET, script girl on NBC Dramat, married Sept. 23.

News . . .
Allied Arts

AMTISTS Corp. of America, personnel representative for performers, M. W. HORNER appointed to newly created post of director of purchasing. M. W. HORNER named head of production for special apparatus division.


E. ARTHUR HUNGERFORD Jr. to sales staff General Precision Lab. (electronic TV equipment), Pleasantville, N.Y. Was business manager TV department NBC in 1955.

HENRY C. ROEMER, vice president and comptroller and member of board of directors International Telephone & Telegraph Corp., elected executive vice president Federal Telephone & Radio Corp., Clifton, N.J.

ARTHUR HUNGERFORD, Jr. to sales staff General Precision Lab. (electronic TV equipment), Pleasantville, N.Y. Was business manager TV department NBC in 1955.

Technical

BILL RULE, WEEI Boston control engineer, father of girl, Sept. 19.

RAY SIMPSON, KECA-TV Los Angeles electrician, father of twin boys, Stanley Donald and Richard Otis, Sept. 24.

Baseball Pull

WWGH Sportscaster Cited

NEW YORK'S Hornell Baseball Assn. has been so pleased by results in increased attendance since radio coverage was instituted two years ago that it honored Chuck Richard, WWGH Hornell sportscaster, with a "Chuck Richard Night" at the local ball park. The occasion also took the nature of a farewell as Mr. Richard was leaving for Army service. Speakers at the farewell included

Looking on as Mr. Richard (with mike)says farewell to the fans are Mr. Butich (1) and Mr. Brown.


Mr. Richard has been broadcasting the games for the past two years. The broadcasts were aired only on WWGH-FM.
AFN Reunion
TENTATIVE plans are being made for a reunion of all present and former radio people who served in military or civilian capacities with the American Forces Network in Europe. Persons interested in such a reunion, to be held sometime in November in New York, should write Walter R. Cleary, World Sound Co. Inc., 201 N. Broad St., Philadelphia.

SENATE PRAISE
For WDEL-AM-TV and WSM
WDEL-AM-TV Wilmington, Del., and WSM Nashville have been accorded plaudits in the U.S. Senate for services rendered in their coverage areas.

Sen. Estes Kefauver (D-Tenn.) told the Senate on Sept. 18 that WSM, observing its silver anniversary—"a quarter century of public-conscious service through radio"—is now embarking on television. The station was scheduled to begin telecasting on Sept. 20. He emphasized that the 50-kw station has assumed a "tremendous financial burden" because of TV. Sen. Kefauver said it typified the operation of WSM and its efforts to keep the Nashville region in the forefront with other major radio centers...

A few days earlier, on Sept. 15, Sen. J. A. Frear Jr. (D-Del.) lauded WDEL-AM-TV for its "outstanding record of public service ...

FCC TUBES
... the standard of comparison

WTNB CASE
Johnston, FCC File Briefs
BRIEFS supporting and opposing Johnston Broadcasting Co.'s second court appeal against FCC action in the highly contested WTNB Birmingham, Ala., case have been filed with the U.S. Court of Appeals for the District of Columbia [Broadcasting, Jan. 30, March 6].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court FCC had erred in a matter of law in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 1500 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the grant of this change which Johnston appealed last year and which the court reversed and remanded to the Commission for further consideration on grounds FCC had acted on an unverified application [Broadcasting, May 9, 1949].

Johnston further attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer party to the proceeding. The appeal criticized FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, could file a substitute amendment to show it is applicant for the change in dispute. Johnston charged that Pilot, owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster, is a complete "stranger" to the case. The brief for Johnston was prepared by Franklin K. Lane and Orville H. Walburn, its Washington counsel.

Appeal 'Out of Order'
FCC told the court the new Johnston appeal is out of order since no final decision has been rendered by the Commission. Assuming the court does have jurisdiction for argument, FCC contended its action respecting the Beach amendment was in conformity with the intent of the court's mandate in returning the case to FCC for further proceeding. FCC held the court indicated the defective application could be cured and it was so accomplished within Commission rules.

As to the introduction of Pilot Broadcasting, FCC asserted it is the legally authorized successor to Mr. Beach and hence its substitution as licensee of the amended application was proper. The FCC brief was signed by Max Goldman, acting general counsel, and Richard A. Solomon and Robert D. Greenburg, FCC attorneys.

Joint brief supporting FCC's position in the proceeding was filed by Mr. Beach and Pilot Broadcasting, intervenors in the appeal. It was prepared by Mr. Hofheinz and John Earle Stephen of Houston and John P. Southmayd, Washington radio attorney.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

RCA-5820 ... for better television

The RCA-5820 Image Orthicon features exceptionally high sensitivity ... a spectral response approaching that of the human eye ... unusual stability ... and a resolution capability of better than 500 lines. Primarily for outside pickup, the 5820 is also suitable for studio use.

Available from your local RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

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DELEGATE GROUP at NAB District 7 meeting in Cincinnati (Broadcasting, Sept. 25) includes (1 to 2): Front row, Lloyd A. Pixley, Robert O. Runnerstrom, WCOL Columbus; Pierre Weis, Long-Worth; John Bollard, Nunn Stations; Helen Fruth, NAB; standing, Charles C. Warren, WCMF Ashland, Ky.; W. I. Orr, WBNX Columbus; Lin Patton, BMI; Gilmore N. Nunn, Nunn Stations, District 7 director.

NEW CBC OUTLET
CBE Windsor on the Air

CBE Windsor, 10 kw on 1550 kc, new station of the Canadian Broadcasting Corp. and Trans-Canada Network, was scheduled to go on the air Sunday (Oct. 1) with a special one-hour inaugural program. Station will serve southwestern Ontario, and also will reach into the United States. The only other Canadian station in Windsor is CKLW, with 50 kw on 800 kc.

Equipment was designed by CBC's engineering division, and the two 500-ft. towers formerly were used by CJBC Toronto, another CBC outlet. Station is the 45th in CBC ownership, and has offices in the Security Bldg., Windsor, with studios on the 19th floor, and a modern transmitter building located on Highway 3, 10 miles southeast of Windsor.

Manager of CBE is M. L. (Cy) Poole, formerly with CKLW Windsor as transmitter operator. Since 1939 he has been with the CBC engineering division. Others on the staff of CBE include: John Leigh Moore, program director, formerly of CJIC Sault Ste. Marie, CKEY and CHUM Toronto and a number of other Ontario stations; Gerald F. Papineau, studio operator, formerly of CKLW Windsor; John R. Pearson, transmitter operator, formerly of CKLW; Philip S. McKeelar, announcer, from CKPC Brantford and CBI Sidney; and Rodney A. Clark, operator, formerly of CJJS Stratford and CKOX Woodstock.

SESAC Enlarges
ENLARGEMENT of the SESAC transcribed library service was announced last week. The company is offering nearly 4,000 selections, including a new group of collegiate band selections released to coincide with the football season.
RED SHOWS

COMMUNISTS and Communist front organizations are required to label their sponsored programs on radio or television with the source of sponsorship. Failure to comply could result in a five year prison term or a $10,000 fine. This provision is contained in the new Internal Security Act of 1950 which became law on Sept. 23 when the 81st Congress, before winding up its business prior to recessing until Nov. 27, overrode a Presidential veto.

The Communist-control law was given final approval after a two-day hectic voting in both houses of Congress. The bill hung fire in the Senate for some 24 hours as a self-styled bloc filibustered against the measure in continuous debate through Friday night and into Saturday afternoon.

Despite the overwhelming approval received by the bill (HR 9490), Capital observers predicted the catch-all anti-subversive activities act may be modified when the 81st Congress returns for a "lame duck" session Nov. 27 (see Congressional roundups, this issue).

President Truman, and other critics, had attacked the bill as unconstitutional and a threat to American liberties. They contend it will hamper Communist-control and more likely hurt innocent people. Some officials of Communist groups already have served notice they will refuse to comply with the registration provision.

Measure's Intent

The sweeping measure is intended to force Communists and sympathizers into the open; to prevent spying and sabotage; keep Communists and sympathizers out of government jobs and defense plants; give the government power to intern Communists by evoking a roundup during war or emergency; deport Communist aliens and keep such aliens out of the country.

The exact wording of the provision under Section 10 of the law which bars Communist or Communist front from sponsoring a radio or television program without expressly labeling it as such reads as follows:

It shall be unlawful for any organization [Communist or Communist front] . . . to broadcast or cause to be broadcast any matter on any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization being stated in place of the blank: "The following program is sponsored by . . . . a Communist organization."

The act further provides that as each Communist organization registers (within 30 days after the act is in force), the Attorney General "shall publish in the Federal Register the fact that such organization has registered as a Communist-action organization, or as a Communist-front organization." This publication will serve notice to all members of the organization that the group has registered. It also will be the list which will apply to radio and TV sponsorship.

The labeling provision is directed specifically against Communist and Communist-front organizations in the use of broadcasting facilities. It is not intended to add further obligations to those already imposed on broadcasters under federal regulations.

FCC regulations (Sec. 3.189) already require stations to announce, on sponsored programs, the "true identity" of the sponsors. Authorities cite Sec. 3.189(d) in particular:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished (transcription, talent, scripts, etc.), by a corporation, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group.

In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

Authorities point out that FCC's rules detail obligations imposed on stations whereas the Internal Security Act applies to the duties and obligations of Communist and Communist front organizations.

Law Requires Labeling

Double Duty

JAMES PORTER CLARK of Fayetteville, Tenn., can well be termed a "double threat" communications man. Mr. Clark is a rural letter carrier and part owner of WKSR Pulaski and WEKR Fayetteville. After he rises early and performs his chores for the U. S. postal service, Mr. Clark turns radio man and generally supervises the activities of WEKR. He announces high school athletic events and if the station needs some unrecorded music in a hurry, he can fill in with a few piano selections.

From where I sit
by Joe Marsh

New Use
For Old Windmills

I drove past Curly Larson's farm last week and saw him perched up on top of his 75-year-old windmill. "Still planning on tearing it down?" I shouted to him.

"Not on your life," says Curly as he climbs down. "I'm getting myself a television set from Buzz Ellis' and he says this windmill is going to come in mighty handy."

"You see," Curly went on, "I'm going to put my TV antenna right on top of it. Since the windmill is higher than the house, I'll get about the best reception around here—but if it wasn't for Buzz and his advice, I'd have scrapped it."

From where I sit, Curly's success as a farmer and his popularity in town is due, in a large part, to his open-mindedness and his willingness to listen to people and their opinions. He'll listen to Buzz Ellis over a malted milk or he and I can talk politics—each with a glass of beer. Yes, Curly's as modern as television itself!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

October 2, 1950 • Page 79
TERRACE QUINTET at NAB District 9 meeting at Three Lakes, Wis. (1 to r): Howard Lane, WJJD Chicago, and Merrill Lindsay, WSOY Decatur, Ill., NAB board members; Carl O. Marty Jr., owner of Northernnaire Hotel, with pet porcupine draped around neck; Harold A. Safford, WLS Chicago; Robert J. Burton, BMI, New York.

NAB DISTRICT 9

Caley Urges Support For Super-BAB

ASSN. of National Advertisers is vulnerable," Charles C. Caley, NAB District 9 director, declared Sept. 25 in an address before Illinois and Wisconsin broadcasters [BROADCASTING, Sept. 29].

Filling in for William B. Quanton, WMZC Cedar Rapids, a member of the NAB board's BAB committee who was scheduled to outline plans for a super-BAB, Mr. Caley told delegates to NAB's District 9 meeting at Three Lakes Wis.: "The recent ANA report singled out radio only—instead of magazines, which are lowly and lower in re-eadership—because we are like an army without guns lined up against an enemy fully armed."

Pointing up the fact that broadcasters never have had an effective selling organization, Mr. Caley observed that it took the newspapers 20 years to develop their bureau.

"But we can't take that long," he warned.

Before the district delegates adopted a resolution favoring an enlarged BAB, it was necessary for Mr. Caley to resolve doubts of various members on two points. Hugh Boice of WEMP Milwaukee, a member of the BAB committee, would have independent station representation.

"The present BAB committee is only doing service-work," Mr. Caley said. "You may be assured that the new BAB committee, to be appointed after our organization work has been completed, will not get entangled with different segments of the industry, because the basic concept of selling radio is the same whether an independent or network station takes part."

A suggestion from Howard Dahn, WKBI La Crosse, Wis., that BAB have a lower rate structure so that NAB members would be assessed less than non-NAB members, drew from the district director an opinion that NAB and BAB should be separated completely to do "two separate jobs." Mr. Caley recalled, however, that it was the opinion of the present BAB committee that NAB members in good standing should have the benefit of the new bureau's expanded services during its first year, without additional costs.

In a brief "assist" to Mr. Caley, Howard Lane, WJJD Chicago, NAB director-at-large, noted that the current BAB proposal is basically what NAB has had in mind since the original conception of the bureau in the spring of 1949. Motion to adopt the plan was made by Joseph B. Kitty, WKRS Waukegan, Ill., and seconded by Mr. Lane. The vote was unanimous.

Don't shoot that crow . . . Please!

If you didn't want a pet crow shot down in cold blood, what would you do about it?

Mrs. Fletcher, in Delaware County, was in that predicament. She had a pet crow that would take off on unscheduled flights. Fearing that this pet crow might meet up with some enemy ask-ask, she frantically called WPWA and pleaded that we announce that the Fletcher crow is really a good bird and merely a mischievous pet . . . so

SPARE THAT CROW

P.S.: You'll never have to eat crow when you select WPWA for your radio spots. Get full information TODAY.

DELWARE COUNTY'S FIRST STATION

1590 on the dial, FIRST in the hearts of listeners

CHESMER, PENNA.

(RESERVED)

PAN-AMERICAN BROADCASTING CO., 332 Madison Ave., New York City

BAFFLED GAZERS or plaque, caught during NAB District 9 meeting are (1 to r): Charles J. Longhier, WFOX Milwaukee; Hugh Boice, WEMP Milwaukee; Robert E. Ulrich, WMJQ Madison; John Walter and Mary M. Walter, WJGG Green Bay; Walter and Mary Reed, WSOY Decatur; Edward Weid, Reed & Co.; Gerald Swisher, AF; John Walter, WJGG Green Bay, Wis.; Harold Carlson, AT&T.

District 9 Registration


HALDSELS

Erwin, Wasey Official Dies

HALDSELS, 58, vice president and manager of the Oklahoma City office of Erwin, Wasey & Co., died Sept. 17 in a Boston hospital following a cerebral hemorrhage. He was stricken while in Boston to attend the Financial Public Relations Assn. convention.

A native of Oklahoma, Mr. Halsey was a Harvard graduate. Except for service in the Navy in World War I, his entire business career had been spent in advertising work. In 1926 he formed his own agency, the Harold Halsey Co., in Oklahoma City. The agency was incorporated as Halsey-Humphrey Inc. in 1937 and became the Southwestern office of Erwin, Wasey & Co. Mr. Halsey was past president of the Oklahoma City Advertising Club, past president of the Southwestern Assn. of Advertising Agencies and a contributing writer for Advertising Agency magazine.

JOE ADAMS REACHES ALL NEGR0S IN LOS ANGELES KOWL CLEAR CHANNEL LOS ANGELES, SANTA MONICA, CALIF.
GETTING together during a pause in the NAB District 14 meeting at Hotel Colorado, Glenwood Springs, Col. [Broadcasting, Sept. 18], are (l to r): Hugh B. Terry, KZL Denver; Judge Justin Miller, NAB president; William C. Grove, KFBC Cheyenne; Lloyd E. Yoder, KOA Denver.

No Politics

TO MAINTAIN his station’s policy of almost uninterrupted classical music, Calvin J. Smith, general manager, KFAC Los Angeles, has announced that station will accept no political announcements during coming campaign. Although the move means possible loss of money, Mr. Smith feels that announcements would cut into broadcasting of classical music on which the station audience has been built.

JAMES D. FULTON

Rites Held for Agency Head

FUNERAL services were conducted Sept. 21 in Chicago for James D. Fulton, 64, president of Fulton, Morrissey Co., advertising agency. Mr. Fulton spent more than 40 years in advertising, starting as advertising manager of the Record Herald in Chicago. Before World War I he was western manager of American Magazine. He joined Carl M. Green Agency, Detroit, in 1915 and two years later was transferred to Chicago. He then became a vice president of Green, Fulton, Cunningham, where he remained until his retirement in 1930.

In 1934 Mr. Fulton came out of retirement to become a partner in Fulton, Horne, Morrissey, which preceded Fulton, Morrissey Co. Mr. Fulton had been president of the firm since 1949, when Edward M. Morrissey died. Surviving are Mr. Fulton’s wife, mother and daughter.

VOICE STATIONS

Added Funds Assured

ADDITIONAL funds paving the way for construction of six new high-power radio stations and for other broadcasting expenses for the State Dept.’s Voice of America were assured last Wednesday as President Truman signed into law the huge $17 billion supplemental defense bill.

While conferees earlier had voted to pare requested sums for the government’s overall overseas information and propaganda program, they preserved allotments of $41,288,000 for construction of new Voice stations and $7,602,000 for radio broadcasting expenses [Broadcasting, Sept. 18, 4].

Cut in Request

Congress cut the information program from $97 million requested by the Administration to $79 million, but Voice funds were not affected. Chief activities which felt the pinch were library facilities overseas and the exchange-of-persons program.

Also included in the supplementary outage for the Voice was a sum of $2,860,267 for purchase and distribution of radio receiving sets to Communist and “critical” areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and an extra $3 million to enable the General Services Administration to purchase a building in New York for State Dept. Information personnel [Broadcasting, Aug. 28].

Hersholt Award

CERTIFICATE honoring Jean Hersholt for meritorious service to medicine with his Doctor Christian series (CBS, Wed. 8:30-9 p.m.) will be presented by the District of Columbia Medical Society at its annual banquet Oct. 4 in Hotel Statler, Washington. [Closed Cur- rent, Sept. 18]. The Doctor Chris- tian show broadcast on that date will be transcribed and presenta- tion of the certificate will be aired.

COMPRISING the first group recalled to active duty from radio stations, newspapers, and photo assignments to augment Far East Air Force public relations, 28 reservists left last week for Tokyo, Japan, and Korea, via Fairfield-Suisun Air Force Base, California.

Volunteering from their civilian status on a one year recall, the men will report to Col. William P. Nuckels on arrival at Far East Air Force headquarters. Col. Nuckels has been FEAPE public relations officer since the Korean outbreak.


The group was gathered on a survey of FEAPE needs by Lt. Col. Barney Oldfield, member of the staff of the Directorate of Public Relations in Washington. When the Korean War broke out, Col. Old- field rounded up a public relations flying squad of 15 men who were sent overseas during July. This crew is still on duty.

Air Force officials said the “extremely wide geographic spread of Air Force activities” has made it difficult to cover the entire operational story and the latest crew was sent as an aid to war corre- spondents in the area.

CBC GOVERNORS

Issue License Proposals

SPARTON of Canada Ltd., London, Ont., has been recommended for an experimental TV transmitting li- cense by the board of governors of the Canadian Broadcasting Corp., meeting at Vancouver Sept. 19-20. License allows the company to adjust receivers it manufactures on Channels 2, 6, 7 and 11, with maximum transmitting output power of 5 w and using standard monoscope patterns.

CBC board also recommended application of a pick-up transmitting license for CJSH-FM Hamilton, and for an emergency transmitter for CKLW Windsor. Application for a new 1 kw AM station at Kingston, Ont., was deferred for six months. AM license for 250 w on 1230 was recommended for Dauphin Broad- casting Co. Ltd., Dauphin, Man. CJNB North Battleford, Sask., was recommended power increase from 250 w on 1240 to 1400 kc.

AIR FORCE RADIO-PRESS GROUP

Enroute to Far East Public Relations Posts

A New York firm of decorators and upholsterers has had to add to its sales force to handle increased leads. Its advertising agency says:

“This summer we decided to test radio with the Art Scanlon Show. The results have far exceeded our expectations. Although the months of June, July and August are traditionally slow months for upholst ter, Art Scanlon kept our client’s sales at peak month levels.

So satisfied has this client been with WIN’s results that we plan to increase our time on the Art Scanlon Show, to the exclusion of other media.”

Call your WIN’s representative . . . see him when he calls.

The Nation’s Richest Farm Market

Local Retail Sales, 1949. 18% above
the Nation’s Average—1950. Higher.

The Nation’s Richest Farm Market

Local Retail Sales, 1949. 18% above
the Nation’s Average—1950. Higher.

WIN’S 50kw New York

CROSLEY BROADCASTING CORPORATION

October 2, 1950

Page 81
TUBE OUTPUT

RTMA Reports Record High

Rapid expansion of TV receiver production and anticipation of military needs led to an all-time record in factory sales of radio receiving tubes in August, according to Radio-Television Mfrs. Assn. RTMA member companies produced 36,269,435 tubes in August. Previous all-time record, 33,663,494, was set last March.

Of August tube sales, 28,202,620 went into new sets, 7,917,115 into replacement, 968,426 to foreign nations, and 143,250 to government agencies. Total tube sales in the first eight months of 1950 were 227,773,378 units.

Estimated production of TV sets for the entire industry during the week of Sept. 4-8 dropped to 124,348, with 197,485 radios turned out in the same period. The sharp decline from high August production was ascribed to the Labor Day holiday.

Sales of radio transmitting and communications equipment, including radar, to the government by RTMA members rose substantially in the second quarter of this year. Second quarter sales totaled $33,393,093, compared to $30,640,943 in the first quarter.

Government orders in the second quarter totaled $61,701,467 compared to $41,305,390 in the first quarter. Of the second quarter sales to the government, $27,876,595 consisted of radar apparatus.

GENTLING ELECTED

Heads Minn. Broadcasters

MINNESOTA BROADCASTERS Assn. elected G. David Gentling, KROC Rochester, president at a meeting last week during the NAB District 11 convention in St. Paul. Mr. Gentling succeeds Melvin Drake, formerly general manager of WDGY Minneapolis.

Harry W. Linder, KWLM Willmar, was named vice president, replacing Carl Bloomquist, WEVE Eveleth, Kenneth M. Hance, KSTP Minneapolis-St. Paul, was re-elected secretary-treasurer. Seven directors were named as follows: Robert D. Kennedy, KBZY Grand Rapids; Herbert H. Lee, KDHL Faribault; John F. Meagher, KYSM Mankato; Lee Whiting, KEYP Minneapolis; F. V. Koyen, WTCN Minneapolis; M. M. Margel, KYVO Moorhead, and Mr. Bloomquist.

J. K. Wallace

J. K. (Spide) WALLACE, 71, president of the American Federation of Musicians, Local 47, Los Angeles, since 1940, died Sept. 25 at his home as a result of a heart ailment from which he had suffered for years. The body lay in state Sept. 28 at Malloy Mortuary, Los Angeles, and Sept. 29 at Musicians Union Bldg. from where funeral services were held. Cremation followed. Before becoming president of the AFM local, Mr. Wallace was for two years a contract musician with motion picture studios and previous to that trombone player with the original Los Angeles Philharmonic Orchestra. He is survived by his widow, Edith.

ATAE Competition

Canadian Admen Cited

CITED for "distinguished service to Canadian business and to the Canadian public," the Assn. of Canadian Advertisers, Toronto, received the top award last week in the annual competition conducted by the American Trade Assn. Executives. The award was presented at the ATA's annual meeting in Boston.

The second Canadian organization in 15 years to receive the award, ACA also was cited for "its steadily expanded program of activities in the past 10 years which has resulted in its being recognized as the efficient voice of the national advertising industry in Canada." The program included formation and administration of several subsidiary operations, including the Bureau of Broadcast Measurement, Canadian Circulations Audit Board and Canadian Advertising Research Foundation.

More than two dozen vote summaries presented by WKTY LaCrosse, Wis., from radio room in LaCrosse Tribune Bldg.

COFFEE WITH KAY

Kfab Stresses Women's News

WITH stress on local programming and also catering to the trend of women ceasing to be "stay-at-homes," KFAB Omaha has tailored a women's program, titled, Coffee With Kay.

In preparing her program, Kay Wilkins, KFAB women's director, makes a careful study of established demands from the women in the station's coverage area. Completely sold across the board, the program has the shoppers' angle.

Needlework, cookery, fashions and child psychology are an integral part of the format. General theme of the show is "News for the Women's World and a Key to Better Living."

Typical of recent Coffee with Kay research and presentation was the entire week Mrs. Wilkins spent at the Nebraska State Fair interviewing hundreds of farm and city homemakers. She also was the only broadcaster aboard the Army Engineer Corps' conducted tour of the Missouri River for the Omaha Inter-Club Council. On this tour, Mrs. Wilkins obtained the viewpoint of 80 women who represented a membership of 45,000.

Council members Mrs. E. H. Tuerk (1), president of Omaha Women's Clubs; Mrs. Rossmussen (2nd 1), Inter-Club Council president, and Kay Wilkins listen as Gen. Samuel Sturgis takes the mike. Gen. Sturgis served as narrator of the Missouri River tour.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bell     Marle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

Broadcasting • Telecasting
**THOUGHTFUL SIGNOFF**

KELA Centralia-Chehalis, Wash., daily signoff. Following customary information, announcer reads, "Because of a constitution, a bill of rights and a bunch of fighting G’s, KELA has the privilege of returning again tomorrow with another day of broadcasting free speech in a free nation." Recitation of "America" against musical background completes day.

**SCHEDULE CARDS**

WMLS Sylacauga, Ala., distributing football schedule cards throughout listening area. Included on each card are schedules of local high schools, and two largest state colleges. Scores are listed for teams schools played last year. Promoted by bus cards, store postcards, auto bumper strips and air spots, cards call attention to station's football programming.

**LBS JOINERS**

WOL Washington and WWPB Miami, Fla., join Liberty Broadcasting System. Besides carrying features from system, WOL will feed news broadcasts to network seven times daily, 7:45 a.m., 12 noon, 1:45, 3:30, 6, 6:30, 7:45 and 10 p.m. All newscasts, with exception of 6:30 p.m., read by George Campbell and Arthur McArthur. Nationally known commentator will use 6:30 period.

**OUTSIDE PROMOTION**

WGBG Greensboro, N.C. Station's 3:31 Club was honored at halftime of night football game by Greensboro Senior High School. Show was selected as most popular disc program in town, and music, dancing, pageantry and special lighting effects were used in ceremonies. M.C. was Program Director Curt Welborne, Club's "Swingmaster," and demonstration was seen and heard by reported 7,000 fans. Events was recorded for airing on next day's Club broadcast.

**ELECTION ADVENTURE**

WTTN Watertown, Wis., daytime only station, was denied evening hours for election coverage by FCC. Accordingly, station worked out agreement with local Automatic Hostess Music System, which pipes music to 20 machines in taverns and cocktail lounges, and took over operations from 8 p.m. WTTN fed music and sponsored election returns, with commercials spotted between music selections, to "captive" audience during evening.

**MAIL SERIES**

WGAR Cleveland, sends trade and public series of small folders headed, "Meet Me at 12:20." Pieces are colored differently, for each day in week. Inside shows caricatures of stars of programs heard on particular evening, with no titles given. Top of piece says, "Who know they are?" Bottom asks, "Are you right? Listen . . . night!" Theme of presentation is, "Stars splendor at 12:20."

**FAIR BABY**

WSGW Saginaw, Mich. Four-week-old station put in full schedule of coverage of Saginaw County Fair. Studio in Manufacturers Building, complete with organ, was setting of 42 pickups in six days. Shows included both special events and regular programming.

**HAPPY HOMEMAKERS**

KALL Salt Lake City, sends trade folder in fuchsia, blue and white telling of prominence of Homemaker Program, conducted by Gordon Owen. Pictures of Mr. Owen behind microphone and with various merchandising displays adorn edges of inside. Bottom of folder carries endorsements of show by pleased sponsors.

**DUTCH INTERVIEW**

WOOD Grand Rapids, Mich. Interview with Jacques Hoek, Netherlands journalist and former underground leader, was one of few foreign language interviews ever aired by station. Carried on Announcer Bob Runyon's news show, translating was done by Jake Buiten of Christian Reform Publishing Co. Station's coverage area includes many persons of Dutch origin.

**YES MEN**

WAVZ New Haven, Conn., distributes four-page, letter-size brochure entitled, "Yes, Mr. Crosby?" Facsimile reproductions of column appearing July 24, 25 in New York Herald-Tribune under John Crosby's byline are featured. Articles were entitled, "A Radio Station With a Mind of Its Own," and "A Radio Station Operated Like a Newspaper." Both stress station's editorial policies and emphasis on news.

**INGENIOUS REMOTE**

WTJF (TV) Miami, Fla., Sept. 16. Dedication ceremonies of new City Hall in El Portal offered no building high enough for microwave transmitter line-of-sight clearance. Crew engaged prop plane of 100 ft. crane, to which transmitter was attached. Platform was anchored by guy wires and technical crew achieved perfect alignment with downtown receiving antenna allowing ceremonies to be telecast as scheduled.

**DOUBLE BILLING**

WNOX Knoxville, Tenn. At busy intersection in city, station sports two billboards. One on left reads, "WNOX," with arrow pointing to board beside it which claims station's leadership in airing of popular programs.

**BROTHERRHOOD SERIES**

WEBI Boston, National Conference of Christians and Jews, Sat. night, 8:15 p.m. When conference was held in holding workshop in human relations last summer, station sent engineering crew, under direction of Fred Caggirous, public affairs director, to transcribe highlights for later broadcast. Series now being carried in nine 15-minute segments.
September 22 Decisions

By COMMISSION EN BANC

September 22 Decisions

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

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

CP-construction permit
DA-directional antenna permit
ERP-effective radiant power
STL-studio-transmitter link system
RMD-synchro-amplifier
STA-special temporary authorization

anti-antenna cond.-conditional
N-night mod.-modification
aur.-aural trans.-transmitter
vis.-visual un.-unlimited licensed

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September 25 Applications

ACCEP TED FOR FILING

License Renewal
Applications for license renewal filed by following AM stations: WPSL, Annapol ls, Ala.; XAFL, Pasadena, Calif.; KTB, Tulsa, Ok la.; KHKS, Grand Coulee, Wash.; KIFS, Peoria, Ill.; KPHX, Glendale, Ariz.; WORF, Jackson, Miss.; WAMU, Washington, D.C.; WYOU, York, Pa.; KSD, St. Louis, Mo.; KALI, Seattle, Wash.; KWKY, Scranton, Pa.; WSB, Atlanta, Ga.; WMT, Cedar Rapids, Iowa; WMAC, Chattanooga, Tenn.; WXYZ, Detroit, Mich.; WABC, New York City; WOR, New York City.

License for CP
KNEA, Jacksonville, Ill.-License to cover CP new AM station.
KCMC, Mount Vernon, Ill.-License to cover CP noncommercial educational FM station.
KFDR, Grand Coulee, Wash.-Same.
KHDR (FM) Plainview, Texas.-License to cover CP new noncommercial educational FM station.
KEDW Segundo, La.-License to cover CP noncommercial educational FM station.
KKEM, Spokane, Wash.-License to cover CP change frequency etc.

AM-970 kc
KFQD Anchorage, Alaska.-CP change from 790 kc 3 kw. to 720 kc 10 kw.

AM-1550 kc
WFVQ, Mt. Vernon, Wash.-AM change from 1450 kc 250 w. untl. to 970 kc 1 kw.

AM-1570 kc
Myron Jones, Erie, Pa.-CP new AM station 1450 kc 250 w. to AM new station 1350 kc 250 w. to AM new station 1250 kc 250 w.

Great West Co., Cheyenne, Wyo.-CP new AM station 800 kc 1 kw D AMEXED.

(Continued on page 86)
Custom-Built Equipment
U. S. RECORDING CO.
1131 Vermont Ave., Wash., D. C. 20016

COMPRESS ENGINEERING
500 South Orange Ave., West Orange, N. J.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 89 - Princeton, N. J. - Tel. No. 4500

GATES Radio Company
QUINCY, ILLINOIS
WASHINGTON, D. C.
TELEPHONE 522

Gates has it
IF IT IS FOR A
BROADCASTING STATION

GATES RADIO COMPANY

SERVICE DIRECTORY

**COMMERCIAL RADIO Monitoring Company**
**PRECISION FREQUENCY MEASUREMENTS**
Engineer on Duty All Night Every Night

PO BOX JACOBSON 3302
P. O. Box 7037 Kansas City, Mo.

**VACANCY**
YOUR FIRM’S NAME in this “vacancy” will be seen by 15,500 station owners and managers, chief engineers and technicians - applicants for AM, FM, television and facilities.

**SRC-Anchorage, Alaska - Wheeler Communications**

**WRITE Magnoecc Corp.**
362 N. Michigan Ave., Chicago, Ill.

**AM**-1500
**WHS** Huntsville, Ala. - CP change from 1,250 kw to 1,500 kw
**AM**-1300
**WHIP** Norfolk, Va. - CP increase power from 1 kw to 5 kw.

**License Renewal**
WSIC-FM Stockton, Calif. - License renewal for extension of completion date.

**Modification of CP**
KOKC-FM Fort Worth, Tex. - Modification of CP for new station for extension of completion date.

**September 27 Decisions**
BY COMMISSION ON BANC

Heard and Dismissed
Charles H. Chamberlain, Bellefonte, Pa. - Granted application for hearing at Washington on Dec. 18, application for extended license on KJTW, 540 kw, and new license on WKJG, 1070 kw. This was the first hearing in the Ohio-Pennsylvania area, and the first hearing in the state of Ohio, on the application for the issuance of a license for the television station.

**Rule Waived**
WZAS-FM Washington, D.C. - Waived the requirement that the station be operated for a period of at least 30 days before it can be sold.

**License Extension**
WDN-FM Syracuse, N. Y. - Granted extension of license for WDN-FM, 1060 kHz, to December 15, 1950.

**Replace CP**
WWAT-FM Miami Beach, Fla. - Granted replacement of CP for WBT, 1360 kHz, to December 15, 1950.

**applications Pending**

**Gates Radio Company**

**NEW ANDREW Multi-V-FM Antenna**

**BROADCASTING * Telecasting**
CONSULTING RADIO ENGINEERS

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

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington, D. C.
Member AFCCE*

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

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI 1319
WASHINGTON, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 3347
WASHINGTON 4, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington, D. C.
National 7757

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

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

RUSSELL P. MAY
4222 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

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

WELDON & CARR
WASHINGTON, D. C.
1405 Connecticut Ave.
Dalls, Texas Seattle, Wash.
728 Wood St. 4742 W. Ruffner
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3570
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY
1703 K St., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

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

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

GUY C. HUTCHESON
1100 W. ABBRAM ST., AK 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingwood 7631

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Philip Merryman & Associates
* 114 State Street
* Bridgeport 3, Conn.
* Bridgeport 5-4164
RADIO CONSULTANTS

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RADIO CONSULTANTS

Member AFCCE*
Help Wanted

Managerial

Wanted: Help Wanted (Cont'd)

Salesman

Manager wanted, 500 watt,
southern independent, experienced, live at station. Must have good
human relations, solid organization, unusual op-
portunity, competitive wages. Box 657G, BROADCASTING.

Manager wanted for 250 watt AM and
FM network station, newspaper owned, in
very prosperous midwest; city and
market; only station in city; news-
management. Box 712G, BROADCASTING.

Manager-salesman fulltime local fast
selling Carolina owner. Box 575G,
BROADCASTING.

Wanted—Manager not interested in
independent sales business. Box 577G,
BROADCASTING.

Wanted: Experience time salesman
who can sell in competitive market for
large, well known chain. Experience
plus incentive arrangement. Please send
detailed resume, salary requirements
and character references and photo. Box
712G, BROADCASTING.

Texas ABC station desires aggressive,
experienced salesmen. Permanent
Experienced salesman or woman. Box
578G, BROADCASTING.

Wanted: Experience time salesman
for an eastern non-competitive market.
Please furnish details of experience.
Box 575G, BROADCASTING.

Advertising Manager. Independent station,
in market of 600,000, with second highest
market in nation; provides considerable
exposed, conscientious, hard-working, well
qualified advertising man. Address
drawing against 15% commission.
Resume and late snapshot, if available. Box
575G, BROADCASTING.

If you have always wanted to live in California, here is your chance! San
Francisco independent needs aggressive
young salesman. Salary and commis-
sion split. Box 713G, BROADCASTING.

WRAC Racine — Wisconsin's second
market needs good salesman. This is a
pleasant community with only two
weeks. We want a man who wants a
permanent job in a first-class hard-hitting
operation. Some guarantee against liberal
commissions. Write Wrelesh Lewis
Announcer.

Network salesman. Mountain area
has opening for announcer-copywriter,
radio personality. Must have
first letter. Box 696G, BROADCASTING.

Wanted: Combination announcer-first
license man. $75.00 for 40 hours.
Wants: Combination announcer-first
license man. 200 watt, independent,
radio station. Box 501G, BROADCASTING.

Salesmen

Experience time salesman who can
sell in competitive market for
large, well known chain. Experience
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CURRENT PROFESSIONAL OPENINGS

ANNOUNCERS

WANTED:

1) Experienced announcer. Four years staff and station experience. Age 24, married, draft exempt. Presently employed at a station. Box 586G, BROADCASTING.

2) Announcer, veteran, 28, reliable, conscientious, and available for radio school. Box 588G, BROADCASTING.


4) Staff, sports announcer, 3 years commercial experience. Can broadcast and write sports. College grad. Contact Mike Wynne, Box 584G, BROADCASTING.

5) Experienced combination announcer-engineer. Recent graduate leading announcing 4 years experience. Graduate Engineer, announcer. Available immediately, best references. Mike Wynn, Box 584G, BROADCASTING.


7) Engineer-announcer. Vet, first class a/c, skilled in transmitters. Ability to willingness to learn. Disc, photo, etc. PREFERENCES: Box 1562G, BROADCASTING.

UYADC.

Production-Engineering-Announcing

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small program organization. Young, conscientious, dependable. Presently announcing. Box 479G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation, sales and promotion. Available. Box 517G, BROADCASTING.

Draft exempt family man, 10 years in radio. Program news, sports direction, Photicord. Desires association with a first class station. Presently employed. Prefers middle Atlantic area. Box 568G, BROADCASTING.

Educational-vocational counselor (M. A., Columbia University) experienced writer, young man, has novel idea for vocational guidance series, script writing possible. Could conduct your educational programs; radio or TV. Box 554G, BROADCASTING.

Program director, 10 years experience. Ex-Beacon, Will play all power. Replies fully. Box 556G, BROADCASTING.

Program director. Successfully programmed two eastern fulltime inde- pendent stations. Production ingenuity, steady influence will stimulate operation. Box 558G, BROADCASTING.


Finally! Good small station program director. Experienced in Midwest only. Qualified. Box 565G, BROADCASTING.

Program director and/or assistant manager. Excellent background in promo- tion, programming, sales and station personnel. Excellent references. Box 577G, BROADCASTING.

Program director-announcer, 15 years experience, with a proven, top-notch builder, record, plus sales. References. Box 561G, BROADCASTING.

Help Wanted

--- GOOD MEN WANTED ---

We will pay you what you are worth

Engineer-announcer $80 to $100 per week

Announcer-copywriter $75 to $100 per week

How good are you? If interested write Jim Reese, Tri-W-Network, Jasper, Alabama and air mail special disc and complete information.

--- FLOATERS NEED NOT APPLY ---

ANNOUNCERS

WANTED

1) Experienced combination engineer-announcer needed by 50,000 watt midwest radio station. Excellent opportunity. Send background, picture and disc to:

Box 544G, BROADCASTING

SITUATIONS WANTED

Announcer

Available soon.


For Sale

Equipment, etc.

BROADCASTING.

WASHINGTON, D. C.

ELECTRONIC ENGINEERING INSTRUMENTS:

We have listed a few of the equipment that we have available. Such as:

- AM Transmitter
- FM Transmitter
- FM Modulator
- FM Monitor
- FM Limiter
- FM Limiter with Modulation Monitor
- FM Limiter with Modulation Monitor and Modulation Monitor
- FM Limiter with Modulation Monitor and Modulation Monitor and Modulation Monitor
- FM Limiter with Modulation Monitor and Modulation Monitor and Modulation Monitor

We also have a large selection of used and new transmitters, modulators, and monitors. Please contact us for more information.

SITUATIONS WANTED

ANNOUNCERS

WANTED:

Announcer

Name: Mike Wynn

Address: Box 584G, BROADCASTING

City: Chicago
TOWER BLAST

Rep. Elston Blames Reds
THE BLAST which wrecked the Voice of America transmitting tower of Crosley Broadcasting Corp. in Bethany, Ohio, is "clearly the work of agents of Moscow," and is "but a sample of what can be expected if the example of an all-out war with Russia," Rep. Charles H. Elston (R-Ohio) charged in a statement issued Sept. 22.

"It is striking evidence that sabotage is part of the plan of the Reds to block all efforts to bring about world peace . . . and points up the urgent necessity of legislation to regulate the activities not only of the Communists but also of the pinkos and fellow travelers who belong to Communist-front organizations," Rep. Elston told House colleagues.

The FBI already has begun a probe of the explosion [BROADCASTING, Sept. 25] which destroyed a 165-ft. tower housing one of the government's Voice antennas in the Cincinnati area. Plant is used to beam Voice broadcasts to Europe and Latin America. James D. Holm, chairman of the board of Crosley, which leases the plant to the government under contract, characterized the blast as a "professional job."

Editorials Cited

Rep. Elston described the explosion as one of "international significance," and included in the Congressional Record editorials from three newspapers supporting the government's efforts to support its sabotage charge.

"It has not been decided what kind of protection to give the building," the editorial said in "the Chattanooga Times." "The public and the press have no right to assume that the FBI has been able to prevent sabotage."

"Congressional Record..." the other two editorials.

Cincinnati Enquirer... For some unexplained reason... the State Dept. has not felt it necessary to place guards around the group of big antennas. The surrounding cyclone fence has been torn, apparently to allow entrance for the supposed saboteur... It is now evident of the need for putting every Communist in this country "under wraps."... Guards should be placed at Bethany immediately."

Times-Star [WKRC WCTS (FM) WKRC-TV]... This was the second explosion at Bethany this summer. Radio towers don't just blow up. Nor
do they get struck by lightning on a perfectly clear sight... What more obvious target for sabotage than a radio tower which is beaming programs to the countries behind the Iron Curtain?... An attempt to cripple the Voice of America is proof that this program is having an effect."

Post (WCPO-AM-FM-TV)... It seems surprising to the average man that no steps were taken after the first explosion last May... according to the official in charge of telling America's story to the world, steps will be taken... All that one can add to that is—it's about time.

LOOKING pleased on the occasion of the first anniversary of Desert Bank, Cathedral City, Calif., are (1 to r): Harry Davis, account executive, KCJMJ Palm Springs; O. A. Torgerson, president, Desert Bank; Alta Weede, bank cashier; Roland VanSant, general manager, KCJMJ. A purchaser of time on KCJMJ during the year, the bank marked the celebration by buying time for the entire anniversary day (July 11) running spots, interviews with bank directors, tape-recorded comments on the bank's progress, and a repeat of the original taped broadcast done by the station when the bank opened.

Allen, Hodges Cited

MEL ALLEN, who announced this season's Yankee games, and Russ Hodges, for the Giants, have received The Sporting News awards as the outstanding play-by-play broadcasters for 1950 in the American and National Leagues, respectively. Winner of the award for the fifth successive time, Mr. Allen joined CBS in 1937. Mr. Hodges, first-time winner, broadcasts the Giants games on WMCA and a network of several stations.

WHOB, Gardner, Massachusetts (Identified at request of owner) $47,500.00

Due to owner's interest on the west coast, Blackburn-Hamilton Company is offering to sell this fulltime, 260 watt station on 1490 kc at the very realistic price of $47,500.00.

Gardner has retail sales in excess of $27,000,000.00 and is one of the east's most desirable television market areas. Blackburn-Hamilton Company has the benefit of owner-management. Here is an outstanding opportunity for a conservative two-station owner.

ANTENNA CONTROL

RCA Announces New System

RCA ENGINEERING Products Dept. has announced a new system for remote control of microwave parabolic antennas in the field at distances up to 1,500 ft. The company pointed out that control of the saucer-shaped reflectors from greater distances, if required, may be achieved with the use of additional equipment.

RCA further stated that the new system permits rigid, accurate positioning of the microwave parabola from a remote location and consists essentially of a rotatable field mount and a remote control unit equipped with switches and indicating devices. The design of the field mount provides for both azimuth and tilt positioning of the parabola, the company added.
EARLY indications charting the course advertisers and broadcasters alike may be expected to take go in one of two guns and but were unfoled to members of the Assn. of National Advertisers at the closing sessions of its annual convention in Chicago last Wednesday (see other stories this issue).

Outlining the advertising motif was Samuel C. Gale, chairman of the Advertising Council, which expects to initiate a far-flewing campaign soon on the theme that greater American production will spell the military and civil defense efforts on to the national objective of preparedness.

Broadcasters anticipate serving defense needs on the advertising front in two ways—through the council, in whose activities they have cooperated for years, and through NAB, which is informing radio men how to devote more time to theatre interest; to engage new stimulus on 1400 kc. Granted Sept. 27.

KJOA Des Moines and WLOI Minneapolis applied in the Same Department of the Federal Communications Commission for the transfer of two stations, the one 1050 kc and the other 1370 kc.

WKBW Buffalo—Granted trans-

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KJOA Des Moines and WLOI Minneapolis applied in the Same Department of the Federal Communications Commission for the transfer of two stations, the one 1050 kc and the other 1370 kc.
Allen

(Continued from page 24)

was functioning irregularly. The cuckoo, a shy bird, backed out of the cuckoo clock and walked around on the world on the hour. Based as it was on a funny theme, the sketch might have succeeded had it not been drawn out beyond the possibility of a laugh when Mr. Wooley was his usual form. He has that impenetrable beard.

The big production feature was the Metropolitan Opera star, in a musical version of the traveling salesman-farmer's daughter story, scrubbed up for the family living room and sung to melodies from "Carmen." Although the lyrics were bright, the performance suffered from an interminable bit of business concerning Mr. Allen's nose being tickled repeatedly by Miss Stevens's pigtails.

Miss Stevens, in a more characteristic moment, also sang "Falling in Love," commendably if not memorably. And Somme Osato was featured in a ballet number that need not cause the Sadler Wells company any sleepless nights.

Whatever lapses occurred throughout the performances of Mr. Allen and his supporting players can probably be attributed to the agitations of preparing a premiere production of an hour-long comedy show.

Commercial programs were for Colgate dental cream, Halo shampoo, Palmolive soap and Ajax cleaner. Of the four, Ajax's "shining cleaner" jingle was most effective.

RIGGIO JOINS HILTON

Agency Name Changes

LOUIS J. RIGGIO, formerly assistant to the president in charge of advertising and sales for the American Tobacco Co., has become a partner in the Peter Hilton Inc., agency, N.Y. Effective Oct. 1, the agency will change its name to Hilton & Riggio Inc., with Mr. Riggio remaining as president and Mr. Riggio as vice president and treasurer.

FCC on Film

MICROFILMING of FCC's official minutes through 1947 has been completed and sent to the National Archives, the Commission reported last week. Including the period March 15, 1927, to Dec. 31, 1947, the microfilm project reduced to 46 small filing-cabinet size the minutes contained in 78,000 pages and 99 volumes from the former Federal Radio Commission and 78 for FCC. Project was begun in 1948.

Lorain Journal

(Continued from page 25)

Government anti-trust suit which is being closely watched by radio as well as newspaper interests [BROADCASTING, June 19].

Though the Times-Picayune's WTPS-AM-FM New Orleans are not involved, the suit is reminiscent of FCC's duopoly rule in broadcasting that it is aimed in part at alleged practices involving "combination rates," charging that the publishing companies use its two local papers in an attempt to attain monopoly.

In their answer, filed Wednesday in federal court in New Orleans, the Times-Picayune and States denied charges of anti-trust violations and monopolistic practices injurious to the rival New Orleans Item.

Claim Practice Is General

They admitted selling advertising in morning and evening combination, but asserted such procedures are generally employed in the newspaper field and are not in violation of law. The Item, they contended, used the same practices in former years when the owners of the paper at that time also published the morning Tribune.

The answer flatly denied a government contention that the Times-Picayune acquired the States in 1933 under restrictive covenants in order to prevent competition. It also claimed the Item was negotiating for the States at that time with the intent to merge the two papers "so as to eliminate competition in the afternoon field in New Orleans."

To the suit's charge that the Times-Picayune and States prohibited their buyers from selling the Item, the answer said there have been no such restrictions since June, and that, prior to that time, certain requirements on a few vendors were established as protective measures because requirements imposed by the Item resulted in preferential sale of the Item over the States. The answer was: "...decided as a result of a duopoly." If the Sherman Act is to be construed as permitting the courts of the U.S. to regulate the advertising or circulation of newspapers, of the size or content of newspapers, or to prohibit an individual or corporation from charging one rate for advertising in all of its editions, morning and afternoon, Item and States of the same or different names, then such Sherman Act is unconstitutional, null and void, because it violates the provisions of the First Amendment to the Constitution of the U.S. that Congress shall make no law abridging the freedom of speech or of the press.

RURAL OUTLET

KRVN Nears Opening

A POWERFUL new rural AM station—KRVN Lexington, Neb., claims to own the unique distinction of branching out its station, shooting for Nov. or earlier as its target date for beginning operations, was disclosed last week. The station, which reportedly will throw a 25 kw signal into the center of the rural area of Nebraska on 1010 kc daytime only, is licensed to the Nebraska Rural Radio Assn. of Lincoln, Neb., a state-wide farm cooperative organization which has been planning the new outlet for more than a year [BROADCASTING, June 27, 1949].

In June, 1949, the cooperative firm began soliciting funds from farmers, stockmen, ministers, farm organizations and similar groups throughout the state. The budget of the station is estimated at $190,000.

RCA Equipment

RCA has announced that it is completing construction of a 50 kw transmitter and other equipment making up a full complement of studio and transmitter needs for KRVN. Delivery date is scheduled for this month.

The transmitter equipment, including two 275-ft. towers, will be installed seven miles east of Lexington, according to RCA.

Jay A. Ferson, of Wauneta, Neb., is president of the company. Brown, of Lincoln, new to radio and acting secretary of the organization, will be the general manager of the station. Dan Bellus, formerly commercial manager of KXXX Colby, Kan., will be commercial manager; Tom Copeland, formerly with the WOWO Fort Wayne engineering staff, will be chief engineer; Garry Schroeder, formerly with WRFD Worthington, Ohio, will be program director, and Patricia Doyle, formerly with WWDW Washington, will be traffic manager.

Radio Bills Pend

(Continued from page 81)

acute with the sudden change in the Far East, with a resulting stepped up war economy, the Administration reissued its call for the TV set tax which was written in with the U.S. Tobacco Co.'s other radio and television schedules is among the most melodic in contemporary broadcast advertising. It ought to sell cigarettes too.
television director, Walter L. Dennis, told the workshop that "between 1938 and 1944 some $2 million of store radio advertising expense vanished over the airwaves and no one quite knew why or for what.

He said management was indifferent, programs were not planned, promoted, and merchandized, and radio station personnel were unfamiliar with retailing problems. However, he said the past five years have seen the creation of radio-and-TV staffs by large concerns, and the solution of problems hardly recognized earlier.

Mr. Dennis suggested steps in the formulation of a store radio plan: Analysis of the market, the store, and media cost relationship; study of the media available; the attitude of management toward radio, and the strong departments of the store, to decide where radio would fit into overall promotion; and the drawing of a detailed plan in light of radio-time availabilities.

**Stresses Good Copy**

The basis of good radio copy, Shirley Silvers, freelance radio copywriter, told the meeting, is truth. "The public isn't nearly so gullible as some advertisers are fain to believe," she said.

Good copy, she continued, is preceded by a study of the merchandise for sale to determine "the strong department." That is what should be advertised and not "the dogs." A consultation with buyers and department heads should bring out the salient virtues of the item. In the light of such virtues, she said, choose an appropriate mark for to direct your message to, and prepare continuity suitable for that market.

Saying that "the spoken word is cheaper than the printed word," Miss Silvers pointed out that, unlike the white space wasted in printed advertising, the entire radio selling period is usable. Also, she said, it is much cheaper. "You can keep customers walking in and out of the store without ever mentioning radio," she said.

**DISCUSSING Florida grapefruit promotion preceding the Sept. 22 meeting of J. Walter Thompson Co. executives with members of the Florida Citrus Commission [Broadcasting, Sept. 25]. are (1 to r): John H. (Jack) Forshew, JWT Lakeland representative; David Cory, JWT; Dawson L. Newton, advertising manager, Florida Citrus Commission; Don Francisco, JWT vice president, and Julian L. Watkins, JWT.**

**WROL-FM TO CBS**

WROL-FM Knoxville, Tenn., starting today (Oct. 2) joins the Liberty Broadcasting System and goes on a commercial basis independent of its AM affiliate's operation, according to W. H. Linebaugh, vice president and general manager. Mr. Linebaugh said WBS will be heard on FM sets in some 80,000 homes in the Knoxville area. He also stated that WROL-FM will maintain separate sales departments, programming, announcing staff and other departments. Owned and operated by Mountcastle Broadcasting Co., Inc., WROL-FM broadcasts on Ch. 247 (97.3 mc) with 76 kw.

**KFWB SALE**

Maizlish Group Buy Okayed

TWO DAYS after an amended application was filed to substitute new minority (49%) stockholders in the purchasing company, FCC last Wednesday approved Warner Bros. $380,000 sale of KFWB Los Angeles to new firm headed and controlled by KFWB General Manager Harry Maizlish [Broadcasting, July 24].

The Lansing Foundation, a nonprofit organization, was substituted for Schine Chain Theatres Inc. as 49% owner of the new company, KFWB Broadcasting Corp., after FCC disclosed that Schine Chain, having been found guilty in the 1948 motion picture antitrust case, would make a transfer hearing necessary.

Since Warner Bros. also was one of the companies found guilty in the anti-trust case, FCC's approval of the transfer was taken as an indication that the Commission—which is still studying the overall question of broadcast qualifications of licensees involved in anti-trust proceedings—will permit such licensees to acquire stations even if the ultimate decision on their qualifications to acquire or hold stations is adverse.

Lansing Foundation, the new 49% owner of KFWB (890, 5 kw), is a charitable organization owned by David G. Baird, senior partner of the New York Stock Exchange firm of Baird & Co., and Paul Schine. Mr. Maizlish, general manager of KFWB for 18 years, owns the remaining 51% of the new licensee company.

Prior to the substitution of Lansing Foundation for Schine Chain, J. Myer Schine, controlling stockholder of the theatre company, testified before the Senate Special Committee to Investigate Organized Crime, Sen. Estes Kefauver (D-Tenn.), chairman of the committee, wrote FCC, however, that Mr. Schine's testimony "did not reveal any facts which would reflect adversely on his character as a substantial stockholder of a broadcast licensee," and that the committee that no testimony "...to indicate that Mr. Schine is of the racket group or that he does not possess good moral or character qualifications."

**FOR SALE**

Old established fulltime independent station, in large eastern market, metropolitan coverage, excellent money-making opportunity. Fine equipment and studios with favorable audience ratings. Present owners moving from market to east. Other interests. No brokers. Box 5875, Broadcasting.

**COULD BE**

*On Records: Vaughan Monroe—Vic. 20-3915; Dick Haymes—Dec. 27217; Russ Case— MGM 10792.*

*On Transcription: Phil Brito—Associated; Bob Gantau—Capitol; Vaughan Monroe— Theatricals; Dick Haymes—World.*

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attack just after starting trip soliciting station memberships.

PERISH THOUGHT OF Arthur Godfrey, CBS's go-to man representing active naval service any time soon. Although he's proud possessor of naval aviation wings, and holds commander's rating, his flying will be noncombat and limited. Besides, Navy isn't calling up officers of high rank unless they're specialized in spheres in which manpower shortages have developed.

BRISTOL-MYERS, New York (Resistab), through Kenyon & Eckhart, New York, planning radio spot announcement campaign, starting from first with 4,000 markets.

NON-NEWSPAPER owned independent AM station organization being urged to represent group in matters before FCC and to act for members in seeking better deals with unions, transcription firms and equipment manufacturers. Group would also make drive for new business for this type station. Letter urging formation and exchange of views sent to prospective members by manager of 5 kw independent in large eastern market.

HELEN HARTWIG, formerly with Rathbun & Ryan, New York, subsequently scheduled to join Kenyon & Eckhart, New York, in similar capacity.

RADIO BRASS attending Assn. of National Advertisers convention in Chicago last week included: Niles Trammell, NBC board chairman; Bill Barron, CBS, Chicago vice president; Frank Stanton, CBS president, and J. L. Van Volkenburg, CBS TV vice president; John J. Karol, CBS sales manager. Broadcast brass, left Chicago with Edgar Kobak, consultant and owner of WTW Thomson, Ga., and C. E. Hooper Inc., of Hooperaings.

PROCTOR & GAMBLE, Cincinnati, through Benton & Bowles, New York, planning spot campaign for its Ivory Snow starting early in October on 30 stations in 18 markets.

EXCESS PROFITS RELIEF URGED BY DISTRICT 12

WITH record attendance of 121, NAB District 12 meeting was held in St. Louis Friday by urging industry to point out need for relief from excess profits taxes proposed for next session of Congress (early story page 34). Broadcast brass, asked to study industry rate structures in view of increased listening to radio, rising set sales, soaring material costs and higher operating costs; favored super-BAB project as explained by Charles C. Caley, WMWD Peoria, member of NAB board's BAB Committee; endorsed work of committee for memorial to late John J. Gillin, WOW Omaha; endorsed BMI; favored drive to get network members to vote for War Profits Act; War II rules on operators with restricted licenses; paid tribute to District Director William B. Quarton, WMT Cedar Rapids; voiced confidence in NAB and staff.

NON-IMPROVEMENTS GET BONUS, SAYS HOOPER

WITHDRAWAL of important radio shows is creating "bonus" radio audience in non-television markets, J. M. Hooper, president of C. E. Hooper Inc., told Radio-TV Clinic of National Retail Dry Goods Assn. Friday (early story page 25). Radio tune-in in non-TV cities remains at high level, and "bonus" results from fact that big billboards show on air "the audience pie is being cut into fewer but bigger pieces," he said.

BROADCASTING • Telecasting
THE WHOLE INDUSTRY IS TALKING ABOUT...

...WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" ...a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

WLW-TELEVISION

...with more viewers than any other station in Cincinnati, Dayton and Columbus—2nd largest TV market in the Midwest.

WLW-T  WLW-D  WLW-C
CINCINNATI  DAYTON  COLUMBUS

Crosley Broadcasting Corporation
Something's gone wrong inside a big blast furnace, and heat is too high for engineers to approach in safety. Focus the Vidicon camera of an RCA Industrial Television System on the flames and the fiery furnace can be studied in comfort on a television receiver.

This is only one suggested use out of many, for RCA's compact industrial television system is as flexible as its user's ingenuity. "Eye" of the tiny camera—small enough to be held in one hand—is the sensitive Vidicon tube. Extremely simple, the only other equipment needed is the Vidicon camera's suitcase-size control cabinet, which operates anywhere on ordinary household current.

The Vidicon camera could be lowered under water where divers might be endangered—or stand watch on atomic chain reactions, secure from deadly radiations. And it is entirely practical to arrange the RCA Industrial Television system in such a way that observers can see a 3-dimensional picture...sharp, clear and real as life!

See the latest wonders of radio, television, and electronics in action at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, New York.