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TELECASTING
Starts on Page 55

The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly

WITH WINS TOP RATING* FOR 3RD STRAIGHT MONTH

WITH 25.1

STATION A 22.3 (NETWORK)
STATION B 19.7 (NETWORK)
STATION C 15.7 (NETWORK)
STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.
WITH $16
STATION A $55
STATION B $50
STATION C $70
STATION D $36

COMPARE! COMPARE!
The BIG independent has the biggest audience in town!
The top Hooper! More listeners-per-dollar than any other radio or television station in Baltimore! What we've got—you want! What we charge—you'll find more than easy to pay. The chart has the facts. You can learn more by contacting your Headley-Reed man today!

* HOOPER RADIO AUDIENCE INDEX, JULY-AUGUST 1950: TOTAL RATED TIME PERIODS
And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice... and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios... as they have at noon for more than 26 years... and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr.

John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too... for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.
Fall River - New Bedford

WSAR
ABC - 5000 watts

- WSAR's share of audience has increased in Fall River-New Bedford more than any other station. (Over 30% in one year)
- WSAR is now the highest hooperated station located in Fall River-New Bedford.
- WSAR is THE station in Fall River-New Bedford equipped to give the advertiser the type of merchandising aids the factory zone man desires!
- WSAR is the only ABC station listened to in Fall River-New Bedford.

These facts can be proven.
Check your Headley-Reed man for the complete story.
SHORTLY to be announced will be appointment of William F. Brooks, veteran NBC vice president in charge of news, special events and international relations, as vice president in charge of public relations. Post, originally recommended in Booz, Allen & Hamilton report, will have news, press and advertising departments within its purview. No indication on successor to Mr. Brooks, former crack AP newsmen and ex-head of its European operations.

FINISH-FIGHT against federal court's anti-trust ruling in Lorain (Ohio) Journal case, particularly that far-reaching decree proposed by Justice Dept. [BROADCASTING, Oct. 2], due to start late this month with American Newspaper Publishers Assn. probably aligning with Journal, Judge Freed, who found newspaper guilty of anti-trust violations against WEOL-Elyria-Lorain, has given Journal until Oct. 26 to file reply to Justice Dept.'s proposed judgment. Judge Freed was clear he expects papers in meantime to eliminate practices his ruling condemned.

EWELL H. SHOMO, general manager of CBS-owned KMOX St. Louis, slated to move to Chicago as executive assistant to H. Leslie Atlass, CBS vice president in charge of Central Division, John Akerman, now Mr. Atlass' top assistant, will replace Mr. Shomo at KMOX.

AFTER SEVERAL DAYS of stalemate, during which outlook appeared bleak, NARBA sessions have taken turn which indicates better possibility of representation of North American nations. Impasse had centered about Mexican demand for assignments (clear) on several U. S. clear channels. It's understood U. S. delegation wanted to talk not in terms of duplication but mutual protection.

WHEN FCC SHORTLY takes up FM problem, including propriety of such services as transcasting, storecasting and "beep" operations, it will likely find itself confronted with issues going far beyond original contemplated scope. Study has been undertaken by certain FCC members, as well as staff, on network participation in FM development with possibility that it will inquire into availability of so-called chain-monopoly regulations to FM. Testimony on this point was elicited largely by Comm. Robert F. Jones during FCC color-TV proceedings from witnesses representing both NBC and CBS.

WHAT'S described as potent sales argument for FM, showing high-buying and loyal audiences not heavily influenced by AM and TV, to be made available soon in form of extensive analysis of FM-only station's audience.

AS IF to anticipate NBC's up-coming annual affiliates convention at White Sulphur Springs, Oct. 15-19, FCC last Friday unloaded proposal for temporary regulations to bring equitable sharing of TV-network programs in one, two and three-station TV markets. (See story this page.) Already slated for convention, (Continued on page 80)

**BROADCASTING**

**TELECASTING**

**Upcoming**

Oct. 9-10: NAB District 1, Somerset Hotel, Boston.
Oct. 12-13: NAB District 2, Ten Eyck Hotel, Albany, N. Y.

(Other Upcomings on page 33)

**NEW BUSINESS BRIEFLY**

SPONSORING SMITH - American Home Products Corp. (for Boyle-Midway Inc. and American Home Foods Inc.) sponsoring Thursday, 4:15-4:30 p.m. portion of Kate Smith Hour, 4-5 p.m., NBC, Agencies, Bothwell Adv (Boyle-Midway) and Ted Bates Inc. (American Home Foods).

ELDER NAMED BY NAB APPOINTMENT of Oscar Elder, Washington public relations consultant and former newspaperman, as assistant public affairs director of NAB announced Friday by General Manager, is effective immediately, succeeding John F. Hardesty, newly-named NAB station relations director (see story page 29).

**ADVERTISING SURVEYED AT OHIO STATE MEET**

BROADCASTING will again be called upon to play key role in molding American opinion and support in present world conflict, which will be a "hot, or cold," Fred Lazarus Jr., Cincinnati, president of Federated Department Stores, made statement as one of principal speakers at Seventh Annual Advertising and Sales Promotion Conferences at Ohio State U. (See story page 56). Nearly 200 advertising leaders were present for two-day session on general theme, "Current Trends in Advertising." Mr. Lazarus said views were rest of serving on 125 businessmen or Committee for Economic Development.

David Arons, publicity director, Gimbel Bros. Philadelphia, declared small independent retailers will "swarm in and take over television...just as they took over radio--unless big department stores use television in a way commensurate with size of their business." He added: "I mean use television in a big way and continue to do so over a long period of time." H. H. Dobberteen, director of Media Records, said national advertising expenditures have increased 2½ times in last 10 years.

**FCC Plan Blasts Uneven TV Networking**

PROSPECT of major upheaval in TV network program alignments seen Friday as FCC initiated rule-making proposal to equalize competition among four television networks--striking "way of 'dominance'" of NBC-TV--and secondarily of CBS-TV--by governing amount of time stations in one-, two- and three-station TV markets may take from any one network.

FCC called for industry views on need for such rules, which it said would be temporary, "to remain effective while the scarcity of broadcast stations persists."

No specific rule proposed, but FCC asked that "particular consideration" be given to one which--except for single five-hour segment weekly, which would be designated by each station--would forbid only TV station in community to carry any one network's programs for more than two hours in 1-4 p.m. period and two hours in 6-11 p.m. segment; stations in two-station markets, no more than three hours from any one network within each time period; stations in three-station markets, no more than four hours from any one network within each time segment. "Network programs" would mean delayed as well as simulcast ones.

FCC said suggested problem might be approached by "affirmative rule specifying a minimum number of hours to be taken from each network."

FCC said: "The dominant position occupied by one network in all three types of communities, coupled with the high incidence of exclusivity of acceptance of the programs of one network by the stations in the two and three-station cities, is quite probable to prevent the public from giving its consent to deprive the public of diversity of program choice. . . ."

Spokesman for NBC-TV, which would be hardest hit, said NBC would "oppose this proposal." CBS also deemed certain to fight it. DuMont and ABC-TV were considered equally likely to oppose. Deadline for comments is Nov. 15, with replies 15 days later, after which FCC will determine whether to call hearing. (Continued on page 90)
KEX Stars
now shine on 70 quarter-hours sponsored locally!

MERRIE VIRGINIA delights the small-fry audience with her "Squirrel Cage," 4:30-4:45 PM, Monday through Saturday.

KAY WEST continues to win peak ratings for her women's program on KEX, 1:30-2:00 PM, Monday through Friday. Kay is also winner of Grocery Manufacturer's Association's "Lifeline" award.

SHERMAN WASHBURN attracts legions of listeners with the first newscast of the day on this 50,000-watt station, 7:00-7:15 AM, Monday through Friday.

ROY JACKSON and his happy-go-lucky "Singing Northwesterner" have appeared before more than 100,000 people during past year. On KEX 17:30 AM to noon daily.

BARNEY KEEP is fast becoming Oregon's favorite comic on KEX 3:35-4:00 PM, Monday through Friday.

JESSE LEONARD is the favorite newscaster of Oregon housewives. On KEX at 9:00 AM, again at 12:15 PM, Monday through Friday.

IVAN JONES on KEX, at 10 each evening with "Final Edition," is one of the best-known newsmen in the Pacific Northwest.

Fame, both regional and national, keeps seeking out KEX talent... and local sponsors, who know a good thing when they see it, keep seeking out KEX programs. More than 70 quarter-hour periods are now sponsored locally each week. To put your story across in the great Pacific Northwest market-area, use the pulling power of KEX! For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

October 9, 1950 • Page 5
Out of 47 West Coast regional shows

"THE CISCO KID" moved up to 9.4 from 8.9 (third position, November, 1949)

For the same period, "Cisco Kid" outrated all other 1/2-hour Westerns by 50%!

"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday—and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns— is breaking traffic records!

This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

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Telephone ME 1022

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

FREDERICK N. ZIV COMPANY

1579 Madison Road • Cincinnati 6, Ohio

Radio Productions

Hollywood

HEADQUARTERS

870 National Press Bldg.
Washington 4, D. C.
Effective October 15th

WQUA

becomes affiliated with the Columbia Broadcasting System as the CBS outlet for the Quad Cities . . .

Davenport • Rock Island
Moline • East Moline.

WQUA

CBS—The Stars' Address for the Quad Cities
RADIO CENTER—MOLINE, ILLINOIS
During the week of March 13, 1950, Audience Surveys, Inc., conducted a listener diary study in 80 counties in Minnesota, the Dakotas, Nebraska and Iowa. Chosen from the 267 BMB counties you know as Big Aggie Land, these same 80 counties were used by Audience Surveys to conduct similar studies during the same week in 1945, 1946 and 1948.

In Big Aggie Land, immune from the inroads of television, radio audience has been steadily increasing over the past five years, as shown on the above chart. Note: in March, 1945, the war was at a crucial point, making for highest radio listenership — in March, 1950, Korea had not yet exploded.

Total audience has grown, so has WNAX influence. Despite a marked increase in new stations, WNAX ratings continue to shoot skyward. Although 52 stations received mention in the 1950 study as opposed to 43 in 1948 (fewer still in preceding studies), the 1950 Monday-thru-Friday average daytime rating on WNAX is 13.7 — nearly twice the 7.1 registered in 1945.

In comparing average ratings for the 52 stations mentioned in the survey, it becomes obvious that WNAX is easily the dominant station. For the week as a whole, WNAX is first station by more than 2-to-1. (WNAX: 11.8; Station B: 4.9). In both daytime and evening listening WNAX enjoys this 2-to-1 superiority over the second station.
Converting program ratings into share-of-audience figures, reaffirms WNAX leadership. WNAX share-of-audience for the average day is 29.3% ... its nearest competitor rates 12.0% ... again better than 2-to-1 for WNAX.

A few high-rated programs might influence "average" ratings ... yet quarter-hour "wins" show WNAX dominance as clearly. Top rating in 439 (88%) of the five hundred quarter-hours studied gave WNAX a better than 10-to-1 advantage over the second station. WNAX was first in 89% of all daytime quarter-hours ... 84% of all evening quarter-hours.

To sell your product or service in Big Aggie Land you must use WNAX. For WNAX alone delivers this major market in one, big, low-cost package. Let your Katz man show you the way to soaring sales and increased goodwill. Phone him today.
WHO WAKES UP THE CHICKENS?

Down on Mid-South farms it's Bob Neal, WMPS' cheerful chanticleer! Each week-day from 5 to 8 A.M., he conducts the "Bob Neal Farm", and happily blends inspirational music, news and farm data into three hours of information and entertainment.

Making his next appearance in the afternoon at 3:05, "Bob Neal's Round-Up" of top pops in rural music is an established Memphis favorite.

People like Bob Neal instinctively, and he likes them. He knows hundreds of his listeners through continual personal appearances. That's why Bob Neal's listeners are many and loyal----a loyalty they extend to his advertisers:

Mennen
Peter Paul
Griffin
Cleaver Girl
Feen-A-Mint
General Mills
Crafts Pills

Delta Table
Syrup
Allen Ru
Cuticure
Sterling Salt
Spearmint S.S.S.
Tonic

Disco National
Stockyards
Chattanooga
Medicine Co.
Groves Chilli

JAMES D. BOWDEN to Louis A. Smith Adv., Chicago, as radio-TV director, after resigning as salesman for Taylor Co., representative firm.

GEORGE ALLISON, Young & Rubicam Inc., N. Y., media department, transferred to Hollywood office as media executive.

GERTRUDE R. DALE, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, N. Y., public relations department.

HERBERT HORTON, personnel TV director for Paul Whiteman and program director at WFIL-TV Philadelphia, to Grey Adv., N. Y., as TV production manager.

FRANCIS C. KERR, vice president and eastern manager Rogers & Smith, Chicago, to Presba, Fellers & Presba, Chicago, as account executive.

FRANK WOODRUFF resigns from KTTV (TV) Los Angeles to join Hollywood office of Young & Rubicam, as radio-TV producer.

C. M. ROHRAUGH elected secretary of Kudner Agency, N. Y. H. R.

The day the station was going on the air, Walt attended Regis High School and Regis College, graduating from the latter with an AB in journalism.

After several years of reporting for Denver papers, Walt decided to try his luck elsewhere. He combined a stint of reporting in Los Angeles with attempts at song writing. But the studios where he attempted to sell his material had their own veteran staff of song writers and Walt returned to Denver.

Reporting again, Walt's sojourn in the newspaper business came to an end when Uncle Sam called him for a four-year career in the Army. While in public relations at Will Rogers Field in Oklahoma City, Walt began what later became his life's interest--writing for radio. Walt wrote and produced several Army broadcasts.

As the turning point in his life, Oklahoma City also gave him a wife, the former Do- lores Ashby, whom he married soon after he left the service. Again a civilian, Walt was hard at work learning the fundamentals of radio as writer for the Lowe Bunkle Agency in that city. In 1948, Walt (Continued on page 81)

WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

Page 10 • October 9, 1950
Mort Nusbaum
"MORNING MAN" on WHAM

- As a veteran SHOWMAN—WHAM's Mort Nusbaum has been seen in practically every town and village in the area.
- But more important to YOU—
- As a veteran radio SALESMAN—WHAM's Mort Nusbaum is top man in WHAM's vast, rich coverage area. Sales results prove it over and over. Example: recently an advertiser spent $408 with Mort. Two weeks later, he has 6,538 cash orders totaling $12,000 in business.

Mort Nusbaum and WHAM can SELL. That's why, no doubt, Mort's morning programs—"Clockwise," "For Women Only," "Off the Record"—are 99% sold out right now!

Ask your nearest HOLLINGBERY representative.

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc
**Feature of the Week**

FORMAL dinner and style show announcing the Tidewater area's 10 best-dressed women and commemorating the second anniversary of Mildred Alexander as women's director and fashion editor of WGH Norfolk, Va., proved a natural and effective promotion for the station, competing newspapers and leading department and specialty shops in area, WGH reports.

Nearly 500 social and style leaders paid $3 a plate to attend the dinner, and nearly as many more were unable to secure tickets because of space limitations at the Norfolk Yacht and Country Club Sept. 19 when the citations were formally presented.

The entire promotion, conceived by Mrs. Alexander, was a self-paying proposition, with 20 of the leading stores and shops contributing to the costs in exchange for a mention on the program and an opportunity to display their fall fashions following the dinner. Jay Caldwell, WGH program director, served as master of ceremonies, while Mrs. Alexander described the apparel as models paraded on a runway extending from the ballroom's stage.

For Mrs. Alexander, the occasion marked the celebration of the second anniversary of her radio program, Conversation Time, aired Monday through Friday, 8:40-55 a.m., over WGH, and afforded material for Mrs. Alexander's future broadcasts.

Additionally, the promotion commanded a good deal of space in the Norfolk, Portsmouth and Newport News newspapers, calling attention to the social event. Top executives of leading stores in the three areas attended the dinner-show and participated in the event. Awards were presented by Celia Chapman, celebrated New York dress designer, after selections were made by a committee of 20 civic, business and professional women in the area.

WGH reported it has received a number of calls from other stations asking for details on how it put the fashion promotion across.

---

**Strictly Business**

**THE** importance of knowing his product—radio—and how to apply it to the advertisers' needs was long ago recognized by John R. (Jack) Overall, recently named eastern sales manager of the Mutual Network.

Jack Overall takes a researcher's approach to selling. His first step is to find out why an advertiser should use radio and then apply his knowledge of the Mutual network and the customer's needs to recommendations that are made.

His most interesting sale, based on this formula, was the "two for one" Anahist purchase on Mutual which "proved to be the best new radio investment of the '49-'50 season," Jack says, citing a Nielsen report.

In discussions with Foots, Cone & Belding executives, he stressed that this new product, Anahist, needed more than one-show exposure. He then convinced Tom MacDonald, FC&B account executive, to try the idea of two different type shows.

One show was a mystery half-hour on Sunday spotted opposite Jack Benny; the other an audience-participation show on late Saturday afternoons. Proof of the effectiveness of the two-show idea was a Nielsen study report of an audience exceeding 11 million homes.

John Richard Overall

New approaching his 20th year in radio sales, Jack has spent 14 of them with Mutual—with time out for service as a lieutenant (Continued on page 53)

---

**Excerpt from Broadcasting**

Phone Jordan 4-6523
National Representatives
HIL. F. BEST
DETROIT
MICHIGAN

First in Washington
WRC
5,000 Watts - 900 KC
Represented by NBC Spot Sales

Page 12 • October 9, 1950
Tape recording helps the Hormel Girls put on three shows at once!

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

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

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

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

Latest Hooper Audience Index Proves...

WWL enjoys a liberal lead in share-of-audience day and night.

WWL dominates the whole rich Deep-South market.
How the South’s Greatest Salesman Sells Your Show

South’s greatest multi-media listener campaign includes colorful 24-sheet posters, consistent newspaper ads, streetcar and bus dash signs, store displays, personal calls on jobbers and leading retailers. It’s a year-round promotion by WWL. That’s one big reason why so many shows have WWL rating higher than national average.

In the Fall—All Hear the Call of the South’s Greatest Salesman

To the sparkling array of CBS stars—WWL adds the “darlings” of Southern listeners... adds public service shows that make listeners loyal... adds news and special events that keep those dials set at 870—WWL.
TAKE A TIP FROM THE NATIVES...

They Know Where to Get Action!

No empty creels for Atlanta’s smart businessmen—they know WGST’s top local shows plus the ABC lineup is the right bait for the booming Atlanta market. WGST carries more local business than any other Atlanta station. Don’t snag your plug on a stump—cast where the big ones are waiting to bite.

WGST
5000 WATTS AT 920 K.C.
ABC IN ATLANTA
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR;
IN THE SOUTHEAST BY CHARLES C. COLEMAN

---

B. T. BABBITT Inc. names William Weintraub Inc., N. Y., to handle Babo and Glim account. Agency has recommended use of all media, including radio and TV.

DENISON FOOD Co., Oakland, Calif. (canned food manufacturer), will sponsor The Hardy Family over KHA Spokane, KMJ Fresno, KCRA Sacramento, and KNBC San Francisco; and The Adventures of Maisie over KGW Portland, Ore. Both shows, property of MGM Radio Attractions, will be carried 52 weeks. Agency: Brisacher, Wheeler & Staff, S. F.

GALE HALL ENGINEERING Inc., Boston (auto gauges), appoints Cory Snow Inc., Boston, to direct advertising and sales promotion.


TEA BUREAU, Toronto (tea distributor), starts transcribed quarter-hour program on 30 Canadian stations for 36 weeks, thrice weekly. Agency: Baker Adv., Toronto.

LUCKY LAGER BREWING Co., S. F., has bought Interstate Brewing Co., Vancouver, Wash., and will market Lucky Lager beer in Oregon, Washington, Idaho and Alaska. McCann-Erickson, S. F., will handle advertising.

Network Accounts...

STERLING DRUG Inc. sponsoring first half hour Sing It Again, CBS audience participation show, Sat., 10-11 p.m. Agency: Baldwin & Mermey, N. Y.

U. S. AIR FORCE sponsoring seven play-by-play football broadcasts over selected ABC network through Nov. 23.

Adpeople...

JAMES K. McARTHUR, assistant advertising manager American Express Co., appointed advertising manager.

PARTY honoring Gordon MacRae of NBC’s Railroad Hour is attended by (l to r) Clarence Goshorn, chairman of the board of Benton & Bowles; Albert R. Beatty, assistant vice president of the Assn. of American Railroads, sponsor; Mr. MacRae and Niles Trammell, chairman of the board of NBC.
to be sure your radio advertising is delivering maximum results in Colorado and Wyoming, be sure your files include a copy of "The Million-and-a-Half".

If you haven't received a copy of this comprehensive presentation of all Colorado-Wyoming listening, just jot your name and address on the attached coupon and mail to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y.

Since the supply is limited, copies will be mailed strictly on a first come, first served basis.
Critic Critique

EDITOR, BROADCASTING:
I was very glad to see that you have added reviews to your pages. It was an especially worth while addition to your editorial features, one that has long been needed.

However, I would personally like to see briefer reviews and more of them.

Richard Pack
Dir. of Programs
WNED, New York

**

EDITOR, BROADCASTING:
The current Broadcasting • Telecasting has come to my attention and among the many well-reported items of interest I particularly enjoyed the comments on our Jack Benny Show on the "In Review" page.

Your treatment of program reviews in the editorial feature is very well done and is completely information. I say this not just because you were so complimentary to our program and to our "Be Happy—Go Lucky" commercials.

Trusting that future Lucky Strike programs will continue to meet your favor on this page to which I'll look forward every week.

A. R. Stevens
Advertising Manager
American Tobacco Co.
New York

**

Likes Our Statistics

EDITOR, BROADCASTING:
Your publication has been extremely helpful to us in making various radio vs TV studies over the past few years. We have found the "set" figures under the TV section very informative and hope you will continue with it...

Lois H. Scott
John C. Doud Inc.
Park Square Bldg.
Boston

**

Were 'Sucked In'

EDITOR, BROADCASTING:
I read with deep interest the letter from Ted Smith of KWRC [Pendleton, Ore.] in your Sept. 18 issue.

The reason for my interest lies in the fact that we, a station that does NOT accept PI deals, were sucked in on this one because it "seemed different."

Mr. Smith . . . puts out a needed warning . . .

Kenneth Z. Turner
Station Manager
WCTT Corbin, Ky.

[EDITOR'S NOTE: Mr. Turner refers to Mr. Smith's report in OPEN MIKE, Sept. 18 of a commission-basis offer received from a home permanent manufacturer.] **

No Discrimination

EDITOR, BROADCASTING:
Many northerners feel that southern stations discriminate against Negroes...

As a matter of fact we received a number of phone calls from people who said that they were disgusted that WSGN would permit a Negro to win a prize . . .

However, we received a great many phone calls congratulating us . . .

Philip Frank
Director
Research & Sales Promotion
WSGN Birmingham, Ala.

CHECK for $430 is awarded by Henry P. Johnston (I), managing director, WSGN Birmingham, to Mrs. Sadie Howard for identifying mystery voice of Mrs. Texize, prominent city cancer worker. Mrs. Howard also received merchandise prizes, exhibited by Staff Announcer Shaff Gregory. Phone numbers are selected at random from Birmingham telephone directory.

Give FM a Chance

EDITOR, BROADCASTING:
Why is it that when FM stations make available as much or more time as AM for public service shows, the groups producing the show make FM conspicuous by its absence from stories to the trade publications?...

Grant Advertising Agency advised me that spot announcement orders (for Army Recruiting Service) were placed with all AM radio stations which carried "Proudly We Hail" on a gratis basis. It was indicated to the Grant Agency this policy was discriminating inssofar as FM stations were concerned. . . .

We can prove, if given the chance, that our FM station can outdo a great many AM stations. . . .

Thank you for the help . . . your fine publication has been to us in the past.

Bob Williams
WRSW (FM) Warsaw, Ind.
from coast to coast . . . . on
NOVEMBER 26th
you’ll be hearing
“This is
PBS
The Progressive Broadcasting System”

THE WORLD’S GREATEST DAYTIME NETWORK RADIO PROGRAMMING
originating from
HOLLYWOOD . . NEW YORK . . CHICAGO . . WASHINGTON

NEW YORK
55 W. 53RD STREET
JUDSON 6-3932

CHICAGO
360 N. MICHIGAN AVE.
FINANCIAL 6-0824

HOLLYWOOD
8983 SUNSET BOULEVARD
BRADSHAW 2-5841
EXTORTION is an ugly word. But it was used by a Presidential Fact-Finding Board in refusing to grant the demands of four railroad Brotherhoods. Repeated resort to strikes and threats of strikes in place of procedures set up by the Railway Labor Act, brought stinging rebuke to leaders of unions who are attempting to constitute themselves claimant, judge, and jury.

A SPADE HAS FINALLY BEEN CALLED A SPADE.

In three major instances in scarcely more than a year, leaders of railroad unions have called strikes to enforce their own interpretation of existing agreements.

Their object is to force the railroads to pay claims totaling millions of dollars for work not done, for work already paid for, and work not needed to be done at all.

Strikes versus Orderly Process of Law

The Railway Labor Act was intended to prevent railroad strikes. It had the support of both labor and management. In addition to providing peaceful means for reaching agreements on wages and working conditions, the Act provides orderly means for settling disputes that arise over the meaning or interpretation of such agreements.

There are five ways under the Railway Labor Act to obtain final and impartial decisions on disputes over the meaning of contracts. These are the National Railroad Adjustment Board, created by the Railway Labor Act for this specific purpose; a system adjustment board; arbitration; a referee; and the courts.

"Black Jacking"—Union Style!

In the most recent case, involving the New York Central Railroad Company, the Brotherhood of Locomotive Engineers, the Brotherhood of Locomotive Firemen and Enginemens, the Order of Railway Conductors and the Brotherhood of Railroad Trainmen, the union leaders ignored all five methods provided by law for disposing of such disputes.

When the New York Central stood its ground against the union leaders who demanded that they be the sole umpires of their own disputes over the meaning of their contracts, they threatened to strike. Thereupon President Truman appointed an Emergency Board. This Board consisted of Frank M. Swacker, attorney, New York City; Paul G. Jasper, Chief Justice of the Indiana Supreme Court; and Wayne Quinlan, attorney, Oklahoma City.

"Extortion," Says Presidential Board

In its report to President Truman, this Board said:

"The growing practice of creating an emergency in order to bring about the appointment of an Emergency Board in the hope that it will make more favorable recommendations concerning contentions about grievances, with no binding effect if the reverse recommendation should be made, has been roundly condemned by several emergency boards and commented on by the National Mediation Board in its annual report.

"In the instance case it has reached a flagrant
EXTORTION (CONTINUED)

form. Here is an effort to extort the payment of hundreds of thousands of dollars based merely on Grand Lodge Officers' own conclusion that their interpretation of awards must be accepted without question...

"We urged upon the employees the foregoing considerations and that they submit these issues (as well as the other grievances) to the National Railroad Adjustment Board or a special adjustment board or an arbitration board, and the carrier, as an inducement to that end, offered concessions which to us seemed the maximum that could reasonably be demanded or expected. However, the organizations refused to so agree."

At another place in their report, they referred to the action of the Grand Lodge Officers as "constituting themselves claimant, judge and jury to determine the issue..."

More "Black Jacking"

Another similar case was that involving the Denver & Rio Grande Western and the Brotherhood of Railroad Trainmen, in the early months of 1950. President Truman created an Emergency Board consisting of Robert O. Boyd, attorney, Portland, Oregon; Harold R. Korey, labor relations consultant, New York City; and Chief Justice Robert G. Simmons of the Supreme Court of Nebraska.

This Board, in its report to President Truman, said:

"In the language of the Brotherhood, they propose to settle these issues by force of economic strength. The Congress has provided methods for the settlement of such disputes by the orderly processes of the law. At considerable expense to the Nation it has created tribunals vested with power and equipped with the means to make a determination of such matters here involved. Decisions by processes of the law and not by force is the orderly American method of settling controversies between men."

"We have heard the parties fully as to all matters here in dispute. It is our reasoned judgment that the issues here involved may be and should be resolved within the provisions of the Railway Labor Act."

Still More "Black Jacking"

In another case, involving the Missouri Pacific, the unions representing the engineers, firemen, conductors and trainmen actually struck—a month after an Emergency Board had refused to recommend that their demands be granted. This strike, in the fall of 1949, shut down that railroad and deprived large and important sections of ten states of railroad service for nearly seven weeks.

The members of this Board, appointed by President Truman, were Judge Roger I. McDonough of Salt Lake City, Chief Justice of the Supreme Court of Utah; Floyd McGown, attorney, Boerne, Texas; and Curtis G. Shake, former judge of the Supreme Court of Indiana.

"Inconceivable," Says President's Board

This Board, in its report, said:

"We should like to point out that if it is permissible under the Railway Labor Act for employees to circumvent the functioning of the Adjustment Board merely by creating a situation that calls for the appointment of an Emergency Board, the act has lost its efficacy for maintaining harmonious and orderly relations in the railroad industry insofar as operational disputes are concerned.

"It seems inconceivable to us that a coercive strike should occur on one of the Nation's major transportation systems, with all of the losses and hardships that would follow, in view of the fact that the Railway Labor Act provides an orderly, efficient, and complete remedy for the fair and just settlement of the matters in dispute.

"Grievances of the character here under discussion are so numerous and of such frequent occurrence on all railroads that the general adoption of the policy pursued by the organizations in this case would soon result in the complete nullification of the Railway Labor Act."

It's Time to Stop This Extortion

These are strange and outrageous examples of railroad unions setting themselves up as claimant, judge and jury—all in one. They make clear the unions' ruthless determination to enforce their "black jack" ultimatums by plunging important railroad systems into costly and crippling strikes.

This practice is thoroughly undemocratic and un-American. It is a device of dictators—not of fair-minded men.

We are publishing this and other advertisements to talk with you at first hand about matters which are important to everybody.
THE GEORGIA PURCHASE

the Georgia Trio

WAGA
ATLANTA
5,000w • 590kc

WMAZ
MACON
10,000w • 940kc

WTOC
SAVANNAH
5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE Trio OFFERS ADVERTISERS
AT ONE LOW COST:

• Concentrated coverage
• Merchandising assistance
• Listener loyalty built by local programming
• Dealer loyalties

—in Georgia's first three markets.

Represented individually and as a group by THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO
FM's Pulse Beat

Lively Reports Refute 'Dying' Charges

By J. Frank Beatty

Is FM a dead duck?

Or is it merely emerging from a state of shock as a result of early 1950 station deaths, poised to start a new career that conceivably could end in the off-promised supplanting of AM radio?

There's no denying that most of the 686 operating FM stations are having rough going. Some are making a little money and some are breaking even. But the percentage of profitable stations is small and few owners can back their brave enthusiasm with supporting CPA statements.

Worst of all, FM's life is still brightened by its bad luck in having been commercially born at the same time as its glamorous twin sister—TV.

That dim evaluation of FM's current status has one outstanding flaw: It fails to recognize FM's hidden values, its list of potentials.

Coupled with its potentials is the possibility, seen in set manufacturing circles, of a speedup in FM set production when some patents on the Armstrong limiter and discriminator expire in December. A score of set-makers pay Armstrong royalties on receivers in addition to RCA fees, but transmitter royalties are collected from stations. RCA royalty contracts include many FM patents, with Dr. E. H. Armstrong suing for alleged infringement. Armstrong patents also are involved in the FM sound system of TV sets.

**Potentials Noted**

In FM's potentials lies the basis for FM optimism and the persistence of many of its rugged backers.

Unfortunately stockholders and creditors can't eat potentials nor do FM stations have much luck selling potentials against AM's long-standing claims or TV's glitter.

But the fact remains—and dozens of FM operators will be glad to discuss it with you—that FM stations are building audiences, carefully and steadily, and that FM adjuncts of AM operations are filling audience holes that have long gone unrecognized.

It's a steady sort of growth that successful FM stations—and many unsuccessful ones—are showing, in contrast to the spectacular surges of AM and TV stations in their early careers. This steady growth is occurring despite disdain toward the newer aural medium shown by some agencies, advertisers and even broadcaster officials. After all, they were close to the breast-beating on FM's behalf by FCC officials in the late days of World War II and the press agentry of many FM promoters whose tub-thumping set new records in optimism and sales enthusiasm.

This growth is occurring despite the fact that the FCC stunted FM's growth in infancy by shifting its spot in the spectrum and even today manufacturers aren't making enough FM sets to meet the demand.

**Artificial Inflation**

One of FM's toughest problems is to live down the artificial inflation inspired by its ardent progenitors, in and out of government. It may take years to remove some of the stains.

Then there is the matter—again serious—of building FM on qualities almost ignored in early days.

For FM had to learn the hard way that the public was rather indifferent toward better tone quality and heedless static-free claims only when AM reception was poor or almost non-existent.

Instead FM is swinging to the

(Continued on page 88)

**AMA Campaign**

Over 30,000 Spots Being Used

**CONFIDENT of the success of its $1 million-plus "Operation Saturata" advertising plan even before it started yesterday (Sunday), the American Medical Assn. and its agencies already are planning a follow-up drive on behalf of voluntary health insurance and against "socialized" medicine.

Plans are still in the preliminary stage, it was reported to Broadcasting, and no details will be released publicly until results of the current two-week, nation-wide concentration of advertising in all media have been recorded and analyzed. It is understood that Whittaker & Baxter, public relations firm retained by the AMA for a reputed $1 million yearly, is working closely with Russell M. Seeds Agency, Chicago, in preparing another intensive radio campaign.

Seeds handled all broadcast media advertising for the current drive, which started yesterday and will continue through Oct. 21. In what is believed by the agency to be the heaviest concentration of spot advertising in the history of radio, the American Medical Assn. expects to reach "every radio home in the

(Continued on page 38)
LONG CHARGED
CBS Seeks Injunction

CBS will seek a temporary injunction against W. E. Long Advertising Agency this morning (Mon-day) in Chicago's Superior Court after filing a $1 million damage suit Wednesday afternoon.

The network will seek to restrain the agency "for interfering with exclusive contracts between WBBM (CBS) Chicago and WBMM artists," and to enjoin "these artists from violating contracts." Persons involved are Jim Conway, mem-cue of Shopping with the Missus; Fabby Flynn, news and sports an-nouncer, and Elaine Rodgers, singer, all named as co-defendants. The temporary suit is against W. E. Long Co. only. Network claims $1 million is amount of estimated damages resulting from exclusive contract talent working for the outside company.

W. E. Long Agency, represented by Attorny Loy N. McIntosh, reportedly used the three WBBM employees in unrecorded commercials. WBBM charges these people, under exclusive station contract, worked for the agency without station approval.

Mr. McIntosh, however, told Broadcasting W. E. Long Co. has documentary evidence, including a waiver, for the use of the three per-sons on the exclusive transcription.

He said also that the rec-ords were cut, with permission, in the CBS-WBBM studios.

Attorney Arthur Morse, repre-senting CBS, says other artists will be named in court proceedings as additional "violations of con-tract" are discovered. He will ask the court to make available an accounting of the money received by the Long Agency for the use of the WBMM artists.

Judge Joseph Graber will pre-side at the hearing this morning.

BRIG. GEN. DYKE
Returns to Army Duty

AT the request of the United Na-tions, Brig. Gen. Ken R. Dyke, vice-president in charge of public rela-tions and pub-lication at Young & Rubicam Inc., has returned to mili-tary service for a special one-day tour of duty.

Gen. Dyke will report to Gen. Douglas Mac-Arthur in Tokyo to provide UN in-formation to the armed forces fighting on behalf of the UN. He will work in liaison with Col. Alfred G. Katsil, repre-sentative in Korea of UN Secretary-General Trygve Lie, and with members of his staff.

Prior to his return, Gen. Dyke was on Gen. MacArthur's staff and also served as chief of Civil Informa-tion and Education in Japan. He is former vice president of NBC in charge of programs.

VOTE DISCS
"Non-Partisan" Say Dems

OVER 2,000 stations throughout the country, including all AM and "two" of the 9:30 and 11:30 outlets this week will receive "non-partisan" transcriptions urging Americans of all political hues to vote in the November elections.

Large quantities of records, con-sisting of 60- to 60-second ad-dresses by the President and cab-inet members, will be distributed by the Democratic National Com-mittee. Accompanying the data. Each message embraces a tie-in between the voter and the department represented by the cabinet officer.

Called 'Non-Political'

The project was described as the "largest non-political public serv-ice activity of its kind ever car-ried out by a political party "in the history of broadcasting," with cost estimates placed roughly between $5,000 and $6,000.

In distributing the records for local station use, the national com-mittee stressed that the discs were "not to be used" in connection with any party broadcast.

The expense of producing and distributing the records was under-taken, according to William M. Boyle Jr., committee chairman, because no organization appeared to be making the most of the na-tional scale the full resources of the broadcasting industry to stimu-late a large vote this November.

Mr. Boyle added that the com-mittee is "earnestly soliciting the cooperation of all broadcasters in making these recordings a real weapon of democracy."

The Democratic committee chair-man explained:

We realized that it might seem a little unusual for a political party to spend a radio budget project in the middle of a hot campaign, but it seemed to us that it is a large weapon to demonstrate to the world the vigor of our system of government and the fact that we should do everything within our power and the power of the country, regardless of the party affiliations of those who are being encouraged to vote by this radio cam-paign.

Barley Itinerary

Meanwhile a detailed itinerary for Vice President Alben Barkley, who is mastering national support for Democratic candidates on a frankly "partisan" basis, was an-nounced by the committee last Friday [Broadcasting, Oct. 2].

Details were revealed for partial radio-TV cover-age, though stations were not de-termined for the most part. In-cluded are two speeches over na-tional networks originating from Chicago and Indianapolis, Ind.

Schedule, with AM-TV coverage, follows:

Oct. 8 - Los Angeles, Southern Cali-fornia ABC Network, 9:30 p.m.
Oct. 11 - Seattle, broadcast and tele-cast, 8:30 p.m. (station undetermined).
Oct. 12 - Spokane, "complete radio coverage.
Oct. 15 - Indianapolis, Ind., "nation-wide hookup" (network undetermined).
Nov. 3 - Chicago, "nationwide hook-up" (network and time undetermined).
PARTY CANDIDATES

RADIO and television services and techniques designed to aid Congressional candidates seeking office on the Republican ticket are currently being offered to House members by the Republican Congressional Committee as a means of "streamlining" their 1950 campaign.

A pamphlet calling attention to sponsored spots and charts services to implement the recent GOP booklet, "Radio and TV as Tools in the 1950 Senatorial and Congressional Campaign" (Senate No. 295). The Congression Committee is working directly with House members to augment general guidance principles set forth by the Republican National Committee.

The Republican Congressional group, under the chairmanship of Rep. Leonard W. Hall (R.-N. Y.), is urging its candidates to utilize 30-second sound "spots" for station break spots, particularly the closing week or 10 days of their campaigns. They will receive, without charge, at least one 16-inch record, probably two, covered with a wide variety of professionally made spots using effective sound effects available and covering issues common to every candidate's campaign.

"It is suggested that candidates purchase their radio spots as may weeks in advance as possible," the GOP booklet says, "preferably seeking time in the morning during the breakfast hours and at night during the dinner hour."

Equal Time

The committee reminds members that "under federal statute, if persons opposing your election have purchased radio spot time, you are entitled to purchase similar time, and the station must provide such time if you pay for it."

Urging use of periods from 7:30 to 9 a.m. and 8 to 8 p.m., the committee has designed a 60-second spot with provision for a 40-45 second script beginning with sound effects and followed by voices of two professional announcers "dissecting a political issue." Accompanying the record, prepared by NBC's Radio Recording Division, will be a suggested 15-second or 20-second script to be read by the local station announcer at the end of the record, tying in the candidate's name and giving reasons to vote for him.

The committee also noted that candidates in some sections of the country have difficulty in obtaining professional assistance to help them make their spots with the proper sound effects and the most effective script techniques.

Pointing out that "equalization will play a part in many Congressional elections in 1950, and by 1952 will probably affect every contest," the Congressional Committee's Public Relations Office, headed by Robert Humphreys, has prepared several TV shows for use of candidates.

"It is essential that a candidate fashion his 'show' so the television camera can keep a frequently-shifting image on the screen to avoid static and boring production," the pamphlet notes, adding that use of charts is an "inexpensive way to accomplish this end."

On the basis of recommendations by "television experts" that video shows be limited to approximately five minutes, the committee is offering Congressional candidates in TV districts several five-minute programs consisting of suggested scripts and sets of five photolithographed charts mounted on cardboard. Topics are divided among "unpreparedness," the Korean situation, communism, and the cost of living with respect to taxes.

Viewers watching the communism series in TV districts will be appraised of administration attitudes on China policy, the atom spy rings, the Alger Hiss case, the subversive control bill and communism in general.

The pamphlet also covers such services as visual presentations, newspaper ads, street interview techniques, photo portfolios and newsletters, according to Mr. Humphreys, former national affairs editor of Newsweek and previously with International News Service. Services are provided members and campaign workers without charge.

Another service is a loose-leaf book containing speeches and data on 20-old important issues. Book is intended to offer any candidate a concise discussion on any topic which may be used when writing his speech.

Special Purpose Discs

Hundreds of records were distributed by the national committee's women's division for use at special meetings, and excerpts were broadcast throughout the world by the Voice of America. A 30-minute broadcast, recorded especially for the occasion, featured a number of prominent women in high political posts, including FCC Comm. Frieda Henneck.

Services and techniques also are being prepared for Democratic members by the National Committee working in conjunction with the Senatorial and Congressional Campaign committees. Kenneth Fry, radio director of the national group, has distributed a booklet on "How to Use Radio and Television."

Get Radio-TV Aid

For Senate members seeking re-election, the Campaign Committee is preparing a series of 18-minute films to be used in key states with TV facilities. The films deal with accomplishments of the Democratic administration.

Meanwhile, Mr. Fry revealed, the national committee is seeking network facilities through the agency, "The Hour of New York, for broadcast and/or telecast of one or two major speeches to be delivered by Vice President Alben Barkley during his extensive tour throughout the country (Broad- casting, Oct. 2). Probably all of his addresses will be carried on a paid basis by local stations in various cities in which he is slated to speak.

It is understood that Indiana, Illinois and Pennsylvania are areas now under consideration as originating sources for the network programs. The Democratic National Committee also has an extensive radio spot campaign under study (see page 24).

President Truman still was undecided as to how many frankly political speeches he will make over the national networks during the campaign in behalf of Democratic candidates. His Democratic Woman's Day five-minute address, aired by ABC Sept. 27, was arranged as a public service feature commemorating the 31st anniversary of women's suffrage.

LBS ON THE AIR

FULL-TIME service by the nation's fifth network, Liberty Broadcasting System, was inaugurated Oct. 2 (Broadcasting, Oct. 2). At 7:45 a.m. the initial program originated in Washington, D. C., from the network's local studios. During the day programs also were carried from Dallas, New York and Hollywood, key originating points for LBS.

For the past three years Liberty has been constantly expanding. From one station, KLIF Dallas, Tex., LBS has grown to reportedly the nation's third largest operating network. Progress has been sparked by Gordon McLendon, its 29-year-old president.

Mr. McLendon points out that LBS was not formed—it grew. Original programming was built around sports broadcasts. Now the network also features news, musical programs, Hollywood reports, commentators, programs from the UN and a variety of other attractions.

One of the outstanding events of the Liberty Broadcasting System will be its fall line-up of weekend sporting events. Every Saturday afternoon Ted Husing will handle play-by-play on the Army football games. New York Giants professional football games will be presented some Sunday afternoons, also with Mr. Husing. Every Sunday afternoon Mr. McLendon will cover the professional football games of the New York Yankees.

Following the Army games on Saturday, LBS will carry an outstanding West Coast football contest. In the evening Louisiana State U. football games will be presented. These will be the only

(Continued on page 89.)

BROADCASTING • Telecasting

October 9, 1950 • Page 25
IN 1910, a 12-year-old boy trudging through the streets of Chicago's south side with a pack of wares on his back, laid the foundation for one of the midwest's most successful mercantile establishments.

Morris B. Sachs, founder of the Chicago retail clothing store that bears his name, confesses he was never so happy as when he was winning customers by personal selling. He hoped for a miracle of transportation or communication that would enable him to talk to more and more people each day.

By 1913 he had discovered the radio—and by 1916, the automobile. But neither of these media satisfied Morris Sachs' craving for something bordering on omnipresence. He approached this exalted state, however, in 1930 when he discovered radio.

Sachs Has Put Its Trust In Radio for 20 Years

For the past 20 years, radio has been the basic advertising medium at Morris B. Sachs Inc. The company's sales volume has grown in that period from $200,000 to more than $8 million annually. In recent years, some of the firm's advertising budget (usually 5% of its gross, with radio getting 4%) has been allocated to newspapers and billboards, and for the past two years a sizable sum has gone into television. But sound radio always has been the backbone of the company's promotional structure.

Mr. Sachs' consistency as a radio advertiser is matched only by his loyalty to one format. Sixteen years ago, on Aug. 27, he began sponsoring a weekly amateur show from the window of his South Halsted St. store. It was the first amateur show ever broadcast. It preceded the famous Major Bowes program by eight months.

The current Morris B. Sachs' Amateur Hour is the 1934 show all over again, except for the cast, the location (ABC's Civic Studio), and the addition of some visible commercials as the program now is simulcast.

Of course, one member of the original cast is still there: Mr. Sachs rarely misses an opportunity to indulge in some of his personal selling, now that he has an audience of thousands each week. But his present day sales technique is more subtle than that formerly employed. It consists of a warm handshake, a friendly smile, and a few words of encouragement for the top three contestants on each of his shows—plus a cash prize, a watch, and an armful of posies (orchids for the girls; roses for the boys) for each winner. In recent months, even more has been added. Mr. Sachs presents an automobile every 13 weeks to the contestant who wins a quarterly showdown of talent.

Morris Sachs was 11 years old when he migrated to Chicago from Sviskna, Lithuania. His father, a teacher, had passed away and Morris came to live with a married brother, George, who was nearly 20 years his senior.

Young Sachs went to night school so he could hold down various odd jobs during the day. Within a year he began his mercantile career when a friendly wholesaler entrusted him with $10 worth of curtains, blankets and other household furnishings. Confining his calls to a block on Chicago's near south side, he peddled his first consignment of merchandise in one day. Within a week, he had established a $100 credit and was making $500. When he was 15, he purchased a horse and wagon.

Morris Sachs was 16 when he opened his first store in 1914. Ten-by-twelve feet in area, it was located on 14th St., just off of Halsted about 1 1/2 miles south of Chicago's Loop. But Mr. Sachs dates his business inaugural from 1910, for it was during that year that his name first became associated with merchandising in Chicago, even though he was a mobile operator.

It was some years after he opened his first establishment, however, when Mr. Sachs decided to tend shop in person. Feeling he was at his best making calls and widening his circle of friends, he left the store in other hands. In fact, two years after his opening, he purchased a light-delivery Ford to aid him in his travels.

Firm Rapidly Expands To Larger Quarters

With a crackjack "demonstrator" in the field, the Sachs company outgrew its original storefront in four years. And since its young proprietor meanwhile had pushed his door-to-door frontier far southward, he opened a larger establishment (18-by-75 feet) at 7526 South Halsted. Three years later, in 1921, he decided to specialize in ladies' and men's clothing, rather than to continue handling a wide range of household goods. So he moved to 6626 South Halsted, in the same block where his present modern headquarters store now stands.

Between 1928 and 1930, his "Golden Twenties," prosperity led to establishment of three other ladies' and men's clothing stores on Chicago's south side (at 47th and Grand Blvd.; South Chicago Ave. and 139th St.; and Michigan Ave.). Mr. Sachs' earlier travels had taken him to hundreds of the homes immediately surrounding his three new locations.

Local Store Becomes Metropolitan Enterprise

By 1933, however, radio had transformed Morris B. Sachs Inc. from a community store organization into a booming metropolitan enterprise. So Mr. Sachs "put all my eggs in one basket." Closing all of his stores but the South Halsted establishment, he enlarged the latter to four times its size by doubling the ground floor and adding a second story. This was accomplished in the depression year of 1933.

A year later, with "hard times" still occupying Chicago, Mr. Sachs again enlarged his facilities, doubling the area of both floors. He frankly admits his 1934 building program was dictated by an upsurge in business generated by the Amateur Hour, which began its long run that year (838 consecutive performances up to yesterday, Sunday).

But he gives credit to some of Chicago's radio pioneers for starting his business upswinging four years before.

Mr. Sachs bought his first radio time in 1930 on WSBC Chicago. The station was founded at 139th St. and World Storage Battery Co., after which it took its call letters. Jerry Sullivan, whose clipped "Chi-kaw-

Meet Morris Sachs ...

Whose Amateur Hour
Is a Midwest Listening Habit

Business of Broadcasting
One of a Series

BROADCASTING • Telecasting
Some Other Articles On Department Stores

**IN BROADCASTING** • **TELECASTING**

Hecht Co. of Washington’s use of TV as new sales vehicle—A feature, April 3, 1950.
Hecht Co. of Washington puts up its branch store with radio—A feature, July 11, 1949.
Schuster’s of Milwaukee reviews its 18 years in radio—A feature, May 2, 1949.
Zion’s Cooperative Mercantile Institution of Salt Lake City finds radio pays—A feature, Jan 24, 1949.

Amateur Hour was carried on WCFL Chicago from the window of the company’s south side store. The time was from 7 to 8 p.m., Friday. The police department forced the show to move after this initial period when its “studio audience” overflowed from the sidewalk into a Haunted St. But Mr. Sachs found refuge in a nearby Masonic Temple, seating 1,000, so the show went on without interruption.

In 1936, the program shifted to WENR, took on an agency—Schwimmer & Scott—and changed its time to 12:30-1:30 p.m. Sunday. It has been on WENR ever since, but has been handled by two other agencies during the period—Wade Advertising and Ruthrauff & Ryan. Mr. Sachs now has the good fortune of having the same producer for Amateur Hour as he had during the show’s three years with Schwimmer & Scott: Norman Heyne, radio and television supervisor at B & B, which took over the Sachs account three years ago. In March of last year, WENR-AM-TV, in cooperation with Mr. Heyne, engineered the transition from sound radio to simulcast.

In addition to radio commercials, the program has TV commercials by a separate announcer, and brief fashion showings on TV with the Sachs company’s well known stylist, Jane Harper, doing the commentary.

Since Mr. Sachs presents Amateur Hour to make more and more friends, he passes the word on to Mr. Heyne to be considerate of all contestants. Those who fail in their auditions receive a card from the producer stating he is “very sorry you didn’t make it—but you try again!” And many do return for later tryouts. Some of those who came back, made the grade, and moved on into “big time” are June Haver of the movies, Pamela Britton of the musicals “Oklahoma” and “Brigadoon,” singers Frankie Laine, Mel Torme, and Skip Farrel, and the Harmonicos, whose recording of “Peg o’ My Heart” swept the nation a few years ago.

The first step required to get on Amateur Hour is to write to Mr. Sachs. The contestant then receives a card scheduling an audition—an average of 100 hopefuls attend each Thursday night tryout. Those among the “lucky 10” are called to a rehearsal on a future Monday, and get two more rehearsals (one dry run; one dress) the morning of the show.

Voting is by phone (up to 3 p.m. the day of the show) and by mail. The winner gets $75 in cash, a watch, and an opportunity to compete for an automobile in the quarterly finals along with 12 other weekly winners. Second place winner gets $40 and a watch; third place $20 and a watch. All of the top three contestants get those gorgeous bouquets of flowers.

Through the years, Amateur Hour has had a succession of “name” announcers, emcees, and supporting musicians who have attracted thousands of listeners by their own reputations. Norman Ross, Gene Arnold, and Charles Lyons presided at the mike during various periods before Bob Murphy became master of ceremonies three years ago. Marvin Mueller and Port Pierson were announcers before Bob Cunningham took over in recent years and in 1949 was joined by Lee Walters and Eloise Kummer, who handle audio commercials on the simulcast. Blonde Adele Scott at the organ and Al Diem at the piano have large followings.

Uses Show For Civic Campaigns

Mr. Sachs uses the show to spark various civic drives each year. Campaigns for Christmas baskets, benefit funds, and such appeals as cigarettes-for-vets have gone over-the-top in Chicago once the Amateur Hour has got behind them. On such occasions, the show moves into Chicago’s Civic Opera House and plays to capacity crowds. One Christmas season, 15 tons of groceries for the city’s needy were collected at one performance. At the recent 16th anniversary broadcast, on the eve of the VFW’s national convention in Chicago, Mr. Sachs received a VFW certificate of merit in recognition of his drives for service men.

For the first time in many years, (Continued on page 38)
PBS OPENING

PROGRESSIVE Broadcasting System, a new operation offering day-time programs to local stations exclusively throughout the country, will begin full operation Nov. 26, President Larry Finley announced last week in New York. Arrangements for service to about 250 stations are completed, he said, and additional stations are expected to bring the total to 400 by Feb. 1, he said.

Mr. Finley, who arrived in New York after a six-weeks tour covering more than 700 radio stations, also announced the election to the PBS board of Dr. Miller McIntclintock, former president of MBS. He also announced the resignation of Edgar H. Twamley, formerly with NBC and WBEN Buffalo, as vice president in charge of the eastern division, and Robert B. White, a former executive of ABC, as vice president in charge of the central division.

Donald Witycorm, former president of WPIL Philadelphia, is executive vice-president, with headquarters in New York. Mr. Finley, former transcription producer, is one of three stockholders, and will headquarter in Hollywood.

Programs will be fed both live and via tape-recording from divisional points in New York, Chicago and Hollywood, via AT&T lines. Mr. Finley said. Stations will pay a minimum program fee of $50 per month, plus one-half of the normal charge per minute, which ranges from $4 to $40. The company also plans to represent its affiliated stations in network sales, at the standard one-minute commission, according to Mr. Finley.

ABC CHICAGO

Splits Sales Operation

ABC Chicago has divided its network sales operation into separate radio and television departments, James L. Storit, sales manager and general manager, announced last week.

New TV manager is Gerald A. Vernon, former coordinator of TV sales, who has been with ABC since 1942. He started as research manager and later moved into local and network sales.

His AM counterpart is Robert G. McKee, who joined the Blue Network in 1942. He was an account executive in network sales when ABC was formed in 1942. In 1945 he was named assistant sales manager of the Central Division. For 15 years Mr. McKee was vice president, treasurer and part owner of Homer McKee Co., Indianapolis-Chicago-New York agency.

The present network staff of seven men will be expanded by four within a week. Chicago is the second ABC O and O operation to be divided in this manner (New York was first). For the time being, the local sales staff will continue to handle both media.

BBC Accused

A CHARGE that the BBC has broadcast Soviet propaganda under the guise of "critical comment" has been drawn to the attention of the British Parliament, who has called the House of Commons to order a "purge of the Communists" in the government-owned network. Accusation had been leveled by the Listeners' Assn. of London, which took exception to a program called "Soviet View" in which the BBC relays anti-Western attacks on religion, Anglo-American friendship and other subjects. BBC contends that the program, based on Russian broadcasts and publications, is such "transparent propaganda" that it actually serves as effective anti-Communist material.

BROADCASTING • Telecasting
AM INDEPENDENTS

Non-Paper Group Urged

by a better understanding between some of the representatives and the stations. Where stations cannot secure proper representation because the bigger firms always represent network-owned or affiliated stations, this representation should be provided for them.

He said the FCC has been very fair to all stations on an impartial basis but that there are many services a station might need in connection with the FCC that could be provided at a much lower cost through the proposed association. Commenting on "fusion," Mr. Bartzoff declared: "I believe there is room for one overall association."

(Continued on page 85)

NAB NAMES HARDESTY

To Stations Post

Mr. BARTZOFF

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(Continued on page 85)

JOHN F. HARDESTY was named Thursday by NAB General Manager William B. Ryan to fill the newly created post of director of the Station Relations Dept.

Mr. Hardesty joined NAB last July 31 as assistant to Robert K. Richards, director of the Public Affairs Dept. [BROADCASTING, July 17].

James Dawson, resigned.

For some weeks Mr. Hardesty has been working closely with Messrs. Ryan and Richards in developing the current NAB membership campaign, a feature of the series of district meetings. In addition he has edited NAB's management letter and recently launched NAB's Defense Bulletin, a project set in motion by the board at its August emergency meeting.

First occupant of the station relations post, created early this year, was W. Walter Huffington, who died shortly after joining NAB [BROADCASTING, Oct. 16]. A few weeks later NAB announced that Melvin E. Drake had been named to succeed Mr. Huffington [BROADCASTING, Sept. 18].

Mr. Drake accepted the position in Washington in mid-September, according to NAB, but did not take over the duties [CLOSED CIRCUIT, Oct. 2]. NAB hesitated a number of times to make a move on the matter although it was stated unofficially at the NAB District 10 meeting in St. Paul last month that opposition to the appointment had been made in Twin Cities broadcasting circles.

Mr. Drake told BROADCASTING a week ago by telephone that as far as he was concerned he still had a job. He formerly had been vice-president and station manager of WDGY Minneapolis; had been active in NAB committee work, and is now a member of the Minnesota Assn. of Broadcasters.

Ryan Statement

Mr. Ryan, who plans to leave soon on a field trip, issued this statement about Mr. Hardesty's appointment:

"Naturally it is always a satisfaction to promote from within," giving staff members who have proved themselves an opportunity for larger responsibilities. I think Jack Hardesty, work in the field, and his outstanding, will do much to close the gap between members and their association which always exists in an independent as large as radio and television.

"He intends to go on the road within two weeks to make his first direct calls on broadcasters. His duties will include, in addition to public appearances and sales promotion, advisory service to management on the desires of membership as reflected in his membership trips."

In September 1946 Mr. Hardesty joined WOL Washington as an account executive and soon became director of sales promotion and publicity. He joined WOIC (TV) Washington in November 1941 as director of special events and advertising. He is a member of Radio Correspondent's Assn., Advertising Club of Washington and Beryl Rod & Gun Club, is married, has two children, and lives in Silver Spring, Md., Washington suburb.

PLANS for the formation of an organization of and for independent, non-network-owned AM stations [CLOSED CIRCUIT, Oct. 2] are underway and will be actively pursued depending upon the ultimate response and "democratic expression" of such broadcasters.

Organizer of the movement is Benjamin Bartzoff, vice president and general manager of WVOM Brookline, Mass., 5 kw 24-hour station covering metropolitan Boston.

An "enthusiastic" and "heartening" response to letters sent to approximately 250 stations urges such a group has already been received, Mr. Bartzoff told BROADCASTING. Even those who were not in complete agreement in every detail, agreed in principle, he reported.

All U. S. broadcasters in the same category are to be similarly approached.

Incompatibility between needs and problems of AM independent stations and those of network affiliates, newspaper-owned outlets and those having TV operations makes imperative an organization that will serve such stations to some degree in operating the completely independent station, make it feel as a force, and result in reduced costs and great economic gains, declared Mr. Bartzoff.

"There has been no organized effort of self-help by such stations," he said, "because the only time they get together is at District NAB meetings or at radio executives club somewhere on a social plane, while they listen to a speaker discuss generalities about the industry."

Evidence of Need

Evidence of need for an organization based on mutual interests, Mr. Bartzoff pointed out, is the case of a station manager when "in a city like Boston, a newspaper-owned station has merely to send its copy to the paper and can have a full page or a half page to feature a program. The radio rate in newspapers here is so high that only the biggest advertisers can afford to buy, let alone an independent."

The proposed association, he said, would eliminate unnecessary evils and provide a common ground for discussion and solution of problems in buying, sales, library service, purchasing, station representation, engineering and matters involving FCC and lawmen.

Citing specific reasons why stations of his type need to band together for assistance in selling, he scored the Army and National Guard stations two of the chief violators in time-buying. "Very recently," he declared, "the U. S. Army, with taxpayers' money, decided to buy advertising on some stations, and they and those others to run the same thing without cost. The independent station falls prey to every bad business practice, every scheme of destruction, because there is no exchange of ideas and methods."

Mr. Bartzoff observed that "the Army and National Guard don't have to spend a nickel on radio if they don't want to, but if they do, they can do on some they shouldn't ask others for free time. We want equality for all stations."

He asserted the independents need representation from the Congressmen and Senators "to prevent any further intrusions by government bureaus and agencies into the racket of free time, when they have a budget which is being spent either in other mediums or in the same medium on competitive stations."

Next to the phrase, 'I can get it for you wholesale,' these agencies say 'I can get it for you free.'"

Purpose of an association of independents also would be to know what such pays for libraries and to get the best possible terms from music licensing agencies, some of which, he charged, ask different fees for different stations. There would be no room in it for "music library salesmen or any other group of people whose business it is to sell."

Depleting the need of independents to buy equipment "at a retail store, the same as a retail dealer," Mr. Bartzoff said that by banding together they could buy materials at considerable savings.

Other advantages, he continued, would be a complete interchange of knowledge about union scales, without any jealousy, and not for the purpose of breaking any unions or disturbing any pleasant relationships, but because the complete situation is known to the manager or owner. The price that an independent pays for its services, transcriptions, music licenses and so on should be available to all as an interchange basis. All P.I. deals and other forms of inquiry basis material should be screened and the financial status determined.

Engineering Aid

One of the greatest benefits, he predicted, would be in engineering where exchange of views on the efficiency and operation of equipment is vital. He referred to "unfair competition of manufacturers of unfit equipment foistcd on stations and the lack of desire on the part of the manufacturer to repair or refund such equipment" and said this point, too, would come under consideration.

Mr. Bartzoff also stressed the need for strong representation in the national field, "not necessarily by one firm of representatives, but..."
**DEFENSE COMMUNICATIONS**

ROLE of communications in the national civil defense program and certain "disadvantages" inherent in the use of broadcast stations were spelled out to state defense directors last week in a series of meetings with key planners of the National Security Resources Board.

NSRB Chairman W. Stuart Symington called the sessions to explore the role state directors will take in national defense planning as well as handling communications. He presented a comprehensive report issued last month (BROADCASTING, Sept. 25).

The master plan, which officially acknowledges communications as the "nerve system of civil defense," contemplates its two-fold function as (1) informing and educating the public in defense planning and operation and (2) warning and aiding the public in target areas.

But Robert R. Burton, civil defense communications director, last week raised some serious questions relating to certain "drawbacks" in potential use of broadcast stations. NSRB hopes to issue some "firm instructions on the national level," he said, once it has adequately studied these issues involved:

- How to meet the problem of radio beams which could serve as "guide or beacon" for enemy aircraft?
- Can FM and TV stations be used successfully as homing beacons?
- How would broadcast reports of air raid damage affect "considerable aid and comfort to the enemy?"

Acknowledging that radio stations are a "very valuable medium for informing the public," Mr. Burton noted that the exact location of every broadcasting station in "degrees, minutes, and seconds, latitude and longitude is well known throughout the world." He pointed out that the information is distributed by the International Telecommunications Union in its "Bern List" showing nations' priorities for certain frequencies.

Study 'Homing' Problem

"Whether FM and TV can be used so successfully as homing beacons is problematic," he said, "It is a subject to which considerable study is now being given."

The whole question of "radio silence" has long been a thorny one in top government communications circles.

Another "drawback" to radio stations, he felt, is that a broadcast report of air raid damage "could be of considerable aid and comfort to the enemy, unless such a report were very carefully drafted."

Mr. Burton reported also that a committee is studying what amount of frequencies and facilities might be made available for civil defense use.

Mr. Burton, who transferred over from the State Dept. where he was assistant chief on high frequency problems, urged state directors to obtain the services of at least one communications specialist on the state level and then recommend that "every target city in your state" place another on the civil defense staff.

On the national level, he said, the government must "work out some firm instructions on the possible usage of broadcasting stations before, during, or after air raids."

The CD communications chief, who served with OCD in 1943, was one of several NSRB officials who addressed 34 state directors in sessions held in Washington last Monday and Tuesday. Directors west of the Mississippi and from eastern states attended separate sessions. Top women organizations convened Wednesday. And the U.S. Conference on Mayors followed with two-day meetings Thursday and Friday.

Critical Area Maps

Defense planning was projected further to the state level by the NSRB Civil Defense Office, which sent out maps showing critical target areas in the U.S. subject to possible air attack. Three types of areas are shown: industrial, metropolitan, and a combination of the two. Suggested areas of mutual aid and mobile support also were indicated.

State directors were informed that a Civil Defense Administration would be set up on an interim basis by Presidential directive until such time as Congress approves necessary legislation. Who would head the agency was not known last Thursday, but it was learned that the Chief Executive has compiled a list of nine candidates.

James J. Wadsworth has been serving as acting CD director since Paul Larsen resigned, but is not expected to head up the post. Gov. Roy J. Turner of Oklahoma, whose term expires in January, has been reported as a possible choice.

One highlight of the directors' meeting with NSRB officials, aside from resolutions which they adopted calling for "more specific information from government," dealt with elimination by the Air Force of one of its three warning signals. They protested that they had not been consulted previously before the service dropped the "blue warning," which would be used to notify the public of impending raids within 15 minutes' time.

"Coded" Signals

The signals are part of the proposed Civil Air Raid Warning System of the U.S. Air Force entailing use of broadcast facilities for transmission of the "yellow" or potential target to state or city defense directors. Proposed plan under consideration involves utilization of so-called "coded" or subaudible frequencies for messages which even station engineers would be unable to detect.

It is the first alert, one of the two now retained by the Air Force, and would tip off the probable zone of the attacking force. The final or "red" signal would entail enforcement of all civil defense procedures and would indicate an attack in short order.

The Air Force, in explaining elimination of the signal, said the present warning system is "visual, and it is desired to give the public timely warning within the capabilities of the present radar system and the means of disseminating the warning through existing communications."

The statement added that high-speed aircraft and the limitations of the present radar and communications setups made it necessary to "alert large areas with a first warning, then small areas with a second warning. It may not be possible for the Force to give a graduated or selective warnings."

Mr. Symington told the women's groups that America is "far greater danger than at any time in its history," and that "if we are hit, our ability to fight back will depend on whether we have built up adequate civilian defense."

Need for women's input in communications and other fields was stressed.

The master plan for communications covers authority for states to enter mutual aid agreements; establishment of communications centers; creation of "secondary" channels of communication between federal, state, regional or local civil defense officials; loyalty oaths from all CD personnel; aid to states; seizure of all facilities by state governors; appointment of directors on the state level with responsibility for planning and coordination of communications; and procurement of centers and equipment for operation.

**GUNTHER SPORTS**

**Bullets Set; Caps Stymied**

LINEUP for radio-TV coverage of Baltimore Bullets basketball games under sponsorship of Gunther Brewing Co., Baltimore, was set last week through Rathrauff & Ryan, that city, but arrangements for similar rights to Washington Caps games still hung in the balance.

A 30-game home schedule of the Bullets will be carried on radio by WJZ with Bill Rathrauff handling the description, while WAAM (TV) Baltimore is slated to handle the telecasts with commentaries by Tom Thompson. WMAR-TV Baltimore handled video coverage last year. National Basketball Assn. contests get underway Nov. 1.

Most agreements with Gunther Brewing Co., which has surged to the front ranks in the field of radio-TV sports sponsorship, faced the possibility of having purchased AM-TV rights in the nation's capital, with dire prospect of any video station actually contracting to carry the games. Prime obstacle, officials of the agency, station and sports circles connected, was that of obliterating coverage by Washington TV stations because of network and local commercial commitments (TELECASTING, Sept. 11).

WWDC-Washington, which aired the games last year, is set to carry AM coverage for the 1950-51 season.
RESOLUTION setting forth objectives, and a committee to probe the "problem," a resolution in favor of the broadcasting industry to the maintenance of the principles of Americanism and firmly to keep the country free from the influences of Communism to the peace of the world, and we are aware of the danger which could result from influences by Communists and Communist sympathizers in the various branches of American industry and means of mass communication including broadcasting.

In difficult times like the present, it is especially important that a course be maintained which will assure full security and the same time preserve individual liberties. Although members of the committee have not been announced, it will probably include representatives of the AAAAA, AFRA, TVA.

With the swelling of the listenership, United Nations radio coverage has extended both nationally and world-wide as evidenced by the inauguration of a series, "Spotlight on the UN," over the Liberty Broadcasting System's newly-opened nationwide network, and the new five language General American broadcasts to be beamed over the world through BBC, Voice of America and Radio Diffusion Francez. "Spotlight on the UN" will feature a UN news summary, interviews with prominent guests and direct broadcasts from UN meetings, and will be aired, Mon.-Fri., 6-6:15 p.m. via IRS.

The General Assembly debates, to be broadcast in English and French, will be sent directly from New York, and those in Russian are to be relayed from Paris. Latin American listeners will receive the meetings directly from New York in Spanish but the Pacific area broadcasts will be re-transmitted from Singapore in Chinese. Other English broadcasts, in addition to the New York area, which is covered by WNYC New York municipal station, are those carried throughout the U. S. on FM network stations.

As a result of a 60-day tour throughout the U. S. by Mrs. Dorothy Lewis, UN station relations director, who contacted 203 stations in 34 cities, the radio coverage of the UN will be improved, according approximately 25 to 30.

Weekly and daily programs to be presented over some 1,500 stations, including NBC's 400 network and 450 independents, will be the new Liberty Network series, "Memo From Lake Success; NBC-UN documentaries; UN Story, UN is My Beat, UN Today and UN in Action.

Mrs. Lewis spoke before approximately 600 broadcasters during her tour, with the main purpose to ascertain their reactions to the UN radio programs.

ANALYSIS. Text of the announcement:

'Current negotiations of the broadcasting industry to the maintenance of the principles of Americanism and firmly to keep the country free from the influences of Communism to the peace of the world, and we are aware of the danger which could result from influences by Communists and Communist sympathizers in the various branches of American industry and means of mass communication including broadcasting."

In difficult times like the present, it is especially important that a course be maintained which will assure full security and the same time preserve individual liberties. Although members of the committee have not been announced, it will probably include representatives of the AAAAA, AFRA, TVA.

ANNOUNCERS

NETWORK negotiations with American Federation of Radio Artists for staff announcers, commercial, sustaining, and transcription codes, began last week with a union demand for a general wage increase of 15%.

AFRA brought up staff announcer demands first, contrary to its past procedure, and asked for an increase of more than 10% in basic pay; standardization of contracts in New York, Chicago, Los Angeles and San Francisco; and elimination of clauses pertaining to recapture from any commercial fees received of an announcer's salary and restricting his off-time five or transcription appearances.

First hitch is understood to have arisen over question of whether negotiations for all four cities will take place in New York. The union, which has negotiated on a local level, charges that network representatives in other cities lack adequate authority to negotiate. Networks say their representatives do have such power.

Existing contracts, which expire Oct. 31, were signed in April 1946. The only increase over 1946 contract provisions agreed to at that time was a 7 1/2% increase in base pay, and a 5% increase in minimum scale, for staff announcers. A clause in the 1946 contract providing for renegotiation if the living cost index rose over 10%, was the basis of the negotiations at that time.

AFRA Seeks 15% Raise From Networks

WEST CONFIRMED

John K. West, vice president and director of public relations of the RCA Victor Division of RCA, was confirmed by the NBC board of directors last Friday to succeed Sydney N. Strotz as vice president of the network's Western Division (Broadcasting, Oct. 2). Mr. Strotz, an NBC veteran, has resigned to accept his new duties in Hollywood Nov. 1.

Meanwhile, Charles M. Ostorizi, vice president in charge of service for the RCA Victor Division, has been named assistant director of RCA Victor Division, according to an announcement Friday by Walter A. Buck, vice president and general manager of the division. Simultaneously, Mr. Ostorizi announced the election of Edward M. Tuft, director of personnel, as vice president and director of the personnel department for the division. Mr. Ostorizi continues as chairman of the board of the RCA Service Co.

Mr. West joined RCA Victor in 1930, serving as district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco, until 1933 when he managed the RCA exhibit at the Chicago World's Fair. Later he managed the Victor visual sound products department and in 1942 became manager of field sales. During World War II Mr. West served in the RCA Victor army. Later he became sales manager and in June 1946 became director of public relations. He was elected vice president in charge of public relations in 1946 and vice president and director of public relations a few months ago.

Mr. Strotz, who had been with NBC for 18 years and the last eight as chief of the Western Division, resigned to devote his time to other business interests.

Mr. Ostorizi joined RCA in 1949 as administrative head of the service activities for the RCA Victor Division. Previously he was vice president and manager of the mail order division of Montgomery Ward & Co.

Mr. Tuft joined RCA in 1930 as inspector in the Harrison, N. J., tube factory, becoming admissions to the tube rating and testing laboratory. Three years later he was appointed assistant personnel manager, becoming personnel manager in 1941. He was appointed director of personnel for RCA Victor Division in 1947.

The board also announced the election of Ronello B. Lewis, budget director of RCA since September 1949, as RCA controller. He succeeds Henry Sullivan, controller since 1929, who retires due to ill health.

October 9, 1950 • Page 31
PULASKI AFFAIR

WLIB Rejects ACA Demand

WLIB New York rejected a demand by the American Communications Assn., which represents technicians at the station, to cancel a broadcast by Oscar Anders, New York Oct. 1 because of the scheduled appearance of the one-time police general, Wladyslaw Anders.

WLIB, a union recently ousted from the CIO for alleged Communist influence, asserted in a wire to the management of WLBP, Los Angeles, that Anders had "a tremendous history" and had been the leader of an "army which was ejected from Palestine because of programs against the Jewish people." Harry N. Gross, WLIP general manager, rejected the union request on the grounds that Gen. Anders was appearing coincidentally with New York's political leaders, including Gov. Thomas E. Dewey, and that the decision to use what personalities would appear on the broadcast was up to the WLIP management, not anyone else.

COAST BANK

Cites Heavy Radio-TV Use

CONSISTENT use of heavy advertising campaigns, in which radio and television played a major part, has been instrumental in Coast Federal Savings & Loan Assn., Los Angeles, reaching the $100 million mark in total resources, in the opinion of the firm president, Joe Crall, who recently issued a statement on the resources of the bank. Firm currently is utilizing spot announcements on all local radio and television stations.

"Cost Federal has always used large radio and newspaper campaigns, and within the past year or so has been equally emphatic in its use of television," Mr. Crall stated. "It is our belief that our tremendous growth can be traced in many respects to our faith in advertising." Lee Ringer, vice-president, Los Angeles, is Coast agency.

NEGOTIATING for Sinclair Refining Co.'s KTBW, Los Angeles, J. broadcasts over WNMP Evaston, Ill., to rt; Angus D. Palfi, WNMP general manager; H. L. Lussow, Sinclair's Chicago area manager, Fred S. Newton, station's president.

NEW RCA UNIT

To Meet Military Needs

A NEW Government Service Division to keep pace with increased requirements of the military services and handle a stepped-up program of providing technical personnel and facilities was formed last week by RCA.

P. H. Reed, formerly sales manager of the industrial equipment section, RCA Engineering Products Dept., was appointed vice president in charge of the new division.

According to RCA, the new unit will be a clearing house to expedite and coordinate its speeded up program to meet government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment. Included in the program is the company's service shop, equipped to test and repair equipment. Under the present emergency defense program, the facility is believed to provide a service to the armed forces in an overall project to modernize World War II radio and electronic equipment, RCA revealed.

Reach New High

C. M. Orodizzi, vice president in charge of service for RCA Victor, also disclosed that the firm has more technicians and engineers in the field on government servicing than it had during the peak of World War II activities. The majority of these technicians already are overseas, he said.

In addition, Mr. Orodizzi pointed out, the new GSD will need more trained manpower "to keep pace with government demands for electronic specialists." Most urgent need, he said, is for electronic maintenance and service engineers with 10 years general experience and at least three years experience on radar or communications equipment. RCA, he said, is allocating additional space at its Gloucester, N. J., service headquarters as a location for training new technicians.

Gander Visits WGAY

L. MAURICE GANDER, radio editor of the London Daily Telegraph, author and former war correspondent, is in the United States doing a series of articles on radio and television. Following in the footsteps of members of the British commission subcommittee which has been studying broadcasting in the United States [Broadcasting, Sept. 18], Mr. Gander visited WGAY, Inc., on Monday and interviewed General Manager Joseph L. Brechner. Mr. Gander left Washington Wednesday for Tokyo, where he will study Canadian radio.

September Box Score

STATUS of broadcast station station authorizations and applications at FCC as of September 30 follows:

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<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Total authorized</td>
<td>7,079</td>
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<tr>
<td>Total on the air</td>
<td>2,189</td>
<td>671</td>
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<tr>
<td>Licenses (Air per)</td>
<td>174</td>
<td>294</td>
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<tr>
<td>Construction permits</td>
<td>176</td>
<td>294</td>
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<tr>
<td>Conditional grants</td>
<td>174</td>
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<td>Total applications pending</td>
<td>1,071</td>
<td>459</td>
</tr>
<tr>
<td>Rejected for new stations</td>
<td>35</td>
<td>26</td>
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<tr>
<td>Requests to change existing facilities</td>
<td>247</td>
<td>26</td>
</tr>
<tr>
<td>Deletion of licensed stations in September</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>1</td>
<td></td>
</tr>
</tbody>
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* On the air

‘RED CHANNELS’

On Missing Pal

THE BOOK Red Channels, listing persons in radio and television alleged to have been associated with Communism or Communist front causes, will be discussed at the Oct. 19 meeting of the New York Radio Executives Club, Robert Sawde, ABC vice president and club president, announced last Thursday.

Two speakers will talk about Red Channels. They are Ted Kirkpatrick, managing editor of Counterattack, publisher of the controversial book, and another not yet chosen.

Mr. Sawde also announced the composition of the club's advisory council and committee chairs for the new season. The advisory council includes:

- Ken Dubscher, president, Sales Executives Club; C. S. Craig, president, Broadcast Executives Assn.; Nick Sgambato, president, American Authors; and Fred M. Head, president, Advertising Club; Frank Scofani, president, Radio Pioneers; Julius Miller, president, Rep. Advertisers; T. S. Redd, president, The Advertising Club of Don Lewis. coordinators. U. S. Stations Reunion; United Station Radio; Lewis H. Avel, president, National Assn. of Radio Station Representatives.

- Robert E. Hinds, president; Frank Storron, CBS president; Joseph W. Maguire, ABC president; H. McCollough, NBC president; Frank W. White, ABC president; G. Morrison W. Lewis, WNY; director, duMont TV Net. Executive vice president, Frank M. Flynn, president, WPIX; Bernard Judia, executive vice president, WWEN, Norman Press, president. WMCA, Seymour Siegel, director, WMG, Wayne Coy, FCC chairman; Helen Berg, president, Advertiser Women of New York Inc.; Charles W. Johnson, comptroller; Concentrations, John J. Karmel, director, of sales, CBS, Carl Havering, president, Broadcast Music Inc.; Finance, A. B. Brunen, Branfield & Simons, House; John W. Placey, ABC, Door—Lionel Colton, stations representative; Publications—M. H. Snipart, public relations director, LBO; Law—By-Law—Norah K. Donavan, radio-4 attorney; Members—Curtis, American Businessmen's Association; Publicity—David O. Allen, presiden; David O. Allen, president, Arrow Line—Larry Stevens, public relations counsel.
VOTING SPOTS

Labor League's Disc Offer

SPOT announcements featuring celebrities in places to citizens to "turn out and vote" have been offered to New York stations by Morris S. Novik, radio consultant.

The spots were made by Dinah Shore, Frank Sinatra, Henry Fonda, William Holden, Ruth Hussey and others at the request of Labor's League for Political Education, but they are nonpartisan ap-

peals confined to urging the public to vote.

In a letter to stations in New York State, Mr. Novik said he would provide transcriptions to any that wanted them. "This is one kind of appeal I am sure we all want to latch on to," wrote Mr. Novik.

HAIST NAMED

Heads GE Sales District

GENERAL ELECTRIC Co. has appointed Charles T. Haist Jr., a district sales manager for radio broadcast equipment, according to Paul L. Chamber- lain, manager of sales for the commercial equipment division in Syracuse, N. Y.

Mr. Haist, who is with GE's electronics depart- ment in San Francisco, will have as his terri- tory California, Washington, Oregon, Idaho, Montana, Wyoming, Nevada and the Hawaiian Islands, with headquarters at 256 Montgomery Street, San Francisco.

He also will continue as sales representa- tive for the company's marine and aviation electronic products.

WFL Manual

Issued As Educators' Service

WFL studio schoolhouse TEACHER'S MANUAL 1950-1951. Dis- tributed by WFL Philadel- phia, this unique manual is being dis- tributed by WFL Philadelphia as a service to educators in the area's public, private and parochial schools.

The manual, with a total print- ing of 10,000 copies, is in use in connection with WFL's Studio Schoolhouse. This unique manual is being dis- tributed by WFL Philadelphia as a service to educators in the area's public, private and parochial schools.

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'INSIDE' OIL
KV O O A i r s I n d u s t r y S t o r y
A TWICE-WEEKLY semi-documentary program dramatizing the "inside" story of the oil industry currently is being aired by KV O O Tulsa, Okla., as a public service feature of national importance, the station reports.

The series, titled Wheels of Oil, also has given Gov. Roy J. Turner of Oklahoma, who qualifies as oilman, cattleman and song writer, an opportunity to turn actor. He portrayed himself in a narrative dealing with conservation and the Interstate Oil Compact Commission of which he is chairman.

Aired Tuesday and Thursday at 6:30 p.m., the program is narrated by John Henry with Organist Bill Shieff as background music. Series was written by Ruth Sheldon Knowles, petroleum specialist and nationally known oil writer, and employs a cast of competent actors.
CIVIL DEFENSE
Clay Requests Radio Aid

GEN. LUCIUS D. CLAY, onetime military governor of Germany and now chairman of civil defense of the State of New York, called upon broadcasters last week to keep the public informed on measures being taken to minimize damage in the event of atomic attack.

Speaking at the New York Radio Executives Club's first 1950-51 season luncheon, Gen. Clay said that if an attack was made against the U. S., radio would be called upon to carry the principal burden of communications. In an atom bombing, he pointed out, telephone facilities would probably be destroyed.

"The radio industry of America has always devoted particular attention to matters of public interest," he said. Radio already has "been of substantial help in informing the public on the progress of civil defense," he pointed out.

MONOPOLY FEARS
Truman Warns Govt. Heads

TOP OFFICIALS of National Security Resources Board, the Cabinet and key defense agencies have been asked by President Truman to consult periodically with Attorney General J. Howard McGrath and Federal Trade Commission in pursuance of a broad program designed to guard against development of monopolies in the expanding defense effort.

In a letter to heads of the groups involved, Mr. Truman expressed concern lest partial mobilization without certain protective actions "expose the American economy" to the threat of economic concentration. He asked that the danger be minimized by eliminating all possible factors to "suppress competition unduly."

October 9, 1950 * Page 35
Starting today, Monday, October 9, Mary Margaret McBride will broadcast on WJZ—exclusively in the New York area. Her program remains the same: the warm, cordial, informal atmosphere... the celebrated guests... the wonderful grace and charm and enthusiasm that make Mary Margaret McBride the First Lady of Radio.

ATTENTION: ALL ABC STATIONS!

Soon—for the first time—the Mary Margaret McBride show will be available for LOCAL sponsorship on your station... on ALL ABC stations from coast to coast. The program will be broadcast every weekday (at a time to be determined) over the entire ABC radio network. For advertisers in your area, here is the chance of a lifetime... the opportunity to sponsor the most beloved and believed woman in all advertising.
It takes a woman to sell a woman — and Mary Margaret McBride is the Number One saleswoman in the world. Six years ago, her fans jammed Madison Square Garden... last year they packed Yankee Stadium. Her fan mail tops a quarter of a million letters a year. "Admission to the McBride program," says the New Yorker, "is the commercial equivalent of admission to Groton...!!"
AMA Campaign
(Continued from page 23)
structured to emphasize the AMA dogma in certain markets.
The basic upon which the number of spots in each market were chosen was the city population, not the station coverage area. Although power stations are being used, they were not selected primarily or because of their coverage. In a saturation plan, Seeds sought to get a quantity of stations in each market to achieve wide coverage as well as penetration.

First step in the timebuying process was charting of basic data, including the radio market, number of stations there, population in thousands and the one-time spot day and night cost on the highest-priced station. Population of the market determined the number of spots to be used.

Working on a minimum estimate of four nighttime and four daytime spots in each area, Seeds personnel devised a formula for population groups, ranking towns and allotting spots as follows:

<table>
<thead>
<tr>
<th>Population</th>
<th>Nighttime</th>
<th>Daytime</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 and under</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>10,000</td>
<td>4</td>
<td>6</td>
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<tr>
<td>20,000</td>
<td>5</td>
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<tr>
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<td>9</td>
<td>18</td>
</tr>
<tr>
<td>300,000</td>
<td>10</td>
<td>20</td>
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<tr>
<td>500,000</td>
<td>11</td>
<td>24</td>
</tr>
</tbody>
</table>

Basic allocations, figured on the most expensive cost per spot day and night, were then translated into the percentage of the budget for each market. Spots were then distributed among the stations. This blanket coverage left "no blank spots," in the opinion of Mr. Goldsmith, which is why he believes every radio home in the country will be reached.

Russel M. Seeds started the time study in July, and most of the buying was completed early in September. Some buying was still being done last week, however, as a few stations were slow in reporting availabilities and some did not have them when the agency first asked.

Mr. Goldsmith recommended additional pressure in the more concentrated population areas, believing more money should be spent in major markets because of the need for greater penetration and the number of stations fighting for the same audience.

Spot Schedules Heavy
For these reasons, AMA spot schedules are heavier in the top eight markets of the country. New York, for example, has more than 30 spots daily and 30 nightly. Commercially, all electrical transcriptions are 15, 20, 30 and 60 seconds long.

Tie-ins by local and national advertisers are expected to exceed the total amount of time actually bought. Late last week some of the national advertisers committed to cooperate were Bristol-Meyers, Sinclair, Mennen and Rexall.

Now They Tell Her
MERLE MEYERS, Russel Seeds timebuyer who supervised buying of 30,000 spots in the current AMA campaign arrived at work one morning recently haggard but relieved because the monumental job was finished. On her desk was an early edition of the Sun-Times, bearing a tabloid streamer headline which read: "PUT CURBS ON TIME BUYING." She knew that was a good idea all along.

Sachs
(Continued from page 27)
Mr. Sachs now has only one radio program. But he insists this is not due to the high cost of simulcasting Amateur Hour. As soon as he finds the right program, he'll be back in a late evening 15-minute slot such as that occupied across-the-board on WOR last year by his Remember When, starring M. C. Jack Stillwell. In 1948 this Sachs time period was filled by the Stop Parrel Show, featuring an Amateur Hour alumnus, and the previous five years by But Not Forgotten, featuring pianist Herbie Minter.

Mr. Sachs is willing to spend a quarter-of-a-million dollars on radio-TV this year while spending less than $100,000 on other advertising media.

The domain which radio has built for Mr. Sachs now consists of a 187-ft. store front—much of it three stories high—on South Halsted St., including a separate bridal-formal shop; a two-story triangular-shaped store fronting on Diversey and Milwaukee Aves. on the city's north side; and a five-story service building near the southwest establishment. Mr. Sachs also maintains a New York buying office with a permanent staff.

650 Employees
The company has 650 employees, all of whom get free insurance and hospitalization. Its top executives are shareholders.

Mr. Sachs is active in the management of his company, but if he were to step down, he has three children who could carry on. His eldest daughter, Mrs. Zenia Goodman, is an assistant state's attorney of Cook County (Chicago). She was one of the U. of Chicago's most brilliant graduates a few years ago. A second daughter is Mrs. Rhoda Mendelson; and son Morris B. Sachs Jr., 17, is a junior at the U. of Illinois. Mrs. Morris B. Sachs Sr. is the former Anna Baker of Chicago, who was in the millinery business when her husband courted her 34 years ago.

ABC Pacific Network Flying Feet moves to Sun., 8:30-9:00 a.m., PST time slot from Sat., 10:00-10:30 a.m.
Busiest thing around nowadays is your old friend, the freight car!

Busy carrying the things that America eats, wears and uses.

Busy carrying the raw materials to make these things.

Busy carrying the machinery, the munitions and the material that go to make our country strong.

Increased military movements — increased defense demands — increased buying — increased production all along the line — all these mean that each week 850,000 freight cars are loaded and sent on their way. That’s enough to make a train stretching all the way from the Atlantic to the Pacific and back again!

The railroads have moved swiftly to meet the increased demand for freight cars. They have stepped up their car repair and rebuilding program. And they have ordered more than 100,000 new freight cars for earliest possible delivery.

Shippers are helping greatly by loading and unloading cars promptly and by operating shipping rooms and loading platforms six days a week instead of five — the equivalent of adding thousands of cars to the present supply!

It all adds up to the fact that the railroad freight car fleet is busy and growing . . . continuing to carry the overwhelming bulk of the goods for America's civilian economy and her national defense!

Association of American Railroads
WASHINGTON, D.C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.
At District 12 Meeting

"We like radio as an advertising medium and we're finding more uses for it as we learn better how to use it," Nelson Finks, St. Louis, general advertising director of Southwestern Bell Telephone Co., told NAB District 12 members in the closing luncheon session of their Oct. 2-3 meeting in Tulsa.

"We use spot radio," Mr. Finks said, "at first, we used spots to help in emergencies. We still do—and radio helps. Thanks for the fine treatment radio stations give us when we ask for help in emergencies.

"Here are examples. During the 1948 flood in Tulsa, 1,800 telephones were out of order. Radio spots told customers what happened and what we were doing to restore service. In the Kansas ice storm last year, many circuits were broken and many telephones were out of order. Radio spots told customers about damage and when we expected to make repairs.

But then we began to find ways to use spot radio on a regular as well as emergency basis.

"Problems lead to advertising. Sales are the problem of the retail store. Service—not sales—is our problem. The first step is to analyze the problem fully, then decide how advertising can help solve it, what audience we want to reach and what media will reach it.

"Take the problem at Army camps, crowded with young men and women, who a few weeks before had been civilians. First time away from home for most of them. They wanted to call home, but their free time was in the evening, when the lines were crowded. We could not build enough new lines, for telephone materials had gone to war.

"We studied the problem. Here's the answer we came up with. Ask civilians as a patriotic measure to postpone their calls to other than evening hours, except in cases of emergency.

"And how did we go about getting that message to our customers? —Mainly by using spot radio. We spent half a million dollars in five states we served. You may remember—'Save 7 to 10 for Service Men.'

"Here's another problem—the Christmas toll. Too many calls to handle without delay and some don't get through at all. We studied the problem—decided we should explain the volume and delays so people would understand delays, thus, avoiding criticism. So, we use radio to help tell that story.

"Mr. Finks cited another problem—director delivery time. It's really twofold," he said, "Calls for information, and yellow page usage. Calls for information build up as directories get older, but the volume stays up after the new book is delivered. Our problem is to reduce volume of calls after the directory is delivered. Calls cost money.

"We're using radio spots. Results—in one city, there was a 13% reduction in one week, compared to 6% in the previous week.

"Another example—long distance calls by number go through twice as fast. Particularly important is toll dialing.

"Radio Used

"We used radio to explain this to our customers over 42 stations located in eight cities with circuits to toll dial equipment in Kansas City. The results look good and we plan to resume the campaign this month and extend it later to other parts of the territory.

Mr. Finks disclosed Southwestern Bell's latest use of radio in Oklahoma has just begun—to tell people about the Greater Oklahoma telephone program.

"We spent $76 million for new construction since the war," he said, "and still have not caught up with the demand. We have 15,000 hold orders and 7,500 new applications a month. More dial service is wanted, more rural lines and more long distance.

"We asked our engineers to plan a new construction program. It will cost $85,000,000 over four years. We have a new radio. Our earnings are too low to justify this huge expenditure—too low to raise the capital.

Plans Announced

"Yesterday, we announced plans for this construction program—on radio. We'll devote a day on some 40 stations in the state to tell people about the need for the program and the need for higher rates before we can go ahead.

"Ninety-two NAB members attended the Tulsa meeting, presided over by Jack Todd, KAKE Wichita, NAB District 12 director. Three other NAB directors were on hand—John Esau, KTUL Tulsa, director-at-large, medium stations; William B. Quarton, manager of WMT Des Moines, Cedar Rapids, and Harold Wheelahan, manager of WSMB New Orleans, District 6 director.

"Harmony marked both sessions, with the exception of the resolutions committee, headed by Frank Webb, KFH Wichita, which broke a precedent by voting for a reversal of procedure to allow broadcasters to air their views on issues the first day, thus giving the committee a chance to draft resolutions for vote before the majority of members left for home.

"The committee, including Allan Page, KBWO Lawton, Okla., and George Tarter, KGRC Enid, Okla., also took cognizance of the manpower loss to the armed services, calling on NAB to petition FCC to reinstate Rule 91-C; gave a 'go ahead' sign to a greater BAB; asked BAB to delete its credit and localize promotional material, and called for station relations departments in NAB and BAB.

Skit Provided

"Mr. Esau set a district meeting precedent at the first day luncheon by providing an entertaining skit, using KTUL entertainers who burlesqued NAB with Perry Ward as m.c.

"Ralph W. Hardy, NAB director of government relations, gave a presentation of NAB operations and plans for a membership drive, and reported on government relations. In the absence of Justin Miller, NAB president, Mr. Hardy reported the NAB in the National Emergency.

"Pinch hitting for Richard P. Doherty, unable to attend, Charles Tower, his assistant in the NAB Employee Relations Dept., outlined a profit program for radio stations, with emphasis on controlling operating costs. He also stressed the manpower problem with respect to the draft, advising station managers to examine their

(Continued on page 42)
Get spectacular sales results at low cost
with Transit Radio

In market after market—for product after product—transit radio sells more merchandise at less cost! Want proof? Just call or write your nearest Transit Radio office for details on latest success stories. It's no accident—it's the result of these special advantages of this newest and fastest-growing advertising medium:

- counted, guaranteed audience (based on audited passenger-count of transit riders)
- en route to point of sale (pre-sold customers delivered right to your sales door)
- select your audience (housewife-shoppers, workers, men or women) when you pick your spots
- lowest cost per thousand of any mass medium
- best attention to your commercials (automatic step-up in volume, less competition for listener-attention)
- complete flexibility and adaptability to your advertising problem in any transit radio market.

AN EXCITING NEW MEDIUM, CONSTANTLY GROWING...

Growing fast! New markets now ready for your fall-winter schedules include Kansas City, Boston, Minneapolis-St. Paul, Trenton—with many more coming soon!

IN KANSAS CITY, for example,

KCMO-FM now offers Transit Radio in 300 radio-equipped buses—the outstanding advertising buy in this big, rich market! Introductory rates are low—get in now!

Population: 687,552—all served by radio-equipped buses. Families: 241,600. Transit rides every weekday total 427,151; every Saturday, 366,419. You can reach and sell this counted, proven, guaranteed, responsive audience—easily, economically, effectively—with Transit Radio...
Lauds Radio
(Continued from page 10)
staff closely with an eye to combining duties.
"The situation will be twice as acute in six months," he said. "You're not only going to lose technicians to the Armed Forces, but to other stations as well."

Lee Hart, BAB assistant director, made two appearances, pitching a strip film presentation and conducting a sales clinic.

Charles A. Bentson, NAB director of television, conducted a TV seminar, introducing Helen Alvarez, vice president-general manager of KOTV TV Tulsa, who disclosed that her station operates 70 hours a week with 36 employees. Surprises were evident that three gasoline stations advertise on KOTV as regular customers.

Mr. Quentin, member of the NAB board's BAB Committee, spoke on "A New and Greater Sales Program for Radio," which led to discussion on the merits of NAB and BAB in regard to smaller stations.

The need for a station relations department, both in the NAB and BAB, was emphasized by Grover Cobb, KGVB Great Bend, Kan., who prompted the resolution to that effect.

A warning note against radio rate cutting was expressed by Messrs. Todd and Quarton, both of whom told of being approached with such requests as a result of the ANA proposal. Both agreed that "this is the worst time in the world to start rate cutting in radio."

<table>
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<th>District 12 Registration</th>
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FREEDOMS AWARDS
Radio Deadline Is Nov. 20

CLOSING date for nominations in the radio program category of the $100,000 general awards program of Freedoms Foundation has been extended to Nov. 20, according to Don Belding, Foote, Cone & Belding, foundation president. Eighteen classes of awards are included but they do not mention TV specifically.

Information on the awards can be obtained from Ken Wells, executive vice president of Freedoms Foundation Inc., Valley Forge, Pa. Presentation of awards will take place Feb. 22.

KVEC DISPUTE

NLRB Examiner Reports

CHARGE of "unfair labor practices" was leveled against KVEC San Luis Obispo, Calif., in an NLRB trial examiner's intermediate report-order released Oct. 1. Station, licensed to Valley Electric Co. with Christina M. Jacobson as president, is involved in a dispute with IBEW Local 202, which filed the original complaint Nov. 8, 1949.

Examiner William E. Spencer said that KVEC had refused to bargain collectively with the employees; "discriminated" against a technical employe, Dwight Stephenson; and had "coerced" its employees in exercise of their rights. "At the same time, he recommended that charges of "discrimination" against two other technicians, as charged in the complaint, be dismissed.

Station contended that operation of KVEC-FM was discontinued Jan. 1, 1950, because of "economic considerations," and that "efficient and economical operation" of the AM affiliate thus required the services of combination technicians-announcers. The general counsel asserted that the changeover was made for "discriminatory purposes." KVEC, however, gave its technicians the opportunity to take announcers' tests for the purpose of retaining them if they proved adequate.

PURE SOUND...
There are few things in the whole realm of sound so majestic as the great, surging power of a symphony orchestra.

For here is color in sound... flashing, changing, whispering, roaring. Here, too, is challenge for those who would capture and keep the brilliant fullness of a symphony.

Sound, in its true entirety, is delicate. The memory of it must be entrusted to only the finest of recording equipment, skillfully designed to duplicate its fullness with the most dependable accuracy. And that means PRESTO.

Disk or tape, PRESTO recorders are built with performance first in mind. And yet, for such absolute quality, the cost is often less. When you need recording equipment, it's common sense and customary to look at PRESTO first.

**ROANOKE SINGS**
WSLS Backs Young Musicians

WITH its aim the stimulation of an interest in a musical education among the youth of the area, WSLS Roanoke, Va., has for years backed promotion of the "Young Roanoke Sings" chorus.

Made up of students in the high schools of Roanoke and surrounding area in the county, the chorus is heard each Saturday at 5:30 p.m. under the direction of Bill Saunders, WSLS program director. Although WSLS makes no charge for the service, any donation from listeners is accepted.

The donations, at the end of the year, are matched dollar-for-dollar by the station, the total amount comprising a music scholarship fund. Each fall, a committee representing organizations before which the chorus has performed serves as a board of judges. Each member of the chorus sings or plays for first or second prizes. Every competing student receives $25. First prize this year was $300 with two students tying for second award of $250. The scholarship can be used in any school of the winner's choice.

COMPLETE football schedule of Thomson (Ga.) High School to be aired on WTWA that city, sponsored by Johnson Motor Co. (Ford dealer).

**GURNEY STATUS**
May Take Defense Post

SEN. CHAN GURNEY (R-S. D.), who leaves the Senate after adjournment of the 81st Congress, conferred fortnight ago with President Truman and indicated he may take a post in the Defense Dept. sometime after the first of the year.

Sen. Gurney, one of the founders of WNAX Yankton, S. D., and manager of the station before he withdrew from the radio field in 1933, was beaten in the South Dakota Republican primaries by Rep. Francis Case, a former newspaper editor and publisher. He had sought his third six-year term.

The former radio executive said, after conferring with the Chief Executive, that they had discussed "my availability after the first of the year" and that while Mr. Truman had "nothing definite in mind," he "definitely expected" to take a defense position.

Sen. Gurney had been mentioned to succeed Stephen Early, deputy defense secretary, who is retiring to return to the Pullman Co. as vice president. Report was scotched Sept. 26 when the White House announced the appointment of Robert A. Lovett, a New York investment banker and former Undersecretary of State, to fill the post.

**PLANE CRASH**

MBS Sports Director Hurt

PAUL JONAS, MBS sports director, suffered slight burns and bruises when the private plane of John Galbraith, president of the Pittsburgh Pirates, carrying Mr. Jonas, Joe Williams, Scripps-Howard sports writer, and Lester Scott, owner of the New York Knicks basketball team, crashed near Columbus, Ohio, Saturday night, Sept. 30.

The pilot of the plane died of burns when the plane caught on fire, but the three New York men were able to jump to safety.

**NARND SESSION**

**Vandenber to Speak**

GEN. HOYT VANDENBERG, chief of staff of the U. S. Air Force, will be one of the main speakers at the 1950 convention of the National Assn. of Radio News Directors, to be held at Hotel Sherman, Chicago, Nov. 16-18.

Also scheduled to speak are Lt. Gen. Lauris Norstad, Air Force acting vice chief of staff, and Clifton Utley, NBC commentator. NARND's government liaison committee will report to the convention on conferences it has held with top government officials in Washington on questions of censorship and public information raised by the Korean war and other recent international crises.

Montgomery Story

RADIO and television career of Screen Actor Robert Montgomery and his crusade against the underworld are traced in a current article titled "Fightin' Bob—the Hollywood Crusader" appearing in the Oct. 2 Saturday Evening Post. Written by Pete Martin, the story describes Mr. Montgomery as "last season's No. 1 Hollywood convert to television" and cites his success on radio as ABC commentator and on video as producer of the hour-long TV drama, Robert Montgomery Presents, heard every other week on NBC-TV, 9:30-10:30 p.m. His radio series deals with crime, while the television show presents notable dramas.
ARBI SURVEYS

KJBS, KNBC Sign Contracts

KJBS and KNBC San Francisco have contracted for a series of surveys by Advertising Research Bureau Inc., Seattle, Joseph B. Ward, ARBI director of research, announced last week. Earlier ARBI surveys in Pacific Northwest markets have shown radio holding the edge over newspapers in sales volume per advertising dollar invested [Broadcasting, May 1, June 5].

KJBS precipitated a nationwide trade discussion of audience survey methods with its advertisement in Broadcasting some months ago, challenging C. E. Hooper and A. C. Nielsen to participate in an impartial evaluation of the accuracy of their findings. The ARBI survey, with its retail-point-of-sale technique, is expected to shed new light on the effectiveness of radio as a selling medium.

Several San Francisco department stores are expected to cooperate in the survey, and Mr. Ward told Broadcasting that Macy's in San Francisco has already agreed to the plan.

National Nielsen-Ratings* Top Radio Programs

(Total U. S. Area, including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Extra-Week August 27-September 2, 1950

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<thead>
<tr>
<th>Current</th>
<th>Previous</th>
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<td>Lux Radio Theatre</td>
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<td>Mr. Keen(CBS)</td>
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<td>My Friend Tom (CBS)</td>
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<td>7</td>
<td>Life with Luigi (CBS)</td>
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<td>4</td>
<td>5</td>
<td>Arthur Godfrey's Top Scouts (CBS)</td>
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<td>Salome's Watkin (CBS)</td>
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<td>Dr. Christian (CBS)</td>
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NOTE: Nielsen Ratings are obtained by applying "NIELSEN-RATING*" (%) to 40,000,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

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DEFENSE COUNSEL

All-Industry Group Gets Under Way

APPOINTMENT of nine station executives will be made shortly by NAB President Justin Miller to complete the Broadcasters' Advisory Council formed last Monday at a dinner meeting held at the Waldorf Astoria, New York.

Judge Miller reported in a letter to President Truman that the council had been formed, as originally requested of NAB by Dr. John R. Steelman, Assistant to the President. The council is to organize the industry so it will be "immediately available" in the event of need.

Serving on the council with Judge Miller are Robert C.

RADIO STUDY

Set by Missouri Broadcasters

COMMITTEE to find out why some business groups in Missouri don't use radio, and then to tell him about the medium's power, was named Sept. 28 at a meeting of the Missouri Broadcasters Assn.

Head of the committee is E. K. Hartenbauer, KCNO Kansas City. Missouri broadcasters elected Maxton R. Aldridge, KFQX Columbia, as president. He succeeds Wayne Cribb, KFMO Hannibal. Glenn Griswold, KFQX St. Joseph, was elected vice president. G. Pearson Ward, KTTS Springfield, was elected secretary-treasurer.

Serving on the board with the above four are Karl Koerper, KQMO Kansas City; S. E. Sloan, WXLO St. Louis, and A. L. McCarth, Poplar Bluff.

AIR CHECK SALES

Plan Copyright Protection

SALE of "air check transcriptions" of broadcasts and amateur wire and disc recordings for home use will be subjected to an intense elimination campaign to protect copyrights of musical composers, according to Arthur A. Hauser, president of Music Publishers Assn. of the United States.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners," Mr. Hauser explained. He added further: that each music-publishing firm will deal with the problem individually rather than in the name of the association.

CALL DON COOKE FOR COMPLETE COVERAGE

WASHINGrON, D.C.

WEAM

MUTUAL

5000 WATTS

Page 44 • October 9, 1950
This is it in a nutshell!...  

Graybar recommends the sensational 21B microphone

... because it combines unparalleled technical qualities plus the advantages of inconspicuousness. It doesn’t obscure the performer’s countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don’t sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional... and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.

5019

Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar brings you broadcasting’s best...

Manufactured by...

1. Altec Lansing
2. Ampex
3. Bower-Knox
4. Bryant
5. Communication Products
6. Crown-Odyssey
7. Davvin
8. Fairchild
9. General Cable
10. General Electric
11. General Radio
12. Humbell
13. Hughes
14. Karp Metal
15. Macintosh
16. Melstrom
17. National Electric Products
18. Presto
19. Triangle
20. Webster Electric
21. Western Electric
22. Weston
23. Whitney Blake

There are Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

ATLANTA  E. W. Stone, Cypress 1721
BOSTON  J. P. Lynch, Kenmore 6-4587
CHICAGO  E. H. Taylor, Canal 6-4100
CINCINNATI  W. H. Hamsher, Main 6060
CLEVELAND  W. S. Burkwell, Cherry 1-1560
DALLAS  C. C. Ross, Central 6454
DETROIT  P. L. Gundy, Temple 1-5500
HOUSTON  R. T. Abrams, Atwood 6-4571
JACKSONVILLE  W. C. Wisner, Jacksonville 6-7611
KANSAS CITY, MO.  R. B. Ursig, Baltimore 1644
LOS ANGELES  R. E. Thompson, Angelus 3-7283
MINNEAPOLIS  W. G. Pree, Geneva 1621

DISTRIBUTOR IN CHARGE OF:

New York  F. C. Sweeney, Watkin 4-3000
Philadelphia  G. J. Jones, Walnut 2-5405
Pittsburgh  R. F. Grossart, Allegheny 1-4100
Richmond  E. C. Toms, Richmond 7-4-91
San Francisco  K. G. Morrison, Market 1-1215
Seattle  D. J. Craig, Mutual 0122
St. Louis  J. P. Lenker, Newnan

BROADCASTING  Telecasting  October 9, 1950  Page 45
THE LATEST WCKY STORY

MORE PEOPLE ARE TUNING TO WCKY!
MORE ADVERTISERS ARE BUYING WCKY!

PULSE PROVES IT!

WCKY Share of Audience July-August 8 AM-8 PM Mon-Fri

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>1949</th>
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<tbody>
<tr>
<td>19.8%</td>
<td>19.1%</td>
<td></td>
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</tbody>
</table>

A 4% INCREASE IN SHARE OF AUDIENCE

MAIL PROVES IT!

WCKY received more order mail in July-August 1950 than at any time in its history for the same period.

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>79,942 orders</td>
<td>65,777 orders</td>
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</table>

A 22% INCREASE IN MAIL

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

(*-Pulse Report)

INVEST YOUR AD DOLLAR WCKY’S-LY
ADVERTISERS KNOW IT!

WCKY'S ADVERTISING ACCOUNTS FOR FALL 1950 HAVE INCREASED 49% OVER FALL 1949.

More National Advertisers Like These Are Buying WCKY:

BULOVA WATCHES
CAMEL CIGARETTES
TENDERLEAF TEA
LUSTRE CREME
TAYSTEE BREAD
BORDENS INSTANT COFFEE
BC REMEDY
CELANES
BROMO QUININE
AMN MEDICAL ASSN
BLUE STAR BLADES
MAXWELL HOUSE COFFEE
FATHER JOHNS
ANACIN
MUSTEROLE
GRENNAN CAKES
MUELLER MACARONI
SURF
BAYER ASPIRIN
FEENAMINT
RESISTAB

DRENE
TWA
PALMOLIVE SOAP
FOLGER COFFEE
SHULTON'S OLD SPICE
CHAP STICK
ROMAN CLEANSER
DR CALDWELL
CHASE & SANBORN COFFEE
CARTER PILLS
MGM PICTURES
COLGATE DENTAL CREAM
WONDER BREAD
SPUD CIGARETTES
LADIES HOME JOURNAL
ROBERT HALL CLOTHES
HADACOL
EX LAX
NEW YORK CENTRAL
DR PIERCE

CHEVROLET
IPANA
SWIFT ICE CREAM
SWISS COLONY WINE
HALO
BIRDEYE FOODS
BLUEBONNET MARGARINE
LYDIA PINKHAM
MOTOROLA
SILVER DUST
PATRICIA STEVENS
YETO
STERA KLEEN
4 WAY COLD TABLETS
SWAMPROOT
BLACK DRAUGHT
AMERICAN CHICLE
AJAX
DOANS PILLS
PEPSICOLA

Now More Than Ever Before,
WCKY Is Your Best Buy in Cincinnati

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: CI. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Toward the Job Ahead

EVENTS OF the past few weeks demonstrate a new awareness by the public of the mass radio media of the problems that stem from a state of half-war, and all that it implies.

There are concurrent developments on both the talent and executive sides—one to thwart possible Communist influence in radio and television, and the other to cope with management and policy issues that may be encountered in our new medium. There are collateral moves to preserve minimum radio manpower, following generally the World War II pattern.

Whether the AFRA-motivated plan to set up a quadripartite clearing house without impinging upon individual liberties of performers is the right format is questionable, but it certainly connotes timely interest. Our own view is that the broadcaster cannot delegate the final responsibility. He is the licensee. It is his function to determine whether his employees—or for that matter anyone who gains access to his microphones or cameras—is loyal or disloyal. The matter will include participation of AFRA, the Assistant of National Advertisers, the American Assn. of Advertising Agencies, and the NAB. But the licensee must pass final judgment.

On the management side, progress has been made toward formation of a Broadcasters' Advisory Council, comprising representatives of every segment of radio—including manufacturers. This new structure is termed a Pymun—NAB. President Justin Miller is the chairman. Participants, including the four networks, have bristled aside other policy differences with the NAB in recognition of the larger job ahead and the need for unanimity where the national welfare is involved.

If the Red Channels' expose, suspect as certain of its listings may be, did nothing more than to focus attention on the most powerful elements of possible national network programming to unite in a move to create a grave problem, it served an undeniably useful purpose.

Formed as the Advisory Council does not necessarily mean that all is serene in the relationships of all broadcasters and all networks with the NAB. It does demonstrate, however, that in a national crisis, wise leaders and patriotic businessmen can forget normal grievances and turn toward the job ahead.

Again & Again & Again

CANDIDATES under the Democratic banner are receiving a Quick-size booklet entitled "How to Use Radio and Television to Reach All the People." Several statements in this document, written by Kenneth D. Fry, Democratic National Committee radio director, reveal once again how strong the party faith in the eye and ear approach has become.

The radio section begins with the statement: "'Radio is the most powerful campaign weapon you've got. It can reach—and move—and influence—more people per dollar and per minute than any other single medium or method.'

There, in a few succinct phrases, is the radio story. It is a true story and one which is convincing more executives with goods to sell every day. The fact that a great national party that polled more than $4 million votes in the last election is willing to pass along this story to its candidates is proof that it is solidly sold on radio—and television—effectiveness.

And where can you find a more convincing success story? The Democratic Party has been in control of the government for 17 years. Roosevelt was elected for four successive terms for a number of reasons, not the least of which was his heavy reliance on his ability to talk to the people man-to-man on the radio. President Truman has followed in his footsteps and many a senator, governor and representative as well as lesser political entities owe their office to the medium.

Looking for proof of radio's effectiveness? With the coming campaigns what better story than this? It offers, to quote Mr. Fry, "more people per dollar per minute than any other single medium or method."

Price of Freedom

THE VERY first effort of the Government to invoke the anti-trust laws against a newspaper because of unfair competition against radio could prove a boomerang that will strike all of the media of expression.

Last week we published the decision which the Department of Justice has entered against the Lorain (Ohio) Journal, recently convicted of seeking to destroy "WEOL" taken in its entirety, would do violence to the First Amendment and to the pressing freedoms of the press, from which radio derives its own free charter.

It is not unusual for the courts to invoke sanctions against one convicted of monopoly. But it seems to us to be impinging upon our fundamental freedoms to force publication of any advertising or news material by Governmental decree, and to deprive a citizen of his legal right to appear in the magazines of his choice.

We think the FCC, in the first instance, was justified in denying the publishers of the Lorain Journal AM and FM stations on grounds of monopolistic practices. We applaud the learned decision of Federal Judge Freed in Cleveland in convicting them of unfair practices in seeking to destroy WEOL. But Judge Freed carefully delineated the scope of his decision, disposing of the contention that the First Amendment was in any wise involved. The newspaper refused business of advertisers who used WEOL, among other strictures.

The proposed judgment, if Judge Freed may now consider, would place under court jurisdiction almost every phase of the newspaper's business operations. It would forbid the newspaper from refusing to publish station logs; would make subject to the decree many advertising discounts or rebates, and invoke a half-dozen other penalties. Judge Freed, of course, may accept or modify the proposed judgment, or, and write his own.

It is our view that, in the light of Judge Freed's erudite, crystal clear opinion, he will not accept without drastic modification, the Department's proposed decree. If perchance he should, we wish that the nation's newspapers will join the Lorain Journal in an appeal to the U. S. Supreme Court.

The Journal was guilty of unfair trade behavior but, in our opinion, the extent of the rule that the use of unfair competition against radio which probably are as bad. The Department of Justice has had upwards of 100 complaints from stations protesting that newspapers have refused to publish their logs.

But radio wants no part of "protection" against the press that would give any agency of the Government the right to dictate what newspapers may or may not be published or advertised. What is decreed for the newspaper inevitably must be extended to the radio. Radio and TV, after all, are electronic printing presses which "publish" with the speed of light.

EUGENE BEALL WILKEY JR.

IN a profession dedicated to the proposition that radio is a young man's game, but indelibly imprinted with the achievements of its first generation, the meteoric rise of one of its younger brethren commands a certain degree of awe and admiration.

Eugene Beall Wilkey Jr. is one of the youngest managers of any station—let alone a 50 kw outlet—in the broadcasting industry.

Mr. Wilkey's broad experience in all operating phases of radio is pointed up by a penchant for anticipating desires of the listening public and salesmanship plus. These factors have stood him in good stead in his swift ascendency from assistant program director to general manager of WCCO Minneapolis-St. Paul, the 50 kw CBS Twin City outlet.

If Gene Wilkey were asked to spell out the

(Continued on page 76)

Static and Snow

By AWFREY QUINCY

COLOR influence: According to Closed Curve the next NB convention is to be simultaneous, not sequential. Is compatibility too much to hope for?

When the World Series' "take" for broadcasting fees was a measly hundred thousand or so, it went without question to the pennant fund. Now, an $800,000 molen arousdes desires and claims by the players. Hap Chandler will have to decide whether to call it a delayed steal, a force play, or, ignoring the "infield fly" rule, he can permit the dough to be trapped, resulting in a double killing.

The President's United States civil defense report says that radio and television are vital to national security. Has anyone told the FCC? A station rep gets written up in BROADCASTING, and, as a result, he's commissioned a colonel by Governor Thurmond. We don't know whether or not the sovereign state of South Carolina has a navy, but we would have preferred an Admiral's commission for the rep just to see one of those peaked hats come over the transom.

Speaking of film business, we understand that sentiment is gathering headway among exhibitors to raise admission prices, and we just can't understand it. What with rising taxes and increased costs we'd imagine that admission prices should come down. At least, that's the line somebody has been handing us!

BROADCASTING • Telecasting
"DAILY TRIPLE"

IS YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE—delivering a nighttime audience of 971,520 different people weekly."

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

★ 1280 CLUB—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.


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

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.
ALBERT E. FOSTER, station manager WLAW Lawrence, Mass., resigns. IRVING E. ROGERS, president and treasurer Hildreth & Rogers Co., station owner-operator, temporarily assumes duties.


WINSTON S. DUSTIN appointed vice president in charge of sales WNOE New Orleans. Has been in printing field for past two years after leaving WSM Nashville, where he served ten years, last two as commercial manager. Joins WNOE Oct. 15.

GLENN D. GILLETT, senior partner Glenn D. Gillett & Assoc., Washington, consulting radio engineers, returns from six months' duty as civilian consultant to commanding general of U. S. forces in Austria. Worked on plans for improving broadcast facilities.

ROBERT BURNS WHITE, public service director ABC Central Division for seven years, to executive vice president in charge of Chicago office Progressive Broadcasting System, headquartered in Hollywood. WALLY OSBO, radio-TV producer, to network as executive producer.

RICHARD MORENUS to KIHO Sioux Falls, S. D., as commercial manager, succeeding J. E. SWEET, resigned. Mr. Morenus was with NBC and WCC. W. W. (Bud) DOSS, WAIT Chicago, to sales staff KIHO.

BOB WALTER, program director WCBA Corning, N. Y., to station manager WVAM Altoona, Pa.

HERSCHEL GORDON LEWIS, commercial manager WRAC Racine, Wis., named manager replacing CARL ZIMMERMANN, recalled to active duty with U. S. Army.

FAYE J. SMALLEY, Foster & Kleiser, S. F., to sales department KFRC same city.

GEORGE COMTE, announcing staff WTMJ-AM-TV Milwaukee, to assist to Manager R. G. Winnie. GEORGE NICOUUD, assistant office manager Milwaukee Journal, stations' owner, to similar post.

MARCELLE MITCHELL, office manager William Esty Co., Hollywood, for seven years prior to recent closing of that office, to CBS Radio Sales, L. A. Replaces ELEANOR MARS, resigned.

Mr. Dustin

Yes, Sir! We're HOARDING

we've got 12,441 of them!

That's the final count—12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks—drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

JULIAN M. KAUFMAN, KGO-TV San Francisco, to assistant commercial manager KPHO-TV Phoenix.

LOUIS F. KROECK, Avery-Knodell, N. Y. sales staff, to sales force Edward Petry & Co., N. Y.


SHERRIIL EDWARDS, commercial manager KEVL (TV) San Antonio, resigns. He is engaging in consultant work in the television field.

WREN

is the peak in TOPEKA

Represented by WEED & COMPANY

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STRIKE AVERTED

At KMPC KFWB KLAC

THREATENED STRIKE by announcers of three Los Angeles independent stations, KMPC KFWB KLAC, over wage demands [BROADCASTING, Sept. 26] was averted last week when last minute contract agreements were reached between AFRA and station management. Although final agreements represented a compromise in original wage demands of the union, Claude McCue, executive secretary of AFRA, expressed satisfaction at the settlement.

Wage increases, retroactive to Sept. 17, expiration date of the last contract, as follows:

KMPC, from $50 to $55, KFWB, $85 to $90, KLAC, $90 to $95. Agreement was also reached at KLAC that announcers not be called on to do "platter spinning" chores. All salaries are on five-day, 40-hour week. Contract covers period of a year, also clause that if the cost of living increases 10 percent in the next six months AFRA has right to reopen negotiations. Similar agreements already have been reached by 10 other local independents.

Deadline Extended

DEADLINE for filing of comments and briefs on FCC's proposal to establish new disaster communications service has been extended by the Commission until Oct. 15. Previous deadline was Sept. 15 [BROADCASTING, Sept. 18]. Extension was granted upon request of the newly established Civil Defense Office of the National Security Resources Board, which indicated FCC's proposal is of primary interest to that office.
On All Accounts  
(Continued from page 10)

moved to Denver to take the post of radio director for Marshall Rob-ertson.

The Krantz “fresh approach” was responsible for such unusual com-
cmercials as those produced for a realtor in Denver. Walt created a
series of dramatic spots for the concern animating its telephone number—which in the form of a
little man with a high but pleasant
voice was heard as the counselor
who could help solve real estate
problems. The series was so suc-
cessful that the station carrying the
broadcasts based a promotion
campaign on the results.

Another one-minute dramatic
spot pointed up consequences which
the business man might encounter
if he didn’t have the protection
offered by an agency client—a burg-
lar alarm company.

Walt’s ability is not static on the
typewriter. He also is a pian-
ist and has composed, played and
sung a number of transcribed jin-
gles for the agency’s clients. One
of the jingles is broadcast six
times daily in Denver, twice daily in
Colorado Springs and twice daily in
Pueblo for the Weickert Trans-
fer & Storage Co., a firm made
radio famous in the area by Walt.

Other singing commercials com-
posed by Walt have been used
extensively for a cleaner and a
dry cleaning product and for a
man’s furnishing store.

Since there’s no limit to the
amount of ideas which can spring
from Walt’s nimble wit, his accom-
plishments range a bit afield from
radio advertising. He has au-
thored free-lance fiction—Walt’s
published magazine stories total
five; he has had two songs pub-
lished by BMI: “X Marks the
Spot,” and “Shy Anne From Old
Cheyenne.”

At one time he used to fit in an
occasional job with local dance
bands just for the “kicks,” as
Walt describes the one-night
stands. A father of two boys, Dick,
3, and Howard, born three months
ago, Walt now finds little leisure
time to join a band for the fun of
it—he’s too busy thinking up
commercials—the kind that sell.

KSJJ Studios

KSJJ Glawadev, Tex., has moved to
studios in the new T. W. Lee
Building, according to Joe M.
Yowell, manager. A formal open-
ing of the new studios is planned for
the near future. Mr. Yowell said
the Lee building was built at
the cost of $1,000,000 with the studio
portion costing $100,000.

BROADCASTING • Telecasting

BAB PORTFOLIO

Wins in DMAA Contest

BAB’s 1950 direct-mail portfolio has been selected as “Best of In-
dustry” in the business service association category of the Direct
Mail Advertising Assn.’s 1950 con-
test.

The award was made at the
DMAA’s 33rd annual conference, Oct. 4, at the Roosevelt Hotel, New
York and given to BAB for its
first year direct mail activities pre-
pared by O’Brien & Dorrance Inc.,
New York, under direction of
Maurice B. Mitchell, BAB’s orig-
inator. The portfolio included
introduction of promotion aids de-
vised by BAB for NAB member
stations and direct mail campaigns
for NAB member stations for local
printing and mailing.

The radio and television des-
ision was given to CBS under supervi-
sion of Louis Jusiman, vice presi-
dent, while an outstanding campaign
award was received by Allen F.
Hurlbut, art director, NBC.

RADIO FEATURES

38 Buy Three Packages

THIRTY-EIGHT stations have bought the three of the top syndicated
packages offered by Radio Fea-
tures, Chicago. Top among the
three is Telle-Test, now aired on
more than 250 stations.

Buyers include KPOA Honolulu,
WKAM Warsaw, Ind., KTBS
Shreveport, La., WWSO Spring-
field, Ohio, KDKK Kirksville, Mo.,
KOIL O maha, WNKE Keene,
N. H., WDOS Oneonta, N. Y.,
WWNC Asheville, N. C., WSTP Salis-
burg, N. C., WBB
Bradford, Pa., WLIB Lebanon,
Pa., WRNO Orangeburg, S. C.,
WTJS Jackson, Tenn., KSKY Dal-
as, WHIT Lampasas, Tex., KLV
Tennessee, Tenn., WWVA Wheeling,
W. Va., WMT Manitous, Wis.,
WNAM Neenah, Wis., KGCG Man-
dan, N. D., WWPA Williamsport,
Pa., WFKY Kansas City, K.
WABB Mobile, and WGN Chicago,
last of which broadcasts the show
twice daily now. Eight new buyers
of the Deema Taylor Concert are
KPMJ Tulsa, KASI Ames, KRX
Phoenix, WIGN Kokomo, WGAC
Augusta, WWBZ Vineland, N. J.,
KGNC Amarillo, and WATX
Springfield. Telle-Test, new mu-
ical giveaway, has been sold to
WWDC Washington, WDSU New
Orleans, WSIX Nashville, WWSO
Springfield and WPAS White
Plains.

Richard C. Koster

RICHARD C. KOSTER, 31, direc-
tor of public relations for the Fed-
eral Railroad Administration, died
in Washington Sept. 29 after a
long illness. Formerly in public
relations capacities with WCAU
and WFL-AM Philadelphia, Mr.
Koster joined the federation in
1949. He leaves his widow, Vic-
toria; a son, Richard; his father,
three brothers and four sisters.

USED BY MORE RADIO STATIONS THAN ALL OTHER TAPE RECORDERS COMBINED

GREATEST FLEXIBILITY

In the studios or out, a Magnecord meets every need. Mount a Magnecord in a rack or console cabinet for delayed studio or network broadcasts. For remotes, a Magnecord is ready to go in its really portable cases. Add to your Magnecord equipment as you need it—combine and carry Magnecorders to suit every purpose.

HIGH FIDELITY, LOW COST

Users are enthusiastic about the life-like tone quality and low distortion of Magnecord recordings. Magnecord frequency response 50.15 kc ± 2 db. Harmonic distortion less than 2%. Signal-noise ratio 50 db. Meets N.A.B. standards. No recorder offers such high fidelity at such a low price.

MORE FEATURES

Your Magnecord, new or old, can now have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15 7/8-3 1/2") — up to an hour on a 2" reel — available on both PT6 and PT63 equipment. Dual track heads also available if desired.

Write for NEW CATALOG

MAGNECORDER, Inc., Dept. B10
342 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord equipment

Name

Company

Address

City

State

October 9, 1950 • Page 51
CHARLOTTE F. STERN, former di-
rector of advertising and promo-
tion, Dumont TV Network, re-
turns to same post after two years' ab-
se, during which she headed her
own TV program sales organisation.

RICHARD BLAKE, promotion depart-
ment Time Inc., rejoins NBC as spe-
cialist in on-the-air promotion.

FRANK BIGNEll, program manager
WTMJ Milwaukee, named traffic man-
ager. BRUCE WALLACE to manage
public service broadcasts and promo-
tion for WTMJ-AM.

DAVID M. CRANDALL, producer-di-
rector of studio telecasts KGO-TV San
Francisco, to NBC-TV New York as
director on Colgate Hour.

ZACK BETTIS, public relations di-
rector WFAA-TV Dallas, to continuity
director WFAA-AM, succeeding LOUIS
BREAUT, now in Army. STAN RAD-
OMSKY shifted from publicity to con-
tinuity. LAVERNE LONGINO,
Baylor U. station KYX, to WFAA
continuity staff.

VIC ROBY, announcer Rudy Vallee
Show, WOR New York, to NBC an-
nouncing staff.

RAY WHITEHOUSE, producer of NBC
Montreal, to production staff of CBC
Vancouver.

DANIEL CONNELL, CBS Hollywood
and WHOT South Bend, Ind., to ABC
Chicago continuity. DON CARRELL,
promotion, to ABC continuity. D.
THOMAS MILLER to research.

CANDY COLBERT, daughter of Jean
Colbert, women's commentator, WITC
Hartford, Conn., to WBNS Columbus,
Ohio, as disc jockey.

PENELope BOwen, receptionist
KCBS San Francisco, to record li-
brarian.

CHARLEY WOODS, WOSC Fulton,
N. Y., to WENE-AF-FM Endicott,
N. Y., as staff announcer.

FRANK STANLEY, announcer of CBW
Winnipeg, joins special Canadian
army force.

TOM STEWART, for 15 years with
WSM Nashville, most recently as di-
rector of publicity and promotion, to
WSIX Nashville as director of pro-
gramming, publicity, promotion and
public relations.

JACK CRaina, announcer CBX Ed-
monton, to production staff CBM Mon-
treal.

BOBBIE KENNER to KBOW Omaha
traffic manager.

MIKE RICH, WHIL Hemstead, L. I.,
to announcing staff WAAAT and WATV
Newark.

GEORGE FISHER, KNX Hollywood
newsmen, named Columbia Pacific Net-
work motion picture editor.

RALPH LEVY, CBS TV production
staff, named network producer. WILL
produce and direct George Burns and
Gracie Allen Show and produce Alan
Young Show on CBS-TV. RICHARD
LIPKIN/1M, formerly producer of lat-
ter show, named director Jack Benny
(TV) Show. ALAN DINENHART named
director of Young show.

JACK OWENS starts two hour TV
show, Jack Owens' Brunch Bunch, on
KLC-A TV Los Angeles, Sun.

RICK CAMPBELL to announcing staff
CHUM Toronto. LEE STUBBS re-
joins CHUM as program director.

PERRY WOLFF, writer-producer
WWBM Chicago, is author of seven war
sonnets which have been published by
The Attic Press, Richmond, Va.

JOSEPH STRADER transfers from
traffic at WWBM Chicago to continuity
editor, replacing BOB HARTMAN, re-
signed to move to L. A. JIM PEYTON
named page captain at WWBM, re-
placing AL MORGAN, transferred to
traffic.

GLENN CARLSON, NBC Hollywood
guest relations staff, named program
traffic supervisor in network sales and
program traffic department. Replaced
BILL LOUDON, recently inducted into
Army.

JOE KNIGHT, disc jockey KRGM
Tulsa, to duty with Army.

MARIILYN MULLIN, YVONNE MAR-
TIN to KCBS San Francisco as page
girls.

JOHN J. MAHONEY, WILLIAM A.
KENNEDY, JAMES F. X. MULLEN,
students Fordham U. Dept. of Commu-
nication Arts radio division, to WRUV-
FM Fordham U. staff.

LT. ROBERT B. MACKALL, program
manager of WJFM Youngstown, Ohio,
to Fort Sam Houston, Texas, as public
relations officer in charge of radio-TV.

BOB HEISS, announcer, m.c., WTMJ
Milwaukee, to The Mas Next Door,
WTMJ-TV.

LIONEL POULTON, production de-
partment KDKA Pittsburgh, to Car-
negie Tech as instructor of radio act-
ing and production.

BILL CERRI, WQAT Utica, N. Y., to
announce WASH (FM) Washington.

ALICE FREER, wife of former Fed-
eral Trade Comm'c, Robert Freez, re-
turns to WMAL Washington as wom-
en's commentator.

MALCOLM CLAIRE, WLS Chicago, to
WGN Miami, as m. e. Mal Claire
Show.

BILL MASON, chief announcer KXL
Portland, Ore., father of boy, Bob
Roger, Sept. 22.

MELVIN T. MUNN, KRLD Dallas an-
nouncer, rejoins Republic National
Bank, Dallas.

BOB CALLAHAN, "Young Man with a
Song," KCBS San Francisco, to New
York. Auditions being held to find
replacement on mus show.

CARL J. REECE, announcer WJIR
Dover, Ohio, father of boy.

GEORGE BISHOP, CJAD Montreal
morning m.c., presented Montreal
weather office staff citation as "Maestro
of Meteorological Muttery, Grade 3," for
answering listeners' weather ques-
tions on show.

LAWRENCE WHITNEY, WGN Chi-
icago public relations, father of girl,
Maurine Elizabeth, Sept. 25.

NEW — •

IRVIN HAMLIN to NBC Hollywood as
news editor. Was publicity director
KFMB Los Angeles.

JACK WHITE, newscaster WJR De-
troit, named news editor. Succeeds
GEORGE CUSHING, vice president, who
takes over administrative duties.

BILL KENNEDY, director news and
special events KFMB (FM) Los
Angeles, to KNX Hollywood as staff
newman.

GEORGE WINTERS, WCKY Cincin-
nati newscaster and announcer, to
active duty with Marine Corps.

ART ELMON, freelance radio-TV an-
nouncer-actor in NY., to WGNR New
Rochelle, N. Y., as newsmaster-disc
jockey.

DICK YOAKAM, night news editor
WCHO Des Moines, Iowa, to news di-
rector KCRG KCRK (FM) Cedar
Rapids.

GORDON L. JONES, commentator of
CBC International Service, Montreal,
resigns to join Radio Hilversum, Neth-
erlands, as English commentator.

DAVID VAILE, CBS newscaster, is
 narrator on recently released Para-
mount Pictures documentary, The New
Pioneers.

SY LEVY, WTXL W. Springfield,
Mass., to WREB Holyoke, Mass., as
newscaster, disc Jockey.

PACIFIC REGIONAL Network cur-
rently carrying broadcasts of Los An-
gelles Rams professional football
games. Broadcasts coming direct to
affiliates from point of origin through
KPFM Hollywood.

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. WILSON

CINCINNATI

50,000 WATTS OF SELLING POWER
Strictly Business
(Continued from page 18)

commander in the Navy during the war.

John Richard Overall was born 48 years ago in Murfreesboro, Tenn., the youngest of seven children. After attending the Murfreesboro public schools, he entered Vanderbilt U. in 1920. Taking a leading part in campus activities, he was elected vice president of the Owl Club, junior honorary society.

During his last two years in college, Jack worked part time for the American National Bank in Nashville, devoting as a teller following his graduation. One day, Frank Whitfield, district manager of the Portland Cement Assn., appeared at his window and offered Jack an opportunity with the association—field engineer—which was his major course at Vander-

The budding banker accepted, his new position carrying him to different parts of the south, promoting and improving the use of cement. "That was really selling," Jack now observes.

Left Portland in 1929

In 1929, he left Portland to become sales engineer of Penn Dixie Cement Co. Two years later, the depression, plus the election of Gifford Pinchot as governor of Pennsylvania, found him in the ranks of the unemployed. The Pinchot campaign ticket "strongly recommended curtailing of the further use of concrete in road-building."

On July 1, 1931, Jack entered radio. Through a friend of George McLelland, then executive vice president of NBC, he met and was offered a job by Roy Witmer, then NBC sales manager. At NBC he handled such well-known accounts as American Tobacco and Cities Service, as well as shows with Walter Winchell, B. A. Rolfe, Phil Cook, the late Fred Gribbons, Amos 'n' Andy, The Goldbergs, etc. After the formation of Mutual in October of 1934, Jack kept a close eye on its progress and, on May 11, 1936, he arrived at 1440 Broadway.

In his association with Mutual,

Mr. Sinatra mans WEEU mike and telephone on behalf of Salvation Army building fund. →

he has seen the network grow from 12 to 512 stations. He has handled, or is handling, advertisers such as General Foods, Kelloggs Co., Grove Labs, Ronson, Gulf Oil, Coca Cola, to name but a few.

Jack resides on Park Ave., New York. He is married to the former Florence Kimbrough. They have one child, John R. Jr., 3½.


Always fond of athletics, he is an enthusiastic golfer and wishes he were better at it. He's classted as an expert fisherman and also goes in for bridge and poker.

His philosophy in selling: "Sell only something you believe in."

Shortwave Monument

MONUMENT commemorating the first shortwave radio message to span the Atlantic will be dedicated Oct. 31 at Greenwich, Conn., by The Radio Club of America Inc. Dedica-
tory speaker will be Dr. O. H. Whitfield, well-known editor and former FCC member. In con-

nection with the dedication, the club is presenting an issue of its proceedings entitled "The Story of the First Message Sent Across the Atlantic in Short Wave by the Men Who Sent and Received It."

BUILDING FUND

Sinatra Spurs WEEU Drive

THANKS to the efforts of radio singer Frank Sinatra and a fire-
ball promotional drive by WEEU Reading, Pa., the city's Salvation Army building fund piled up $44,687.86 in pledges and the station and actor-singer emceed a Run a generous portion of good will.

The station credited the success to the "effusive personality, inexhaustible effort and uniring strength" of Mr. Sinatra, who manned the WEEU mike and telephones from 11 p.m. Sept. 10 to 3:45 a.m. Sept. 11, chatting with contributors and spun discs. When the station itself pushed Mr. Sin-

atra's appearance with some 75 spots, 100 window displays and building signs, and over 250 station call reminders.

Idea was conceived originally as a half-hour venture by Nan Heck-

man, WEEU promotion director, and George Carroll, program di-

rector, and took shape when the old Salvation Army structure burned down.

FLORIDA DISPUTE

Write-in Candidate's Rights

A DISPUTE involving several Florida stations and an independent write-in candidate for the U. S. Senate—concerning the candidate's rights to time on the air under FCC's political broadcast rules—

appeared last week to have been resolved at least partially in the candidate's favor.

Spokesmen for some of the sta-

tions said they had accepted Ste-

ton Kennedy's request for broad-

cast time after being convinced that, under the Florida laws, he meets the state's qualifications for a write-in candidate. Others re-

ported are selling time to no Senatorial candidates.

Mr. Kennedy said FCC had "as-

ured" him he has the same broad-

cast rights as other candidates.

He was reported to have pro-

tested to FCC earlier that stations in Jacksonville, Tampa, and Miami had refused him time. Details of the complaint were not disclosed, but it was understood the Commis-

sion forwarded him copies of the pertinent rules and, following usual procedure, undertook to elicit de-

tails of the case. Mr. Kennedy announced his write-in candidacy—opposing George Smathers, winner of the Democratic nomination, which is tantamount to election—in Jack-

sonville on Aug. 13. In his an-

nouncement speech he reportedly lambasted the Ku Klux Klan and suggested that Communist China be admitted to the United Nations.

Some of the stations which ac-
cepted campaign speeches of Mr. Kennedy accompanied the trans-

criptions with an announcement that they did not endorse the can-

didate but were presenting him in the interests of free speech and in accordance with FCC rules.

WHEN YOU BUY

k-nuz

YOU BUY A
top personality

"BUZZ" BERLIN

was voted most popular disc-jockey in Houston in a recent contest* conducted by a Houston newspaper.

In the same contest hill-

billy was voted the best-

liked music.

*Contest details on request.

Paul Berlin appears on: "K-NUZ Corral," 11 A.M. to 1 P.M. Monday thru Fri-

day, and "the Paul Berlin Show," 4 P.M. to 5 P.M., Monday thru Friday. One quarter-hour segment is now available, Monday thru Friday.

Before you buy the Houston market, check the top Hoop-

erated availabilities K-NUZ of-

fers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlon Bldg.

HOUSTON, TEXAS

October 9, 1950 * Page 53
William L. Snyder, former salesman Minnesota Mining & Manufacturing Co., and Chicago Tribune to Music Corp. of America Cleveland office as salesman MGM Radio promotions. He will cover Ohio, West Virginia and Kentucky.


Claude Barere to eastern representative for Hayes-Parnell Productions Inc., Hollywood film producer, now offering number of TV films to stations.


F. Keith Thantow to George R. Tarpin & Asess, promotional sales organization, Fort Worth, Tex., handling copy. Earl C. Neifer to sales manager for firm.

Sacred Records Inc. moves to 342 North La Brea, L. A. 36. Telephone: Webster 3-8241.

Professional Marketing Service, market counseling-research organization, established by Sidney N. Wagner, former market analyst Standard Brands and Schehen Distillers and director research Broadcast Music Inc.

Music Corp. of America, Chicago, signs TV star Tonti Gilman to long-term exclusive management contract. Miss Gilman currently has her own show on WENR-AM (ABC) Chicago. Raoil Kent handled negotiations for MCA.


equipment . . .

Clarence R. Lindstrom, philo manager distributor operations, replaces Cliff S. Bettiger, retired.

Joseph H. Moss Jr., sales manager DuMont Labs, Chicago, named manager distribution for Receiver Sales Div., DuMont Labs, N. Y.

Robert S. Bell, member of board of directors Packard-Bell Co., L. A. (radio-TV set manufacturer), elected executive vice president.

Standard Radio Transmission Service, Chicago, announces October release of 100 transistorized single tape singles as no-cost "extra" to all subscriber stations.

Broadcast Music Inc. completes reciprocal agreement with Spanish Performing Rights Society (SGAE) for Spanish music.

Clarostat Mfg. Co., Dover, N. H., data sheets on TV control and resistor replacements available direct or via Clarostat distributors.


technical . . .

Charles Seatsema, WGN-TV Chicago floor director, named cameraman. Clifford Love, transmitter engineer WJER Dover, Ohio, to active duty as corporate Marine Corp Reserve.


Jim Hobson, KLAC-TV Hollywood cameraman, and Elsie Hones, actress, married Sept. 16.

Vern Hansen

Funeral services were held Wednesday on the U. of Wisconsin campus, Madison, for Vern Hansen, 39, WTOP-CBS Washington announcer and widely known radio personality, who was found dead in his Arlington, Va., home Sept. 30. Mr. Hansen, who was m.c. for WTOP's You're the Top participation quiz show, Quizzdown and other programs, was born March 28, 1911, in Racine, Wis. A graduate of the U. of Wisconsin, where he served as announcer at WHA, university station, Mr. Hansen joined WGN Chicago in 1936 and WTOP in 1942. He took a year's leave to serve with OSS as film editor and narrator and rejoined WTOP in October 1943. Mr. Hansen is survived by his widow, Jane; his mother, Mrs. Niels U. Hansen; a brother, Alfred, and a sister, Mildred, all of Racine.

the Kokomo market is rich!

Distribution of Listening Homes among stations . . .

Latest Cunfan Figures . . .

W10U . . . 67.0%
DU MONT

CLEARS
LARGEST
LIVE
NETWORK
IN TV
FOR CHEVROLET

For its Chevrolet-sponsored telecasts of the Notre Dame football games, Du Mont has cleared the largest live network in television — 44 major markets, inter-connected for the first time and covering 6.5 million TV families, 83% of all America's telesets!

Network or local — programs or spots — look to Du Mont to clear time and talent for any budget. And Du Mont — daytime or nighttime — continues the pioneering that brings you ever larger audiences at ever lower costs!

The Nation's Window on the World
A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
COLOR DECISION IMMINENT

(Figures of replies to bracket-sets plan, page 67)

FCC ACTION this week on the color television question appeared likely after an all-day exploratory conference of the Commissioners last Wednesday, with the odds seemingly favoring approval of the CBS plan.

Whether manufacturers generally would accept such a decision and move promptly toward substantial production of CBS sets and station equipment was an open question. A court appeal seemed a more likely first result.

FCC has no compulsory authority over manufacturers and for the most part they have opposed the incompatible system, though they generally would be expected to manufacture in proportion to public demand.

In any event it appeared probable that a pro-CBS decision by the Commission would still leave CBS with a major promotion job on its hands.

FCC's Wednesday color conference reassured the manufacturers' Sept. 29 replies [TELECASTING, Oct. 2]—and those that came in the mails Monday—two the FCC Color Report's proposal that they build "bracket sets" as the only alternative to immediate adoption of the CBS system. No manufacturer said he could meet FCC's apparent November deadline for starting to include "brackets."

Petition Not Considered

The conference did not consider a petition by RCA—filed that same day—asking FCC to review improvements in the RCA compatible system between Dec. 5 and Jan. 5, and to view experimental broadcasts of the RCA, CBS, CTI and other color systems until June 30, before making a final decision.

"By June 30," RCA said, "we will show that the laboratory apparatus which RCA has here-tofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

The petition filed by C. B. Joliffe, executive vice president in charge of RCA Labs Division, noted that manufacturers' replies to the "brackets" proposal showed it to be "not practical."

"Since the majority of the Commission felt the most desirable course was to allow more time for the development of all color sys-

theirs, subject only to a condition which has now been shown to be impractical, we submit the Commission should now allow that time," RCA declared.

The petition took its proposed dates from FCC's Color Report and Comr. Frieda B. Hennock's separate statement [BROADCASTING, Sept. 4]. The Dec. 5 to Jan. 5 period was specified in the Color Report as the time when the various systems meeting FCC's color "criteria" would be demonstrated if bracket standards were adopted and a final color decision delayed. The June 30 date was mentioned by Comr. Hennock as her preferred deadline for development of a satisfactory compatible system if bracket standards permit delay.

Paul V. Galvin, president of Motorola, meanwhile wired the Commissioners to urge that a hearing be held "to obtain complete and accurate information on bracket standards before taking any further action on color television."

This move was suggested in view of manufacturers' inability to meet FCC's timetable for bracket standards, their lack of "sufficient technical data on bracket standards," and the "impact of the Commission decision on the public, the broadcasters and the television set manufacturers."

No Color Requirement Seen

It was not considered likely that FCC would accompany a color-now decision with a requirement that telecasters devote a specified number of hours to color broadcasting. The decision to go into color or to continue solely in monochrome would be left to individual station operators, observers believed.

Belief that the Commission would be inclined to give early authorization to the CBS system stemmed in large measure from the theory and language of the Color Report.

The Report held that the CBS system is the only system that is ready now, but that post-hearing developments and "other questions present FCC with the difficult choice" between authorizing CBS color immediately or reopening the hearing record.

"The answer as to which course of action to choose depends on whether a method exists for preventing the aggravation of the compatibility situation if a final decision is postponed," the Report said.

"If there is no method to accomplish this, the Commission believes that a final decision should not be delayed and that the CBS color system should now be adopted."

Bracket standards were proposed as a means of permitting delay without aggravating the compatibility problem. Manufacturers said they were physically unable to meet FCC's apparent timetable.

The Color Report said "if the bracket standards cannot be made final without a hearing"—which (Continued on page 68)

MEDIUM EXPANSION

GROWTH of television should bring wider use of other media, Ben R. Donaldson, Ford Motor Co. director of advertising, declared Friday at the Seventh Annual Advertising Conference held at Ohio State U., Columbus.

Discussing TV's progress and its impact on radio, Mr. Donaldson recalled that despite its "bright promise," television "cannot be expected to carry the full burden of any company's advertising. The addition of a new sales force, no matter how effective, has never made advisable the dismissal of all the rest of the staff."

"Actually, the growth of radio witnessed even wider use of other media. The same can be true in the case of television. In fact, it might be reasoned that the healthy competition which television is going to offer other media will spark advances in techniques and ways of using those other media more effectively."

Reviews TV Growth

Mr. Donaldson reviewed TV's progress from its early days to its present state. He offered charts showing the effect of TV on radio in New York City homes, using December 1949 statistics. He showed how the number of TV homes is increasing faster than the most optimistic persons had anticipated, (Continued on page 69)

Telecasting • BROADCASTING

Donaldson Cites TV

* Mr. Donaldson noted that since preparation of this chart NBC has revised its estimate of homes owning TV sets in TV areas from 34% to 41%, and all U.S. homes from 15% to 23%.
FOLLOWING are digests of replies received by FCC last week from manufacturers who had not responded earlier [BROADCASTING, Oct. 2] to Sept. 1 Color TV Report's proposal for production of "bracket sets" as the only alternative to immediate approval of the CBS color system.

PHILCO Corp., Philadelphia
(By William Balderston, President)

PHILCO and its subsidiary Philco Television Broadcasting Corp. feel FCC's proposal to adopt bracket standards without hearing is contrary to public interest and was made "without full information as to the factors involved," and that the request to manufacturers exceeded FCC's lawful powers.

Philco is continuing an "intensive development program" in an effort to produce adapters for present sets and to develop a program for inclusion of dual standards (as distinguished from bracket or variable standards, whose development is "hard bracketing."). But it "will not be technically or economically possible to meet the suggested schedule proposed in the Commission's report." Philco "cannot agree to build all of its television receivers on the basis outlined by the Commission so as to be capable of operating within the proposed program." Motorola could not deal with complex problem either hastily or lightly since it goes beyond specific decision about adoption of technical standards for color TV system. Question of bracket standards brings forth "an extremely delicate problem of transition ... the time required to change our production from present sets to those capable of operating on bracket standards."

Problem of transition "revolves around the matter of compatibility."

Integration of bracket standards into our manufacturing is not a "minor modification." Bracket standards covering the full range "require a complete chassis redesign." Engineering memo accompanying Mr. Galvin's letter, prepared by B. B. Passow, Motorola television product manager, outlined technical details and timetable for two approaches to conversion problem. Dual standards conversion, termed "quickest type of job we could do" and providing for receipt of

(Continued on page 89)

PHILCO Corp., Philadelphia
(By William Balderston, President)

MOTOROLA Inc., Chicago
(By Paul V. Galvin, President)

MOTOROLA is "thoroughly convinced that the time allotted for a manufacturer to incorporate bracket standards into his production is inadequate" and any formalization on such short notice as mid-November "would result in nothing except chaos."

Motorola recommends:
(1) Further time be allowed manufacturers to study technical aspects of bracket standards and determine whether they can build with high quality, reasonably priced bracket-standard receivers; (2) Following date established for (1), an extended period should be allowed for detailed engineering and procurement required to put bracket-standard sets in hands of public; (3) In meantime, FCC should follow through with intention of starting Dec. 5 to study all developments; (4) Hear color since close of color hearings.

Matter has received "concentrated attention of our top management group as well as of our top technical people." Motorola could not deal with complex problem either hastily or lightly since it goes beyond specific decision about adoption of technical standards for color TV system.

Bracket standards were not discussed in the hearing and FCC's plan allowed no time for field-testing them. "We do not believe we should offer a product to the public before it has been thoroughly field-tested under home-use conditions." Further, "design work on bracket receivers or adapters cannot proceed very far until the standards for the color signals are precisely defined," and color standards have not yet been set.

It has been FCC's established policy to maintain adopted standards "in order to protect the equipment which has been sold to the public." Yet the standards changes now proposed by FCC, if adopted, "will result in a black-and-white picture of inferior quality," and the cost of adapting present sets will be even greater than estimated in the hearing. FCC "should not break faith with the present set owners."

While FCC in the past has followed a policy that, in selecting standards, the proposed system must be "as good as can be expected within any reasonable time in the foreseeable future," the CBS system "admittedly" does not meet that test.

"The adoption of the CBS sys-

PHILCO Corp., Philadelphia
(By William Balderston, President)

MOTOROLA Inc., Chicago
(By Paul V. Galvin, President)

On the dotted line...


JOHN A. MARGOLIS (center), president of the Margo Wine Co., Philadelphia, completes agreement to sponsor the Film Playhouse, hour-long television program on WPTZ (TV) Philadelphia. Watching are J. M. Korn (l), head of Korn Advertising, and Harold F. Pannepacker, WPTZ.

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(Continued on page 89)
**AUDIENCE SURGE**

SIGNIFICANT increases in combined radio-television audiences in the 15 top television cities were reported by the expanded Hoope-"tac" services in its pocketpiece last week.

Comparison of audience-survey data for 1950 with that for 1948 indicated percentages of audience increase ranging from 19.5 in Cincinnati, lowest in increase of the top 15 cities, to 76.4 in Baltimore, the highest, it was reported. (See table 1, at right.)

Despite the increased number of television sets in use, the average number of viewers per set is still almost 80% higher than the average number of listeners per radio set, the survey shows. Between 9-10 p.m., 3.4 viewers per TV set are reported, as compared with 2.31 listeners per radio set. (See table 2, at right.)

A 1948-1950 Comparison of Homes Using TV Sets

**JOSEPH NELSON**

Promoted by FCC

**PROMOTION** of Joseph E. Nelson to chief of its Television Branch, Broadcast Division, Office of the General Counsel, was announced last week by FCC. Formerly assistant chief of that branch, Mr. Nelson succeeds John E. McCoy, who resigned a fortnight ago to join Westinghouse Electric Corp. as staff and attorney [BROADCASTING, Sept. 25].

Mr. Nelson has been a member of FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and as chief counsel in the Rent Dept. of the Office of Price Administration. A native of New York, Mr. Nelson is 42. He attended New York U. and received his law degree from St. John's U., New York, in 1930.

**TV SELLS THE SALESMEN**

Schenley Holds Mass Sales Meet Via DuMont Closed Circuit

FIRST large-scale closed circuit use of television over the DuMont network for conducting simultaneous sales meetings in widely-separated cities for a private organization was reported last week. Schenley Distributors Inc. introduced its fall and winter sales program to salesmen and distributors in 18 cities with a professionally-produced telecast, "It's Great To Be With Schenley."

As approximately 4,000 Schenley representatives watched at meetings in hotels and clubs in various cities, the company's executives, speaking face-to-face, outlined a sales program and a fall newspaper and advertising campaign. Television receivers were supplied by DuMont dealers.

The program was telecast from New York and received in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Cincinnati, Syracuse, Schenley branches in Utica, Rochester and Memphis.

A recording of the show is to be telecast later in cities with non-interconnected facilities, including San Francisco, Los Angeles, Jackson-ville, Miami, Atlanta, Houston, Kansas City, Minneapolis, New Orleans, Dallas, San Antonio, Omaha, Indianapolis, Louisville, Albuquerque, Phoenix, New Haven, Providence and Rock Island.

Approximately 10,000 company representatives in 38 cities are expected to ultimately receive the telecast.

**MOVIE TV SYSTEM**

Innovation Claimed

**NEW THEATRE television system,** claimed by General Precision Lab of Pleasantville, N. Y., the manufacturer, to operate at one-fifth the cost of other systems, and to make possible full-screen television in small-town movie houses, was announced last week in Chicago.

The Video Film Theatre Television System, as it is known, uses 16mm film rather than 35mm film without loss of quality in picture or sound, it is claimed. Photographs of incoming telecasts may be made, developed and fed into the projectors within a space of 60 seconds, the announcement said.

**Cadbury-Fry on TV**


**TELEFEX INC.**

**TV Background Firm Formed**

TELEFEX Inc., headquartered at 7646 Sunset Blvd., Hollywood, has been organized to provide image backgrounds for television shows. Miss Donna Fargo, president-general manager, also heads the sales division.

Victor J. Schulman, identified as a San Diego merchant, is vice president with Mrs. Lois Landon secretary-treasurer. Marvin App, equipment designer in charge of its maintenance, is chief engineer. Dorcy Howard, formerly art director of KECA-TV Los Angeles, heads the art department. Joseph Paul is director of photography. Technicians include Ernest Lovett, Stanley Schwilla and Joseph Reilly. First client of Telefax is ABC.

Firm also has organized a subsidiary, Telefax Productions, to package and produce radio and TV shows. Its first, Stop, Look & Listen, a quiz featuring Art Baker, currently is sponsored on KECA-TV by Los Angeles Transport Indemnity Insurance Co. Charles Herbert heads the subsidiary.

**Encyclopedia on TV**

**ENCYCLOPAEDIA BRITAN- NICA, Chicago, began sponsorship of its first TV show yesterday (Sunday) with The Tales of Cap- tain Brit on WNBQ (TV) Chicago. Series to run for 18 weeks, features Phil Lord as an old sea captain spinning yarns with the aid of slides from Britannica publications and clips from Encyclopedia Britani- nica films. Reaction will determine future use of the medium.
Manufacturers' Replies

(Continued from page 57)

either present monochrome or CBS color in black and white would take twice as long. Longer amount of time for full-range job or complete bracket standards, entailing complete redesigning, was given by Mr. Hampson as 12 weeks. This same amount of time was cited with note that before Korean war it would have taken only eight or nine weeks.

Engineering log reports were supplied FCC to show months required to effect two typical "minor modifications" in technical design.

ZENITH RADIO Corp., Chicago
(By J. E. Brown, Asst. Vice President and Chief Engineer)

WITH a "good possibility" that modified bracket standards might be incorporated into new models due to go into large-scale production next May 1, Zenith "will cooperate with the Commission in accordance with its expressed wishes," subject to these conditions:

1. That the switch will not be capable of accepting any two frequencies within the full bracket range, but "will select between the nearest impermissible frequencies the Commission has suggested"—probably with one position operating on present SSB-line standards and the other on either CBS 405 lines and 144 fields, or 441 lines and 14 fields.

2. That after further engineering work is completed we may decide not to incorporate any of them in any of the needed components for the switch, provided we find that by use of a small separate adapter a "saving can be made in costs and critical parts."

3. That if the majority of the industry has not indicated by Jan. 1 that they will incorporate such switches in their sets, Zenith will review the matter and decide whether it should or must change its plans.

Zenith estimated a switch capable of tuning only present and CBS standards cost $27 list price and require 10% more tubes, resistors and condensers. If the switch must also select three or four other lines "the added complications and cost to the set would be prohibitive."

Increasing list price by $30 to $40 "is a severe penalty for the public to pay," possibly totaling $200 million dollars a year "for a feature which may never be used."

For only Zenith to add the switch would put it at a competitive disadvantage, due to necessary increase in list prices, in event some other color system is later chosen. In that case, "our sets [would be] non-competitive." Provision for easy conversion of sets to UHF, "much less" expensive than the proposed bracket switch, already has penalized Zenith, "to a certain extent" since UHF has not yet been opened.

EMERSON RADIO & PHONO-GRAPH Corp., New York
(By Benjamin Abrams, President)

"GREAT as is our desire to conform to the Commission's request" on bracket standards, Emerson finds "it will be impossible to do so within the prescribed time limit," for these reasons:

"(1) Considerable development work is required to effect the necessary changes; (2) when such changes are effected, a period of field-testing is required; (3) a limited amount of tooling will be required after engineering is frozen; (4) production schedules must be matched with the minimum time required to procure materials under present conditions."

Emerson has made "good progress on bracket switches" to be "added in addition to previous work on two-system standards. But "no less than 80% of our engineering talent has been diverted to work for the Armed Services" and pressure is being exerted for assignment of the entire Engineering Dept. to work on government contracts. Engineering required development work not yet completed on either bracket standards or separate adapters. "Tooling time, following development work and field-testing, must be reckoned in months, not days. Bracket standards of course will require more components, of which their shape already is "considerable scarcity."

Nevertheless, Emerson expects to "have bracket standard receivers on the market at least as early as other manufacturers," and "is also prepared to manufacture color television receivers on any standards prescribed by the Commission. . . ."

HELPING celebrate the dedication of the new Radio Television Center Building at WTAR-AM-FM-TV Norfolk, Va., [Broadcasting, Sept. 18], at a cocktail party and buffet supper tendered by the stations are [to ro]: Eddie Whithlock, manager of WRNL Richmond, Va.; H. A. Seville, manager, WACV Norfolk; John W. Shults, president, Virginia Assn. of Broadcasters, WMYA-AM-FM Martinsville, Va.; Eddie Edgar, sales manager, WGBT Newport News; Jack Norfleet, manager, WZAP Portsmouth, Va.; Earl Harper, manager, WNOR Norfolk; Robert Moody, WRCF (FM) Norfolk and WRVA Richmond.

Hazeltrine Corp.
Little Neck, L. I.

(Continued)

Hazeltrine Corp.
Little Neck, L. I.

(Continued)

HAZELTINE Corp.
Little Neck, L. I.

(Continued)

HAZELTINE Corp.
Little Neck, L. I.

(Continued)

HAZELTINE Corp.
Little Neck, L. I.

(Continued)

Hoffman Radio Corp., Los Angeles
(Continued from page 55)

October 9, 1950 • Page 59
IN MOST cases television is harm-
less to the eye and it is indicated "there is no widespread belief among refractionists that television is contributing to changes in the static refraction of the eye, the status of muscle balance, or to the development of such disorders as glaucoma and cataract, or to any serious impairment of the function and structure of the eye."

These findings are reported fol-
lowing a recent poll among 2,125 refractionists by Ohio State U.'s Institute for Research In Vision.

In a questionnaire prepared by
Dr. Glenn A. Fry and Dr. Arthur M. Culler, co-directors of the institute, the refractionists were asked: (1) What increase in eye care is being brought about by television? (2) What visual differences are being found which can actually be traced to television? (3) What advice and help professional men can give and are giving to television viewers.

The questionnaires were circu-
lated in Ohio, Indiana, Illinois, Michigan, Pennsylvania, West Virginia, Kentucky and Maryland, an area covered by 87 television stations. The project was financed by White-Haines Optical Co., Columbus, Ohio, distributor of ophthalmic supplies.

Dr. Fry and his associates drew their findings from 556 of the 768 replies received. Those which could not be used were from areas in which television sets are too few and reception too poor to permit anything more than a report of those facts; from respondents who felt the survey was too premature, and from ophthalmic specialists who did not feel qualified to answer because of the small amount of eye work they did.

Refractionists tabulated said 84.1% of their patients attributed their visual problems to view-
ing television. They pointed out that hysteria about TV's effect on the eyes caused some of these visit-
ts, as well as failure of new viewers to acquire proper viewing habits. Refractionists also noted that most of these difficulties appeared shortly after a set was in-
stalled in a home, and tended to disappear with continued use.

Types of Patients

Persons over 60 years of age (wearers of corrective lenses in most cases) and viewers suffering from eyestrain made up the two types consulting refractionists, the survey showed.

Refractionists pointed out that it is difficult to determine whether eyestrain is a direct result of television viewing and noted that television adds three or more hours more work to the eyes each day. However, they suggested, it has made many people on the border-
line of needing eye care aware for the first time of their suscepti-
ability to eyestrain.

 Asked whether they were pre-
scribing special lenses to patients for TV viewing, 20% of the ophthal-
mithologists and optometrists an-
swering the question said it was necessary, in certain cases, to pre-
scribe different lenses or tint not prescribed for general use.

Summing up its survey, the in-
istitute stressed the need for addi-
tional research "before anyone will have full knowledge of television's impact on eyesight."

* * *

Views on Programming

Outlined by Meck

NETWORK VIDEO shows should be presented "for maximum audience attention and not for competitive purposes," John Meck, president of John Meck Industries and Scott Radio Labs, said in Chicago last week. Charging that the "private rivalry of networks is retarding unnecessarily the growth of TV," Mr. Meck cautioned them not to "fight your bat-
tles at the expense of the public."

He cited numerous cases where networks telesport their best shows at competing times in the "struggle for audience domination," with the result that the public "is unable to see many good programs, and resources being forced to view bad ones at other times."

His examples of competitive shows, "deliberately timed to cut into opposing networks' audiences"; Studio One on CBS, competing with

(Continued on page 82)

Weekly Teleview Summary—October 9, 1950, ELECTASING Survey
Come into the kitchen

11:00 TO 11:30 A.M., MONDAY THROUGH FRIDAY

Here is another example of the pioneering spirit of "The Eyes of the South"—a food and home service program which quickly captured the interest of the Atlanta area's feminine TV audience. Participating availabilities are already scarce, for it is the big program opportunity for selling in the South. For information write direct or contact your nearby Petry man.
ARB Releases Ratings For Three Cities

SEPTEMBER television program ratings for New York, Philadelphia, and Chicago were released last week by American Research Bureau, Washington.

Leading programs for the week, Sept. 8-14, reported as follows:

**New York**
1. Star Spangled Revue 56.4
2. Talent Scouts 44.2
3. Set Night Revue 37.1
4. Philco TV Playhouse 36.6
5. Comedy Hour 34.6
6. Robert Montgomery 27.4
7. Lights Out 22.2
8. Garry Moore Show (Wed.) 31.0
9. Toast of the Town 26.8
10. Children's Hour 20.5

**Philadelphia**
1. Star Spangled Revue 55.2
2. Philco TV Playhouse 50.9
3. Private Eye 48.7
4. Phil vs Boston (9/11) 48.4
5. Children's Hour 47.5
6. Talent Scouts 41.7
7. Phil vs Boston (9/8) 41.5
8. Toast of the Town 40.6
9. Lights Out 38.0
10. Mystery Hour (NBC) 33.0

**Chicago**
1. Star Spangled Revue 59.5
2. Break the Bank 49.0
3. Talent Scouts 39.3
4. Courtesy Hour 38.4
5. Star Night Revue 38.2
6. Orig. Amateur Hour 38.0
7. Private Eye 35.5
8. Detectives Wife 34.8
9. Sadie Cramm 34.4
10. Don McNeil's TV Club 34.4

WTMJ-TV Announces New Rate Card

EIGHTH rate card of WTMJ-TV Milwaukee, which took the air in December 1947, will go into effect Nov. 1. Class time provides for one-minute spots at $100; five minutes, $125; half hour, $300; full hour, $500, and live participations in *What's New*, $75.

KOREAN FILM

Available to TV Stations

A SIGNAL CORPS motion picture film depicting "The First 40 Days" of the Korean conflict is being made available to television networks and stations throughout the United States by the Defense Dept.'s radio-TV information section announced last Wednesday.

The dramatic documentaries, running 24 1/2 minutes in length, will be released to TV stations through Army libraries in six quarter areas.

Film is a first-hand GI report of early Korean combat days and combat combat footage filmed by armed forces photographers in the area. Some sequences deal with accounts of General Dean during the retreat from Taejon. Film has been previewed before TV network representatives at the Pentagon and the National Press Club in Washington.

Stations may obtain prints by contacting libraries servicing the following areas:

For Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey and New York:
Address: Commanding General
First Army Headquarters
Governor Island
New York, N.Y.

Att'w: Signal Officer
For Pennsylvania, Delaware, Maryland, Virginia, Ohio, West Virginia and Kentucky:
Address: Commanding General Second Army
Fort George G. Meade, Maryland
Att'w: Signal Officer
For North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee and Mississippi:
Address: Commanding General Third Army
Fort McPherson, Georgia
Att'w: Signal Officer
For Arkansas, Texas, Oklahoma, New Mexico and Louisiana:
Address: Commanding General Fourth Army
San Antonio, Texas
Att'w: Signal Officer
For Illinois, Michigan, Wisconsin, Missouri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota, Wyoming, Colorado and Utah:
Address: Commanding General Fifth Army
Chicago
Att'w: Signal Officer
For Washington, Oregon, California, Idaho, Montana, Nevada, and Arizona:
Address: Commanding General Sixth Army
San Francisco, California
Att'w: Signal Officer

KECA-TV Case

NLRB Ends L. A. Hearings

DECISION on jurisdiction of television directors and assistant directors at KECA-TV Los Angeles is no longer pending with NLRB in Washington, following completion Oct. 4 of 15 days of local board hearings [BROADCASTING, Sept. 25].

An approximately 2,000 page transcript of the hearing was sent to Washington headquarters.

Hearings were initiated when Radio and Television Directors Guild, which has been negotiating a contract for TV directors at the ABC station, intervened following a petition to NLRB by Screen Directors Guild for jurisdiction over the same directors. A new element was introduced during the hearings by KECA-TV which entered a petition claiming that TV directors are in a supervisory capacity and hence, under the Taft-Hartley Law, not subject to NLRB ruling. If this contention is accepted by the NLRB, the case would be dismissed and choosing of a bargaining agent for the directors would be left to the network.

Approximately 15 directors and assistant directors are involved at the station, with both guilds claiming 100% membership.

Latter ruling will affect similar upcoming NLRB hearings for TV director jurisdiction at two other local TV stations, KTLA, scheduled for Oct. 18; KTTV, Oct. 24.

TELENEWS FILMS

***LISTS NINE SALES***

NINE sales have been reported by INS-Telenews of its daily news film service, weekly newsreel review and *This Week in Sports*.

The daily news film service has been sold to WAFM-TV Birmingham, WSM-TV Nashville, WNBT-TV Binghamton, and WBKB-TV (TV) Chicago. Buyers of the weekly newsreel review included WAFM-TV, WSM-TV and WHIO-TV Dayton, Ohio. The First National Bank of Minneapolis will sponsor *This Week in Sports* over WTCN-TV Minneapolis. The same show will be sponsored over WHO-TV by the local Zenith distributor.

Wow-TV Programs

Wow-TV Omaha has announced it carried approximately 44 hours of live network programming during the first week following the opening of the New York-Omaha cable-microwave relay system last month [BROADCASTING, Oct. 2].

In addition, Wow-TV carried 20 hours of live studio and network kinescope recordings and films, bringing the total programming for the first week up to about 66 hours.

**Radio & Television News**
Ever since Og first decorated cave walls, and Homer plucked his bloom' lyre... TV is the greatest medium of entertainment information and education that ever wrinkled a low brow... no question about it! But TV isn't here to stay—unless it's a sales medium, too!

Getting people to want a program isn't enough. Getting people to want what the sponsor has to sell—is TV's real job.

WPIX is doing the job... demonstrating merchandise in detail, and in use... the way only a good salesman can. And WPIX is producing high level sales with low cost programs.

Take $2.98 raincoats, for instance. With 38 participations, and 45 half-sponsorships, WPIX has sold to date more than 50,000 coats—at a sales cost of about 35c per coat!

And raincoats aren't the only WPIX sales success... Add used cars, watches, vacuum cleaners, television sets, tableware, cosmetics, vacation trips—and a score of other items. Direct sales, with many orders coming to us direct!

With the largest and richest metropolitan market in the world... the market with the highest TV coverage—more than 1,500,000 sets among four million families—WPIX is not only an effective sales medium... but a test field where the national advertiser can learn to use TV properly and profitably... Ask any WPIX representative to show you his successful sales case histories... WPIX, the New York News station, 220 E. 42nd St., New York, MU 2-1234
Manufacturers' Replies

(Continued from page 59)

CBS in production of receivers.

However, Hoffman cannot meet his November deadline. "When consideration is given to the engineering, tooling and procurement problems, the time element will be ... closer to eight months." Full-size bracket designs are in basic research and development stage.

"We sincerely believe that none of the apparatus that has been submitted to the FCC and none of the systems that have been considered by the FCC are commercially feasible." Many conclusions of FCC on color are believed based on information derived from obsolete monochrome receivers.

Since Sept. 1 our engineering personnel have examined the latest developments of CTI and studied the recent findings of General Electric, DuMont and RCA. We feel that there has been much progress made since the official closing of the hearings. We have personally inspected recent CTI developments in San Francisco and feel that they have made major strides forward in their new Uniplex system.

"In view of the foregoing, we think that it is highly essential that FCC re-examine these latest developments in order to establish a standard that will provide a best framework for forward progress of the art." FCC urged to "retrain from hasty action."

**STEWART-WARNER Corp., Chicago**

(By E. G. Fossam, Stewart-Warner Electric Div.)

BASED upon our interpretation that the FCC standards covering the bracket switch indicates a variable coverage of all frequencies before the present standards and the proposed standard, "we do not know at present how this can be accomplished." Thus "we cannot comply with request to produce television sets equipped with color switching device by mid-November of this year." Development of variable switch "is currently in progress and will continue."

**SYLVANIA ELECTRIC PRODUCTS Inc., New York**

(By Don G. Mitchell)

ON BASIS of engineering studies made to date, it's evident at least three months' intensive engineering effort will be required to design into existing sets the necessary switching arrangements and controls for dual standards. Another three months would be needed for procurement and incorporation of changes in production line sets. Increased retail cost seen as at least $30 per set.

Not prepared now to give an estimate of time or cost required to meet complete bracket standards "but this would be considerably more complicated and costly." Cost of modifying sets now in operation also would be considerably higher and sets would have to be returned to factory or central "service stations."

"It is our earnest hope that the Commission can find ways to extend the time of their requirements so that this matter may be worked in a proper manner. Such will be for the long term advantage of the country as a whole."

**MAGNAVOX Co., Fort Wayne**

(By Frank Freimann, Executive Vice President)

MAGNAVOX "is unable to meet such a request for production this year" since such a switching device "involves the complete redesign of present receivers."

Do not have facilities for completing such a program in less than four or five months. After this engineering work is completed, we must then go through the process of procuring desired components before receivers can be put into production. At the present time manufacturers are quoting delivery dates of not less than nine months and in many cases as much as six months on major components.

Cannot estimate time required to develop receiver capable of being tuned to some selected frequency within the bracket range. "Our engineers do not know how such a receiver can be built and new techniques must be developed to achieve this end."

**TELE-KING Corp., New York**

(By Louis L. Pokras, Chairman of the Board)

IF THE COLOR system suggested by the FCC is adopted as standard, it is naturally agreeable to us: A. Either put bracket standards on all of our sets.

B. Or make it possible to adapt the sets for bracket standards at a later date.

Company believes it would require 20 to 30 weeks to secure necessary parts in view of shortages. Government allocated total $24 billion for next 12-month period.

"It is our hope that some settlement be made of this highly controversial issue of color, and naturally, it is our desire that the decision be made to benefit the public, because we are simply the servants of those who use television sets."

**MUNTZ TV Inc, Chicago**

(By Earl W. Muntz, Executive Vice President)

"WE MUST decline your [FCC's] proposal" for following reasons: (a) Incorporation of bracket switch would increase consumer price to such an extent that only those in the wealthy class would think in them and therefore the demand would be insufficient to warrant their construction; (b) Engineering facilities to perfect useable commercial system operating within bracket standards are not now available and would take considerable amount of time; (c) Sys-

tems which could possibly work under brackets would require some degradation in performance in comparison with present television sets.

**SENTINEL RADIO Corp., Evanston, Ill.**

(By Milton D. Block, President)

SENTINEL is willing to cooperate but believes it will take eight to ten months to provide re-designed receivers, which will cost $50 to $50 more with bracket changes.

However, we do not think buyers of the proposed receivers should be penalized by paying for the added element which will have limited use in only a few areas in the foreseeable future, and because of the degradation of monochrome picture quality it produces. Further, existing receivers and those being currently produced should not be obsoleted because they are not equipped to receive bracket standards pictures, and adoption of such receivers to receive them would result in the most part would be impractical.

Suggest more time be taken for consideration of the problem as it seems quite possible that a satisfactory compatible color system will be developed in the "not too distant future."

**TRANVISION Inc., New Rochelle, N. Y.**

(By Herbert Suesbolts, Secretary)

THE FCC proposals ask too high a price for color TV" and hence "we are opposed to the standardization of bracket standards ... and feel that the present standards, imperfect as they are, should be retained and serve as the basis for a compatible system at some later date when this appears practical."

TV industry, in the early stages of growth, "can be severely stunted or malformed if at this time some incorrect plan which will permanently injure an otherwise healthy and powerful industry."

Television is a public service and not, with the vast pool of technical personnel in this country, a compatible color system cannot be introduced without adversely affecting present owners, "we feel that no color system at all should be commercialized."

**HAVENS & MARTIN (WTVR TV) Richmond, Va.**

HAVENS & MARTIN "and the television audience in the Richmond area are naturally interested persons" with respect to bracket standards and hence request appearance in any hearing that may be held on proposal.
These Exclusive Features put the GPL Video Recorder In a Class by Itself

**ELECTRONIC SHUTTER**—Limits exposure of each film frame to 525-line scanning of tube, with accuracy better than 1% of one line. Stays in adjustment; does not require camera to be locked in synchronization with video signal.

**GPI VIDEOGAM**—A gray scale correction amplifier that provides better video pictures than normally possible. In addition, a special deflection yoke provides perfect focus across entire screen.

**GPI FILM GATE**—Permits over 30 minutes of continuous camera operation without film abrasion, emulsion pile-up and consequent difficulties.

**HIGH FIDELITY SOUND** is recorded simultaneously. Essentially flat recording to 7 kilocycles, with low harmonic and intermodulation distortion, gives results comparable to finest 35-mm sound.

This new 16-mm Video Recorder makes possible, for the first time, delayed telecasts that are consistently as good as the original. GPL's exclusive new shutter—electronic instead of mechanical—is coupled with improvements in picture resolution, film gate design, and sound fidelity. The projected recording is markedly better than the picture obtainable on most receivers. Re-telecast with good equipment, the picture looks and sounds like a live show.

The GPL Video Recorder may be used with the GPL rapid processor to produce finished film, positive or negative, less than a minute after the program is received either over a closed circuit or from the air.

**WRITE FOR RECORDINGS** made on this equipment for study by studios, advertisers, agencies.

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**General Precision Laboratory**

**INcorporated**

Pleasantville  New York
**SHIPPMENTS**

**JULY SHIPPMENTS of TV sets by member companies of the Radio-Television Mfrs. Assn. brought the seven-month total of shipments to 3,107,000 receivers, according to a county breakdown made available last week.**

The RTMA breakdown for July and the year to date follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Sets Shipped</th>
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<tbody>
<tr>
<td>Iowa</td>
<td>3,158</td>
</tr>
<tr>
<td>Georgia</td>
<td>3,675</td>
</tr>
<tr>
<td>Huntington</td>
<td>3,191</td>
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<tr>
<td>Florida</td>
<td>3,670</td>
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<tr>
<td>Arizona</td>
<td>3,675</td>
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<tr>
<td>las Vegas</td>
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<tr>
<td>Tejas</td>
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<tr>
<td>Texas</td>
<td>3,675</td>
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<tr>
<td>Nevada</td>
<td>3,675</td>
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<tr>
<td>Colorado</td>
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<tr>
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</tr>
<tr>
<td>Washington</td>
<td>3,191</td>
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<tr>
<td>Washington D.C.</td>
<td>3,191</td>
</tr>
</tbody>
</table>

**Te-Ve**

"Hello, draft board? Don't call me, I'll call you!"

**SHIPPMENTS RTMA Reports 3,107,000 For Seven Months**

- **State**
- **Sets Shipped**
  - Lake 1,260
  - Madison 4,152
  - Marion 1,178
  - Iowa 731
  - Campbell 233
  - Jefferson 928
  - Orlando 2,613
  - Baltimore City 7,490
  - Baltimore County 2,406
  - Montgomery 401
  - Prince George 117
  - Berkshire 320
  - Essex 3,472
  - New Haven 518
  - Plymouth 2,473
  - Suffolk 1,895
  - Hartford 7,374
  - Fairfield 1,207
  - Westchester 518
  - Rensselaer 1,858
  - Orange 1,535
  - Kings 6,549
  - Essex 3,472
  - New York 11,126
  - Suffolk 1,895
  - Nassau 72,316
  - Westchester 518
  - Albany 4,424
  - Nassau 72,316
  - Suffolk 1,895
  - Nassau 72,316
  - Westchester 518
  - Albany 4,424
  - Nassau 72,316
  - Suffolk 1,895
  - Nassau 72,316
  - Westchester 518

**MOTION PICTURES**

**TV No Threat—Goldwyn**

GOOD motion pictures have nothing to fear from television and "as long as you have a good product, you have nothing to worry about," according to Hollywood Producer Sam Goldwyn.

Speaking before a television discussion panel at the U. of Denver a fortnight ago, the opinion was voiced by the producer in response to mention by General Manager Hugh B. Terry of KLZ Denver that there had been a coincidence of decline in motion pictures in the rising rate of TV. Mr. Goldwyn declared "the bad ones (pictures) will suffer."

Mr. Goldwyn declared: "As long as you make a good motion picture product you're all right. You have nothing to worry about." He also said that television will do away with bad pictures and the double feature, in response to questions proposed by Mr. Terry, Campion Bell and Joel Jordan of U. of Denver and Alex Murphree, Denver Post draughtsman.

"I think television is a great medium," Mr. Goldwyn concluded. "I advertise my pictures on television. In fact it's a great medium to advertise." The discussion panel was broadcast later on KLZ.

**W. S. MAUGHAM**

**Signs CBS-TCV Contract**

W. SOMERSET MAUGHAM, British author, signed his first television contract last Thursday in New York at a news conference which calls for him to act as host-commentator on a network television series, *Teller of Tales*, sponsored by Tintair (Bymart Inc.).

Program starts Oct. 18 on 43 CBS-TCV stations. Wednesday, 9-10 p.m. and will feature adaptations of Mr. Maugham's own short stories. Show is packaged by the John E. Gibbs Co. Cecil & Pres-ley, New York, is the agency. Tintair also signs Frank Sin-atra on a radio show soon to start on CBS.

**CBS-TCV BUILDING**

**Gets New Facilities**

CBS has estimated a production cost reduction of about 10 to 15% through the acquisition of a five-story former garage at 403-415 E. 76 St., New York, to be used for scenery and stage prop storage and rehearsal.

Saving will result, CBS believes, because it will be able to store complete sets to be used at any time in the future, rather than rent and build a set each time one is needed.

**INSULINE Corp. of America has issued condensed 86-page catalog describing complete line of radio-TV components now being distributed by corporation.**
Where hair-line ACCURACY counts..

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line accuracy is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

In Maurer VERSATILITY they found accurate registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer DEPENDABILITY they found consistently accurate performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer EXCLUSIVE FEATURES, such as the 235° dissolving shutter, they found fast accurate changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other exclusive Maurer features, write
The choice of the FCC confronts the American people with a serious problem and somehow your views should be heard in this matter... 

Dr. Baker, in a statement Wednesday at Schenectady, said: "I not only believe it is not necessary to adopt any color system now, but that in the face of military commitments it would be a definite and costly mistake to do so."

He said he was "still confident we have seen the end of color television in the near future. By that I mean color receivers that the public will want to have in its homes, at a price the consumer is willing and able to pay. But it will not be tomorrow, nor next week, nor next month, and perhaps not next year."

GE's frequency-interlace color system, Dr. Baker said, has achieved considerable success in solving what has been one of color's major obstacles—that of putting "into the same frequency band used for black-and-white, three times as much information as is now sent in the black-and-white channel."

He continued:

Color television, and hitting it as it will be as an advertising medium, is in reality nothing more than a refinement of what is already available... Just how costly [a] selection of color system now, such as GE's high-interlace frequency color, may prove is clear to all. I believe, when you realize that vital time for research, development, and perfection of electronic devices urgently needed for our military parameters is lost if manufacturers are forced to spend thousands of engineering man-hours on the development of new television receivers, transmitters, and studio equipment."

Television and telephone installations were completed before the Oct. 1 date, and test transmissions from the Zenith video transmitter atop the Field Bldg. were called "excellent" by the company president.

"Recent developments," in the opinion of Comdr. McDonald, "make it seem likely that by Nov. 1 we will have available a true cross section of Hollywood's feature production for the nation's main studios and will be channelled directly through the station's master control."

In the letter Mr. Goldenson sent to Mr. Skouars and other motion picture producers, he said he disagreed to the "feasibility and economic value" of Phoenevisión, but he hoped enough films would be available for the test "so that all who are interested in the matter will have the results for proper appraisal and evaluation."

Television, not Phoenevisión, is the "dangerous competition" that Zenith is facing, said Comdr. McDonald in citing the "adamant opposition" heretofore shown by the owners. He said he had been told by people in the motion picture industry that refusal to rent films in many cases stemmed from opposition by theatre owners. However, "Mr. Goldenson's letter has changed this situation. He has let it be known that he, as head of one of the nation's leading theatre organizations, wants Zenith supplied with enough motion pictures to make this a real test."

Comdr. McDonald said it "is the public that should be permitted to judge whether they shall be able to see fine motion pictures by pay-at-home television. They cannot judge, and express their decision, unless they have the opportunity during this 90-day test to pay or not to pay to see representative films in their homes."

Zenith, therefore, has resumed negotiations with some of the major producers.
SIRAGUSA HITS FCC

BECAUSE of FCC's recent ruling on color television in which it attempts to force the adoption by the industry of a non-compatible system, the American public would lose 56% of the present 8$ billion it has invested in home TV receivers.

This was voiced Sept. 29 by Ross D. Siragusa, president of Admiral Corp., in an address before the National Assn. of Furniture Mfrs. at Chicago's Edgewater Beach Hotel [BROADCASTING, Oct. 2]. He declared that compatibility, which would enable the public to receive black and white pictures from color telecasts, "was nowhere in the picture" when the FCC ruled in favor of the CBS system on Sept. 1.

Following its ruling, Mr. Siragusa said, the Commission, "with all the subtlety of an order from the Kremlin," asked manufacturers to modify their sets, within 30 days, so that they would be compatible with the CBS system. Unless manufacturers did this, he said, the Commission said it would immediately adopt the CBS system as standard.

Both at the time of the FCC ruling and now there was no set in existence which would meet the Commission's requirements, he said. The Commission's move, he declared, was "as complicated and impractical as trying to convert the gasoline engines in 10 million automobiles now in service to charcoal burners."

Cost Prohibitive

Stating that while it could be done in the laboratory, to do it in the field would be both impractical from operating results and "utterly prohibitive from the standpoint of cost," he observed. "It is my opinion," Mr. Siragusa continued, "that of the 1 million sets which will be in service by the end of the year, not 5% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black and white programs broadcast under present standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

By the Commission's ruling, he said, viewers who wanted to receive only black and white television would be compelled to pay a substantial premium to continue to receive black and white from a color telecast.

He also criticized the FCC's delay in lifting the TV "freeze." Pointing out that the delay is deriving a large part of the country of television, he said the Commission has been considering the matter for more than two years and "if the gestation period goes on much longer, the public may demand a cesarean."

Film Report

APEX Electrical Mfg. Co., Cleveland, has prepared an advertising program featuring movie shorts and television films with 13 films planned and six 29-second tele- vision films available to Apex dealers throughout the country. Entire cost of producing the films was paid by Apex by Feldrum & Fewsmith, Cleveland agency, prepared the material under direction of Frank S. Ryan, Apex advertising manager, and the films were produced by Alexander Film Co., Colorado Springs, Col. * * *

Johnny Yuhasz, independent motion picture producer-writer, starting video corporation to produce two dramatic program sets, titled "Reguies Relics," has mystery format. Actor Clifton Webb or George Sanders slated to handle leading role negotiations for sponsor- ship underway with three national firms reportedly interested in package. * * *

Louis G. Snader, president of Snader Telescripts, Hollywood, will release the first of a series of three to three and a half minute films for TV Nov. 1. He reports 960 open-end shows will be completed within the next year, at the rate of 20 a week. Films are available on 16 and 35mm prints, with sound, and feature such stars as Peggy Lee, Tex Ritter, The King Sisters, Mel Torme and the King Cole Trio.

With advertisers who know TV best, it's WLW-TELEVISION

Among the smartest buyers of local advertising media, one re- tail food advertisers. That's why it's a real endorsement of WLW-Television's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus. That's the case . . . and that's the reason you should contact the nearest WLW sales office about availabilities on WLW-TELEVISION . . . with more viewers than any station in Cincinnati, Dayton or Columbus.
Now color tv for industry!

THE DU MONT TA-164A CLOSED CIRCUIT INDUSTRIAL COLOR TV SYSTEM

Now available! The Du Mont tried-and-proven industrial color television system in a complete, packaged, ready-to-operate form. Designed specifically for industrial applications, the new Du Mont TA-164A Industrial Color TV System provides bandwidth of 18 mc. and picture resolution of 525 lines. Full high-fidelity color from light pastels to deep colors.

Engineered to provide dependable day-in-day-out service required by industry, research, medicine, merchandising and countless other fields. Compact, lightweight, portable units are joined by interconnecting cables utilizing the famous Du Mont "Jiffy" connectors assuring complete flexibility and the Du Mont kind of dependability. May be plugged into power line anywhere. Operates on 110-volt 60-cycle AC.

DETAILS ON REQUEST

ALLEN B. DU MONT LABORATORIES, INC. Television Transmitter Division, Clifton, N.J.
TELEVISION has not yet developed its own dimension for news, partly because station operators have been unable to bridge the gap between presentations which appeal to established audiences and current economic considerations.

Some TV stations, in fact, have no news staffs at all and others report they maintain only skeleton crews.

These findings are among the conclusions reached in a survey completed at the U. of Missouri School of Journalism by Associate Professor Edward C. Lambert. The study was based on 67 returns received from questionnaires sent to 101 TV stations in operation as of March 1.

Results of Study

"One of the most surprising results of the study," Prof. Lambert stated, "was the revelation that 19 of the stations have no news staffs at all. Eleven stations reported a news staff of only one man (or his fulltime equivalent). The average TV newsmen, however, has two fulltime men and one half-time employee."

Over half of the stations in the news field now employ joint utilization of newsmen in AM, TV and FM operations, as 64% of the answering stations are affiliated with either an AM or FM outlet, he noted.

Station executives returning completed questionnaires were about evenly divided as to whether economy was "severely limiting" their news expansion, according to the survey. Forty-four percent said they were plagued by financial considerations; 41% reported no economic limitations; and 15% did not answer the question.

Those citing a "financial pinch" feel that the economic problem is the "worst hurdle," and that "there would be only small problems to face in giving really effective TV news coverage if the cost factor could be economically solved."

Most of the respondents, Prof. Lambert reported, have indicated they would like to offer "more substantial fare" but are "at a loss as to how it can be done in a manner that is both appealing to the viewers and yet inexpensive enough to attract sponsors." Only a few expressed doubt as to the value of TV news presentation.

Prof. Lambert quoted Con O'Dea, news and special events director, ABC Central Division, in summing up what he called a "general attitude."

"I do not believe that anyone, as yet, has solved the problem of presenting news on TV. The man who can solve that problem will become a rich man over night."

Philip Laskey, vice president and general manager of KPIX (TV) San Francisco, felt that "television will no doubt develop its 'news sense' as it grows, and as inexpensive techniques are developed... it is likely that the public will come to depend on this new medium for its news information."

The Lambert study reported further that only two of the stations which replies carry no news programs. The breakdown: 18 (36%) offer two per day; 13 (25%) one per day; 11 (21%) three days; 4 (8%) four daily. Other individual stations schedule between five and nine each day.

Prof. Lambert, who conducts an advanced course in TV, qualified his findings with the reminder that stations reporting no newscasts either use commercial newscasts or take network news shows.

In fact, he found that 60% of reporting stations did use commercial newscasts, presenting combined newscasts for the addition of stills or motion pictures.

Over half (54%) of the nation's TV stations, according to the survey, apparently do not feel that on-the-spot televistas will surpass film coverage of disasters and other unforeseen events, at least within the next five years. But the majority (60%) do utilize remote pickups for coverage of major events on a planned basis.

Little Conformity

Additionally, there is little conformity as yet to type of news presentations, Prof. Lambert found, pointing to one finding that there is almost no type of news program that does not require some sort of aural explanation. He cited these statistics:

25% of news announcers present news with their scripts visible; 28% adlib news; 15% use a script out of range, and 15% use only notes. Live interviews are used by 14%, while 18% prefer filmed interviews.

Other findings uncovered by the Lambert survey:

36% of newsmen now employed in TV stations were hired directly from journalism schools; 42% were formerly employed by radio news departments and 24% by newspapers; 9% in photography; 3% in newscasts and dramatics.

Australian Video

BIDS for the erection of Australia's first television station have been called for by the Australian Broadcasting Control Board. Experimental in nature, the outlet is to be built in Sydney. Although TV, under the present regulations, is a government monopoly, amendments to the Broadcast Control Act are expected to enable commercial stations to telescast.

KFB1 Farm Day

KFB1 Wichita, Kan., and its farm director, Lester Weatherwax, brought state and local recognition to the outlet's recently sponsored "Farm Soil Conservation Day" when more than 2,000 farmers visited a farm to see productive miracles, through conservation, about which Mr. Weatherwax has been telling them. Speakers at the event included Governor Frank Carlson; Hale Bon- durant, KFB1 manager, and Dr. H. H. Bennett, chief of U. S. Soil Conservation Service. The Bennett talk was transcribed and portions of it later used on ABC's "American Farmer" program.

SMPTF MEET

List Lake Placid Speakers

PROGRAM topics listed for the forthcoming 68th semi-annual convention of the Society of Motion Picture and Television Engineers [Broadcasting, Sept. 25] include engineering, audio-visual magnetic recording, sound, film registration and color photography. The convention will be held Oct. 16-20 at the Lake Placid Club, Lake Placid, N. Y.


Subjects to be covered at the Oct. 19 afternoon and evening sessions include papers on film registration and photography and color. The following speakers are listed:


Social events planned for the five-day meeting include a cocktail hour followed by an annual banquet, dancing and entertainment in the Agora Theatre and sightseeing trips. Reservations are still being taken directly by the Lake Placid Club, according to William Kunzmann, convention vice president.
EXCESS PROFIT

Radio-TV Ask Tax Relief
For 'Base Period'

EXCESS PROFIT problem which tax experts on Capitol Hill are studying is that of business firms, such as radio and television station licensees, who operated on the red side of the profit ledger during most of the so-called “base period.”

Question already has been posed by some broadcasters as to their status. During World War II, the base period of earnings took in the years 1938-1939 and presumably the new excess profits tax law will take into account the years 1947-1949. However, the latter years make up the period when many radio and TV stations, particularly TV, were struggling to get on a sound economic basis.

Thus, broadcasters argue: What happens when such a “low profit” or “no profit” percentage base is compared with perhaps a “high profit” percentage base says in 1949? Will the balancing of figures lower the entire base percentage figure?

Tax experts with the Joint Committee on Internal Revenue & Taxation in Washington have an answer (tentative and subject to change in the working out of details). They say that the Internal Revenue Code of 1939 (Sec. 722), as amended by the Internal Revenue Act of 1942 (for excess profits), contained a “relief provision.” This provision applied to business firms getting started during the so-called base period. If the firm increased its business operations and faced increased capacity during the period, it was permitted to average its base period on a modified “highest figure.”

Such a provision, according to the tax staff, is contemplated for inclusion in the new excess profits recommendation.

That report is expected to be ready for study by the House Ways & Means Committee and the Senate Finance Committee by Nov. 27 when Congress is scheduled to reconvene. The new bill would be ready for introduction as early as Oct. 1, 1950.

A resolution to that effect was included in the “interim” tax bill (HR 8920) which passed Congress last month [BROADCASTING, Sept. 41]. It has been signed by the President.

Would Add $4.5 Billion

Designed to add some $4.5 billion in revenue to I.R. tax for U.S. defense costs, including those for the Korean situation, the bill also contained provisions to levy a 10% federal excise tax on TV sets on the manufacturer level.

Other features: Imposes tax on profit making business enterprises of certain educational institutions (including their commercial radio-TV stations); boosts corporation income taxes from which the government would gain some $1.5 billion a year; permits certain special tax incentives as encouragement to industry retiming for defense production; increases income taxes; sidetracks proposed tax on co-operatives.

If the present plan on the excess profit is followed it may mean that a “lame duck” Congress will be writing tax legislation—which is an unusual procedure but safer politically.

BURNETT EXPANDS

Dodge To Radio-TV Staff

LEO BURNETT Co., Chicago, expands its already extensive radio and TV operations with the addition of Frank Dodge as production manager in radio and TV in the New York office. Mr. Dodge, formerly of NBC and CBS, worked most recently as production coordinator on Arthur Godfrey's staff.

Ed Keil has been transferred from the radio and TV department in Chicago to the same department in New York. William McIvain continues to handle broadcasting facilities and business matters in New York. In the Los Angeles branch, Wallace Buggles and Wayne Butcher have been hired to assist Broadcasting Manager Wendell Williams.

HERALDING WECB Duluth's "bright new approach" to Duluth and Superior listeners with new program innovations, WECB's new staff personalities, Vance Valentine (I) and Mark Sheeler, pictured the studios on behalf of "Old Men Gloom."

MILLIONAIRE CLUB

WKY Staffer Starts Plan

TAKING his cue from a recent article in True magazine, Sportscaster Jim Hughes of WKY Oklahoma City has started to enlist members in his own "700 Millionaire Club." The article claimed that 700 Oklahoma millionaires support the U. of Oklahoma football players.

Deciding to go the magazine one better, Mr. Hughes also is making room for Oklahoma A. & M. in forming his club. Fearing that the A. & M. team may become choked up with jealousy at the sight of the Sooners floating in oil wealth, he wants the Aggies to have an equal number of "millionaire" backers, too.

Mr. Hughes has invited football fans to send in letters, accompanied by 25 cents, naming the football player they believe is most entitled to his own oil well. Aggie fans are to nominate Aggie players, O. U. fans are to nominate Sooners. The A. & M. player and the O. U. player receiving the most nominations in the first 700 letters from each school's backers, will receive oil wells of their own—triumphs with gilded oil derricks.

L. A. CHARITIES

Unified Drive Opens Oct. 18

OPENING CAMPAIGN of Radio-Television-Recording Charities Inc., Los Angeles, non-profit organization formed to combine all charity demands in radio, television and allied fields into one unified drive, will be launched officially Oct. 18, it was announced last week at a special news conference.

Charities covered by the organization include American Cancer Society, American Heart Assn., Community Chest of Los Angeles area, American Red Cross, March of Dimes, Sister Kenny Foundation, Y & MCA of Los Angeles area. Additional charities will be added from time to time.

Patterned after the Motion Picture Permanent Charities Committee which has functioned successfully for the past several years in the Los Angeles area, the group will cover those in the following industries: Radio, television, recording and allied fields, artists' managers, business agents, radio and TV schools and audience survey companies, advertising agencies and unions.

Group has its headquarters at 1540 N. Vine St.. Burt Zinn is executive director. Officers are Sidney N. Stroz, recently resigned as NBC administrative vice president, president; Larry Shea, president, Artists & Products Services, vice president; Donn Tatum, vice president and legal counsel, Don Lee network, secretary; Wayne Tias, vice president in charge Hollywood office, BBDO, treasurer.

Charles S. Drane

CHARLES SISSON DRANE, 61, vice president in charge of advertising of Plough Inc., Memphis, manufacturer and international distributor of drug products and cosmetics, died Sept. 25 in Battle Creek Sanitarium, Battle Creek, Mich., after a long illness. He had been associated with Plough Inc. for 20 years. He is survived by his widow and four sisters.

MORE than 30 stations of Quaker network will air campaign speeches originating at key station, WFIL Philadelphia. Network is state wide.

for "TOPS IN SPOTS"

Contact our nearest office

Chicago 185 N. Wabash Avenue
Atlanta Broadway Building
Baltimore 3104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

BROADCASTING • Telecasting
**CANADA MEET**

**WAB Discusses Surveys**

**RECOMMENDATIONS on sales and coincidental survey policies were made at the three day annual meeting, Sept. 28-30, of Canada's Western Assn. of Broadcasters at the Hotel Palliser, Calgary. Directors from the WAB will place the recommendations before the annual meeting of the Canadian Assn. of Broadcasters at Quebec next February.**

The WAB recommended, after due discussion, that the Bureau of Broadcasting, Washington, D.C., be asked to take over the supervision and administration of coincidental telephone surveys. These are now handled by private organizations, and the Bureau is an organization set up by the broadcasters, advertising agencies and advertisers.

WAB also asked the CAB sales advisory committee to study the best and most practical methods of maintaining fair practices and standards throughout the industry. This resulted from a discussion on the per per/eur system of some radio advertisers.

It was also suggested that a series of programs be produced to tell listeners the importance of privately-owned broadcasting stations, and the work they do for their communities.

Western Canadian broadcast station technicians and engineers are to have their own annual meetings henceforth. It was unanimously decided during the final day sessions of the WAB annual meeting, with stations expected to finance the annual gathering so that engineers could exchange views on operation and developments.

E. A. Rawlinson, president of CKBI-Prescott, Ont., was elected president. He is also a director of the Canadian Assn. of Broadcasters. WAB directors elected were F. H. E. Fisch, CKWX Vancouver; H. G. Love, CFCN Calgary, and Wm. Speers, CKRC Winnipeg.

A resolution from the City of Winnipeg was presented to the WAB meeting, thanking the broadcasters for their generous services during this year’s Winnipeg and Manitoba floods and for the $985,000 raised by the radio stations for the Manitoba Flood Relief Campaign.

**Low Power FM**

**FURTHER assistance to noncommercial, educational FM radio was offered by FCC fortnight ago in reporting proposed rules to allow remote operation of FM transmitters of 10 w power or less. FCC indicated the present requirement that a licensed operator be present at the transmitter may preclude the constitution of a student advisory committee from the educational radio field. The Commission concluded, however, that since the 10 w transmitter operations are very efficient and of such low voltage remote operation under certain conditions should be permitted. Comment on the FCC’s proposal must be filed by Nov. 3 and replies thereto by Nov. 18.**

**Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of Aug. 24, 1932, as amended by Acts of March 3, 1933, and July 2, 1940**

Of Broadcasting-Telcasting, published weekly, at Washington, D.C., for October 9, 1949, District of Columbia—

Before me, a notary public in and for the District aforesaid, personally appeared Horace E. Long, who has been duly sworn according to law, deposes and says that he is the business manager of Broadcasting-Telcasting and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1948, embodied in section 407, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
   - Publisher and Editor—Sol. Taishoff, Washington, D.C.
   - Managing Editor—Art Knowl, Washington, D.C.
   - Business Manager—Horace E. Long, Washington, D.C.

2. That the owner is: (If owned by a corporation, its name and address, and if owned by a person, its name and address, and if owned by a partnership or joint stock company, its name and address, and if owned by any other unincorporated business association, its name and address, and if owned by an individual, his name and address, and within the meaning of the Act, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, and within the meaning of the Act, the names and addresses of the individual owners must be given.)

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of the total amount of stock of the corporation, whose names and addresses, if any, appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary capacity, the names of the person or corporation for whose benefit or account the stock is held, or any other information that in the opinion of the commission is necessary or desirable.

4. That the two paragraphs next above, giving the names of the stockholders and security holders, and if any, cannot not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary capacity, the names of the person or corporation for whose benefit or account the stock is held, or any other information that in the opinion of the commission is necessary or desirable.

5. That the two paragraphs next above, giving the names of the stockholders and security holders, and if any, cannot not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary capacity, the names of the person or corporation for whose benefit or account the stock is held, or any other information that in the opinion of the commission is necessary or desirable.

6. That the two paragraphs next above, giving the names of the stockholders and security holders, and if any, cannot not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary capacity, the names of the person or corporation for whose benefit or account the stock is held, or any other information that in the opinion of the commission is necessary or desirable.
WBT OBJECTIONS

NLRB Recommendations Hit

OBJECTIONS to a trial examiner’s recommendations that WBT Charlotte, N. C., reinstate 8 of 10 technicians it dismissed last year during the heat of its dispute with IBEW Local 1229—and to other preliminary findings—have been filed with the National Labor Relations Board by legal counsel for Jefferson Standard Broadcasting Co., licensee of the station.

The exceptions to recommendations of Examiner Alba Martin [BROADCASTING, Sept. 4, Aug. 28], it was understood, sharply protested:

1. All reinstatements on grounds the employees had made “false and improper” references to the company.
2. Finding that station had refused to bargain after April 30, 1950.
3. Charge that the company “strayed from” and coerced the technicians by giving them “unjustified” endorsements in its communications with FCC.

Referred to Handbills

WBT's brief, filed Sept. 22, apparently referred in part to handbills allegedly distributed by the technicians, which described WBTV (TV) video operations as “second-class,” and which contained other adverse comments.

Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV, previously has charged that the employees had done their “best to tear down and bankrupt our business.”

In its brief, filed by the law firm of Prince & Blakeney, the company claimed that it dismissed the men “for cause”; that the trial examiner “erred” in charging it with “unfair labor practice” for discharging them; that it had not “refused” to bargain with the union since April 30, 1950, and that the unionص’s complaint was “vague and indefinite” and should have been dismissed.

WBT said it was not obliged to bargain with IBEW after April 30 because the union had lost its majority status for proper representation.

With respect to Sterling Hicks, IBEW local business manager and station technician, who was convicted of a “misdemeanor” involving charges of conspiracy to dynamite the station’s transmitting tower, the station maintained it had “good grounds” for giving him an “unsatisfactory” technical endorsement. Furthermore, the station questioned whether Mr. Martin should have ruled on the Hicks phase since it had not been included in the original complaint.

Mr. Martin did not recommend reinstatement for Mr. Hicks, unless his conviction should be reversed, but suggested the station review his technical qualifications and so advise the FCC as to its endorsement.

KNUZ Aids SPCA

TO help the local SPCA Shelter find homes for “orphans,” KNUZ Houston, in cooperation with the National Biscuit Co., has devoted over 10 hours weekly as a public service. Indicating phenomenal response by listeners, KNUZ reported finding homes for over 100 dogs since Sept. 1, the date the feature began.

STEWART TO FCC

In Organization, Methods

ERI CONG. STEWART, formerly with the Bureau of the Budget, has been named by FCC as planning officer in charge of the Organization and Methods Division. He succeeds Charles Koblenz, who resigned to join the management consulting firm of Boz, Allen & Hamilton [CLOSED CIRCUIT, July 21]. Mr. Koblenz, before leaving FCC, supervised pre-organization surveys which led to creation of the Common Carrier and Safety-Special Services bureaus.

The other appointments also have been announced by FCC: Robert W. Cox, budget officer, has been promoted to assistant executive officer, while Richard Solan, personnel assistant, has been promoted to administrative assistant to the executive officer, W. K. Holl, Sydney L. O'Guin, acting chief, named chief of the Atlanta field office of the Commission’s Common Carrier Bureau.

MORE AUDIENCE – MORE MAIL – MORE ADVERTISERS

⇒ See Centerspread This Issue ⇒

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. WILSON

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telcasting
SATURATION
WHAM Rochester, N. Y., sponsoring all-out campaign including air, newspaper and direct mail. Twenty-five newspapers ads and direct mailings were built around station's local and network newscasts. Pictures of newscasters were used. Mailing went to 30,000 telephone homes, with additional distribution obtained through Welcome Wagon hostesses.

FIRE PREVENTION WEEK
WWDC Washington, Oct. 9-14, will broadcast all fire alarms reported in District area. When fire company is called out fire alarm headquarters will report to station and give details. Programs will be interrupted by sound of fire sirens; announcer will then give location of general area of fire, also will bring out that week is Fire Prevention Week.

FAN TURNOUT
WLW Cincinnati's Ruth Lyons took her Morning Matinee and Fifty Club show to Columbus for local "Ruth Lyons Day." Shows are simulcast over WLW (TV) Columbus, WLW (TV) Dayton and WLW (TV) City Cincinnati. Matinee show was held in downtown theatre, for which reportedly over 15,000 listeners bought tickets. Fifty Club originated in WLW studios. Police-escorted downtown cavalcade and visits to hospitals completed day. Similar trip to Dayton scheduled for Oct. 15.

WCCO 'SCOOPE'
WCCO Minneapolis, Sept. 26, through alerterness of Ralph Moffatt, disc jockey, scored local news "beat." Mr. Moffatt noticed ambulances while on his way to work, and called WCCO news department. Following ambulances, Charles Sarjeant and Newscaster Jack Huston found school bus which had been forced off highway in collision with car while en route to ball game. Six children had been hospitalized. On-the-scene report was radioed to station from mobile unit and used on Cedric Adams Nighttime News show.

EGG TIMER
WBW Topeka, Kan., sends trade time green card with three-minute egg timer attached by brads. Card reads, in part, "WBW turns time into greater sales for you!" Similarities between dependability of timer and station's programming are brought out. Card is attached by which additional timers, station's availability or Dr. Whan's survey of Kansas radio listening may be ordered.

PAPER'S SHOW
KNBC San Francisco, Mapping the News, Sun., 12:10-12:30 p.m. Discussion and analysis of week's news, sponsored by San Francisco Chronicle. Show is handled by two members of Chronicle editorial staff, Gene Forbes and Ed Radenzel. References to maps in Chronicle tie up two media.

POSTCARD CAMPAIGN
WCOP Boston conducting eight-week postcard campaign, lasting through October. Photograph postcards, showing WCOP artists at work, sent to trade. Back of each postcard carries simulated handwritten message from star pictured on front, urging reader to make use of station's popularity.

NEW LOCATION
WTAG Worcester, Mass., June 'n Johnny, Morning chatter show now aired from Town Room of Hotel Sheraton in Worcester. Listeners who write for tickets are seated in special roped-off section, and interviewed. Others occupy remainder of room's 200 seats. Hotel's guests are invited to take part in program by cards left in room.

SIMPLE ADDITION
MBS sends trade large paper-bound book containing grey, yellow and white illustration of "Mister Plus" from its current campaign. Work's symbol is seen in various stores and situations pointing up coverage, low cost, flexibility, etc. Letter from Robert A. Schmid, vice president, typed in form of plus sign, accompanied book.

CENTENNIAL celebration of Manchester, Iowa, gave Tait Cummins (r), sports director WMT Cedar Rapids, an opportunity to use this covered wagon. Wagon had been won by WM'T in a CBS March of Dimes contest two years ago. Banner read, "Follow the Iowa Hawkeyes with Iowa's Favorite Sportscaster Tait Cummins."

LEGIONNAIRE REPORTS
KSTP-TV Minneapolis, Sun., 10:15-10:30 p.m. Bob Conn, Commander of 5th district of American Legion in Minneapolis, reports on Korean war, drawing on background of two years in Korea during last war. As well as giving well integrated reports on current progress, Mr. Conn inserts items of interest concerning customs and habits of Koreans.

LANG-WORTH FEATURE PROGRAMS
SELL
FOOD PRODUCTS

HOWARD J. MCCOLLISTER COMPANY
PAUL W. MCCOLLISTER, GENERAL MANAGER
Regional Representative
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Shows with a Hollywood Heritage * Member NAB

LANG-WORTH FEATURE PROGRAMS, INC.
113 W. 57TH ST., NEW YORK 19, N.Y.
Network-Cable Programs at Local Station Cst.

BROADCASTING • Telecasting

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Respects

(Continued from page 48)

turning point in his radio career, he might well say: "I left home for New York and ended up in Minneapolis—a statement overly-simplified but literally true.

The WCCO executive was born in Chattanooga, Tenn., June 21, 1917. His father was employed in the wood box manufacturing business in Chattanooga where the son attended high school.

Young Wilkey cultivated an embryo's interest in the radio art while still in college. He was instrumental in organizing a radio unit of six members "four (of whom) are engaged in the radio business today. Two are network announcers and the other is with a clear channel station in the south."

At the U. of Chattanooga, Mr. Wilkey also supplemented his activities with teaching at a military prep school. When ill health struck him down for a year, he turned to radio for his recreation and found himself interested in the medium.

Upon recovery he returned to the university and continued his studies, receiving a B.A. degree. During those college days, Mr. Wilkey dabbled at various jobs enabling him to continue his education. These assorted duties ranged from selling women's shoes to driving a delivery truck for a Chattanooga florist.

But such uninspired duties were not for Gene Wilkey, who turned to WDOD Chattanooga, a CBS affiliate for employment as a general handyman. "It was a job and not a position," Mr. Wilkey muses, recalling those post-college days. "In fact, there are more jobs than positions in every state I have been in." Successively, he was night telephone operator, assistant producer, and "extra" announcer. He left WDOD in 1944 while station was under director.

A. E. Joselyn, CBS operations manager on the West Coast, was responsible for one of Columbia's patented famous "fast transfers." Mr. Wilkey was seized upon by the CBS New York's production department where "Joe" then managed WCCO, just happened along on the scene at the CBS network department in Manhattan.

To Minneapolis

When he perused Mr. Wilkey's personnel records, Mr. Joselyn discerned then and there in the Tennessean was just the man WCCO was looking for. Thus Mr. Wilkey went to Minneapolis as assistant program director.

Two months ago the present CBS network marked the turning point of a career that was to assure Mr. Wilkey a firm place in the hearts of the Minneapolis populace and trade.

Thereafter he served as production manager and program director, assuming broader responsibilities until, in 1948, he was named WCCO's assistant general manager. His duties mounted with his appointment as general sales manager of the station the following year. When Wendell B. Campbell ascended to the post of western sales manager for CBS in Chicago last Feb. 16, young Mr. Wilkey stepped in as general manager.

It was perhaps inevitable that Mr. Wilkey, who served under Mr. Joselyn and, later, Merle Jones, should assume the general manager's position at the CBS-owned Minneapolis station—perhaps just as inevitable as the fact that Mr. Jones rejoined Mr. Joselyn on the West Coast as director of KNX Los Angeles—as part of the network's realignment early this year.

Post-War Readjustments

Those six short years marking his rise to the management of WCCO, his associates emphasize, were competitive with personal and sales problems growing out of the war and the post-war adjustment period. But Mr. Wilkey set out on a policy of developing outstanding radio names, among them Credic Adams, who developed under the Wilkey aegis from a local newscaster to a radio and television show heard coast-to-coast five days weekly.

Bob DeHaven, Larry Haag and George Grim, other WCCO personalities, also became household names through the network's bread-basket of the nation. Recent additions include Stew McPherson and Ralph Moffatt, who were coaxed over from Europe.

Under his guidance, WCCO personalities became stronger and stronger, and the station's formula, "Good Neighbor to the Northwest," expanded with all-out participation in such community activities as the March of Dimes, Minnesota State Fair and the Minneapolis Aquatennial radio shows, first coast-to-coast each summer.

Mr. Wilkey also had a significant hand, under the management of Mr. Jones, in formation of a series of human relations programs (Neither Free Nor Equal, as The Twig is Bent) in which CBS has specialized. He worked with Sig Mickelson and Ralph Backl, now with CBS in New York.

The WCCO executive's record in the programming and sales fields should qualify him to know where-of he speaks when expressing convictions on the future of radio. When confronted by alarmists and TV enthusiasts, Mr. Wilkey lets it be known that "radio... good radio... will not suffer materially from the so-called inroads of television." He feels good radio will become bigger and better, but quickly adds that the foundation of "good radio" is good programming and smart selling which utilize all the force that radio can muster.

To that end Mr. Wilkey has contributed much to WCCO's strong annual summer sales pitches ("Sell 'em While They're Hot," etc.), designed to counteract that occupational radio boogie, the hiatus, when some advertisers prefer to sit it out advertising-wise.

Aside from his responsibility of maintaining WCCO among the top in Twin City broadcasting circles, Mr. Wilkey also serves as general chairman of the Hennepin County chapter of the National Foundation for Infantile Paralysis, and as radio chairman of the county chapter of the American Red Cross. He also serves on the board of directors of the Minneapolis Aquatennial Assn., and as a member of the Rotary Club, Minneapolis Athletic Club and Minneapolis Club.

His principal hobby according to his friends, is his job, but Mr. Wilkey does manage to do some fishing or play an occasional round of golf.

One other proof of Mr. Wilkey's sales talents—on April 5, 1947 he married the former Emeele Kremer of Minneapolis.

When asked about his future plans, the Tennessean usually smiles and, recalling his Chattanooga experience, replies: "To avoid teaching school."

ANDERSON NAMED

Radio News Club President

DAVID ANDERSON, NBC Holly-

wood newsman, has been elected president of the Radio News Club of Southern California. He succeeds Al Gordon, KFWB Los Angeles news editor.

Bob Garred, ABC newscaster, and Doris Jenny, freelance newswriter, were named vice president and secretary-treasurer, respectively of RNC. Besides Mr. Gordon, new board members include Chet Huntley, CBS news analyst; Hank Weaver, ABC newscaster, and Al Downs, assistant manager, NBC Western Division news and special events department.

WTIC Hartford carried direct tele-

phone-recorded report on total eclipse of moon, Sept. 25, from Observatory at Yale U.

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. Hill

Merle W. Watson

Juliet Mantle, Sales Manager

BROADCASTING • Telecasting

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.
PACIFIC AAAA
Radio-TV Oct. 8-11 Agenda

Two top agency executives will discuss the role of radio and television in relation to the problem of how West Coast advertisers can expand their horizons to keep pace with West Coast industry. at the annual meeting of the Pacific Council of American Assn. of Advertising Agencies which opened yesterday (Sunday) at the Hotel Del Coronado, Coronado, Calif., and will run through Tuesday.

J. C. Cornelius, executive vice president in charge of western offices, BBDO, Minneapolis, will take up "Problems Regarding Radio and Television Rating Services" at one of the main sessions. At another, Richard E. Francis, vice president and manager of the Hollywood office, Campbell-Ewald Co., will discuss "What's the Latest Regarding Television on the West Coast?"

Other speakers include:
Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York; Clarence G. Goshorn, chairman of board, Benton & Bowles, New York; Fairfax Cone, chairman of board, Foote, Cone & Belding, Chicago, and national AAAA chairman; Thomas Dillon, vice president and account executive, BBDO, Los Angeles; Louis N. Brockway, executive vice president, Young & Rubicam, New York; Frank H. Graf, A. C. Nielsen Co., San Francisco.

Innovation at this year's convention is the inviting of advertisers to sessions. Approximately 300-400 agency and advertising people are expected to attend the four-day meet.

Rosene Named
MARVIN ROSENE, salesman for WINN Chicago who has been active in the Midwest Baseball Network controlled and originated by the station, has been named general manager of KIOA Des Moines. KIOA was taken over Oct. 1 by Ralph L. Atlas, general manager of WINN, and several associates.

THE OLD SEA-HORSE SAYS:

Have YOU checked the WVMI—Area?

Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI
BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 Kilocycles

BROADCASTING • Teletcasting

WFJL NEWSMAN
To Interview World Figures

CHICAGOAN Charles F. Sebastian, president of the Chicago News Broadcasters Assn. and news director of WFJL (FM) in that city, began his biggest assignment Friday. He flew from Chicago to Los Angeles on the first lap of a 30,000-mile radio gathering tour which will take him around the world for interviews with Gen. Douglas MacArthur, Emperor Hirohito, Pope Pius, Nehru, Clement Attlee, Winston Churchill and Chiang Kai Shek, among other international figures.

Mr. Sebastian's tour-of-duty as a radio reporter for WFJL was assigned by Bishop Bernard J. Sheil, D.D., who is president of the non-commercial broadcast station. His assignment: To establish a closer bond between the fighting man and the home front.

His means to that end will be tape-recorded interviews with soldiers and civilians in Korea, pictures of soldiers which will be sent to them and their families, newspaper accounts distributed locally, and motion pictures of schools, pulpits and teachers, which will be compiled later into educational films for distribution to U. S. schools.

The taped reports will be air mailed back here for broadcast on WFJL. He will continue his show, "Editor's Comment."

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

Cities grow 'out' not 'up'... Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannounced in the City of Terre Haute, so it's a city of over 100,000 people, with 299,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.
BMB FUTURE

Flaherty Queries NAB At Dist. 10

WHAT'S HAPPENED to the Broadcast Measurement Bureau? Eugene T. Flaherty, general manager of KBJC Sioux City, raised the question toward the end of NAB's District 10 convention Sept. 29 in St. Louis. Other members and non-members of district sessions in the Chase Hotel also seemed anxious to know if the association intends to preserve BMB.

Mr. Flaherty addressed his query to Charles C. Caley, member of the NAB board's five-man BAB committee, following Mr. Caley's endorsement of an enlarged and strengthened Broadcast Advertising Bureau [Broadcasting, Oct. 2]. "Would it be possible for the new BAB to embrace BMB, which is needed to round out the association's sales promotion activities, and which advertisers and agencies have sought for so long?" he asked.

As others echoed the question, Mr. Caley replied that the NAB board has given much thought to the continuance of BMB and hopes some day to re-establish the bureau as a separate adjunct of NAB. He asserted, however, that the association has no plans to incorporate the measurement service within the sales agency.

Threat Pointed Up

The increasing threat of multiple sponsorships was pointed up by Lyle De Moss, WOW Omaha, who told of a group of three food processors who are now advertising a cereal-coffee-tomato juice package on the air, known as a "hot-quick breakfast."

"This seems like a hot-quick way for these three advertisers to keep from spending more money in radio," said Mr. De Moss. "Soon we'll be having beer-and-pretzels, as well as ham-and-cheese, in the same announcements."

E. K. Hartenbarger, KCMO Kansas City, asked if stations desiring to join BAB would feel required to keep up NAB memberships, especially since BAB is to be set up separate and apart from the parent association.

District Director William B. Quarton expressed the hope that NAB memberships would not suffer due to BAB's proposed divorce from the association. He detailed the wide range of services which NAB offers outside the sales field and predicted these activities would increase in effectiveness once BAB starts functioning under its own power. Mr. Quarton stressed the importance of the association divorcing BAB "so that the sales bureau may attract many members in interests outside broadcasting."

BAB's Place

When Ralph Evans, WOC Davenport, asked whether super-BAB discussions would be included in the agenda at future NAB district and national meetings, he was assured by Mr. Caley that BAB "will have its place at our conventions more than ever before."

An added feature during the final day's sessions was the luncheon talk of Col. Cornelius P. Van Ness, USMC, assigned to the St. Louis area. Discussing the national emergency, Col. Van Ness termed radio "the greatest of media," and recalled that the military "has made great use of it, thanks to the generosity of you broadcasters." He stressed the importance of "broadcasters never again succumbing to the smile of the (Russian) bear."

The District's resolution urging the industry to ask for "special relief" under the proposed excess profits tax law [Broadcasting, Oct. 2] was inspired by a letter written to delegates by Ray E. Dady, vice president of KWK St. Louis. The letter noted that the American broadcaster, "with an almost unparalleled willingness to make sacrifices on behalf of public service, to abandon 'business and profits as usual' whenever the national welfare is concerned, should be one of the last to ask for special consideration from the lawmakers of the United States."

Ley Savere

"However, in the interest of fairness, it continues that, "this letter advances the thought that any excess profits levy which may be written into law during the next Congress, is likely to be a severely penalizing, if not confiscatory, enactment unless broadcasters give voice to their unique problem and urge the Congress to provide uniquely relief."

Predicting that earnings in 1947, 1948, and 1949 "will be averaged out and used as the base earning period," Mr. Dady's letter asked, "What if the major industry has lived through the post-war years with two revolutionary technological developments—FM and TV—either one or both of which might make unprofitable the continued operation of one's existing productive plant? huge capital risks; building consumer FM and TV demand from scratch."

ASTATIC Corp., Cincinnati, Ohio, produces CAC-J crystal cartridge for high quality performance of LP records.

Look at the North Jersey Picture!}

* * *

WMTR
NOW 1000 WATTS MORRISTOWN, N. J.
LEVITY PREVAILED as this group was caught at NAB District 10 convention (11 to 12): Seated, Chet Thomas, KXOK St. Louis; Robert Conzen, KXWM St. Louis; William B. Quarton, WMZ Cedar Rapids, district director; George Burbach, KSD St. Louis; William Woz, KSTL St. Louis. Back row, Woody Woods, WHO Des Moines; Charles Church, KMBC Kansas City; Harry Burke, KFAB Omaha; Karl Koepker, KMBC Kansas City.

10TH DISTRICT Registration List

Ackery, Gene, KCOW Alliance, Neb.; Albertson, Fred W., Dew, Lohner, & Albertson, Washington, Aldridge Mahlon, CPRU Columbus, Mo.; Alexander, John, KODY North Platte, Neb.; Bate, Walter, S. Associated Program Service, New York; Baison, Charles A., KAB Washington, Bennett, Sam H., VTD St. Louis; Barrasso, Bruce, CQK St. Louis; Blackburn, J. W., Blackburn-Hamilton Co. Washington; Bower, George M., KSD-TV St. Louis; Buesar, Harry, KFAM Omaha; Brown, Fister H., KXOK St. Louis; Burton, Robert E., J. M. New York; Burns, Roberta KBOE Osage Beach, City, Tom, DRES St. Joseph, Cate, Bill, KIBO Bennett, Mo.; Church, Arthur St. Jr., KMCB Kansas City, Church, Gary, Jr., KMBC Kansas City; Clark, Paul, RCA Chicago, Chicago; Collins, James F., KMO Flat River, Mo.; Cribb, Wayne Y., KINM St. Joseph; Dekras, D. C., KCDV Sedalia, J. C., M. KIRK, V. TRIO Cairo, III.; Daly, John J., JDMO Carthage, Mo.; Davis, Don, WHK Kansas City; De Flo, John, VTAD Quincy, Ill.; Dennis, Ed WHB Kansas City, De Moo, Lyle, WBOC Omaha; Devine, John, Standard Radio, Chicago; Doerr, Dorthery, R. F., KAB, Washington, Evans, R. W., KCMO and KCMO-M, Kansas City; Evans, Ralph, WHO WOC, Davenport, Flanthy, Gene, SCJ Sioux City, Fegarty, Frank P., FOX Omaha; Foster, Ralph D., KFWO Glenvil, H. J., KSNF Joplin, M., KSD St. Louis; Futrall, H. H., KFBI, Topeka; Futrell, H. P., ELMER-

WOMD STARTS

Moundsville Daytimer on Air

WOMD Moundsville, W. Va., owned and operated by Radio Moundsville, went on the air Oct. 1. Owner and general manager is James D. Sinyard. In addition to Mr. Sinyard, personnel includes: Bob Clark, program director; Harry Chechek, commercial manager; Jerry Bales, chief engineer, and Bill Hawley, chief announce. WOMD is licensed for 1 kw daytime on 1470 kc.

MEDIA CLINIC

Agenda Set for Chicago Meet

FIVE Chicago radio and television executives will outline methods of the broadcast media Oct. 25 and Nov. 1 to enrollees in the media clinic of the 1960 Advertising Workshop co-sponsored by the National Association of Broadcasters and the Missouri-Federated Advertising Club and the Women's Advertising Club.

Radio will be discussed Oct. 25 by Louis J. Nelson, media director, WBBW Advertising, who will answer "Is Timebuying Scientific?" and James L. Storiton, general manager and sales manager of ABC's Central Division, on "Radio Network and Spot Sales." Three speakers will talk of television. They, with their subjects, are Russell W. Tolge, television director, BBDO, "Television Timebuying?"; George Harvey, sales manager, WGN-TV, "The Latest Developments in Television?" and Norman C. Lindquist, television director, Atlas Film Corp., "Television Production."

Six other clinic sessions will consider creative advertising, sales promotion, advertising art, production, research and direct mail.

In Washington

People's Drug Stores

one of America's great chains chooses

WWDC EXCLUSIVELY!

24 Newscasts daily

WWDC is the greatest radio buy in Washington. See your Forjoe man today.
September 28 Applications  

**ACCEPTED FOR FILING**

WREB Holyoke, Mass.—License to cover CP new AM station.

RFNV Nazareth, Pa.—License renewal filed by following: KGTV Fresno, Calif.; KVEC Springfield, Mo., WAMS Wilmington, Del.; WKWF Key West, Fla.; WBOC Bloomington, Ill.; WFPSA Manhattan, Kansas; WJPL Grand Haven, Mich.; WREI Erie Haute, Ind.; WFTY-FM New York, New York; KSU Ames, Iowa; WHEL-FM Sheboygan, Wis.

KBU Cora, Calif.—CP increase D power from 500 watt to 5 kw.

AM—1010 kc

KSMN Mason City, Iowa.—CP increase height 1220 ft. to 15 kw.

KTDR-FM Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

KW-FM Tulsa, Okla.—Same.

W-M-FM Madison, Wis.—Same.


KBM-FM TV Nashville, Tenn.—Mod. CP to 10 kw TV station in progress of extension of completion of date.

KCB-FM New York, N. Y.—Same.

TENDERED FOR FILING

AM—1600 kc

WFB-FM Springfield, Mass.—App. to move CP change license from site 515 Madison Ave. to city of Automotive Industries, Detroit, Mich.

KGNM Grand Haven, Mich.—Mod. CP change site to Village of Spring Lake, Mich.

APPLICATIONS RETURNED

WHTY Tallahassee, Fla.—Returned 7-21 application for extension of license renewal.

WGJ Brunswick, Ga.—Returned an application for extension of license renewal.

KELO Postelando, Ida.—Same.

October 2 Decisions

ACTION ON MOD.

By Commissioner Jones George E. Cameron Jr., Tulsa, Okla., has filed on Oct. 10, to file opposition to motion to reopen hearing, which motion was filed by and that of Kenyon Brown, Tulsa, for the purpose of permitting an inquiry into initial decision issued in Doc. 9388 et seq.

By Examiner J. D. Bond National Best, Co.—Granted continuation of CP application for extension of South Central Best. Oct. 2 to Oct. 11.

By Examiner Leo R. Resnick WAGA Atlanta, Ga.—Granted continuance of hearing scheduled Oct. 9 in proceeding re its application; ordered hearing should commence Dec. 8 in Washington, D. C.

By Examiner Elizabeth C. Smith WCCH Shavano, Wis.—Granted Definite continuance of hearing new application to submit new engineering report relative to prospective coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

KPAR Laredo, Tex.—Ordered that further hearing on matter of revocation of license of KBAP is scheduled to be held Oct. 27 at Washington.

October 2 Applications

ACCEPTED FOR FILING

License Renewal

License applications were filed by following: KPRF Riverside, Calif.; WMMW Meriden, Conn.; WLJome, Ga.; WPFZA Chester, Pa.; WQFN (FM) Birmingham, Ala.; WLMN-FM Greensville, Miss.; WRUN-FM Flora; WMMS McHenry, Ill.; WCED-DU Boals, Pa.; KLLT-FM Longview.

Modification of CP

KPQ Wenatchee, Wash.—Mod. CP license change type of transmission, location, and changes in ground system.

KBK-BF-KC Seattle, Wash.—Mod. CP renewal 1951.

KWAPW Michigan City, Ind.—Same.

KFXA-TX Laredo, Tex.—Grant New CP 1951.

KTBV Salt Lake City — Granted new CP renewal of license to station for extension of completion to date.

KWAN St. Cloud, Minn.—Mod. CP extension of completion date to date of 1-1-51.

WCAZ Cartersville, Ga.—Granted in extension of license renewal from Robert G. Carter, deceased; Arthur R. Clark of New York City; and Trust Co., executor and trustee of estate.

WJDN St. Cloud, Minn.—Grant new license new station 1240 kw 5 kw un.

KBKL Sioux City, Iowa.—Grant new license new station.

KWXK Redwood City, Calif.—Grant new license new station.

WDAI San Anselmo, Tex.—Same.

KADF Abbeville, La.—Grant new license new station.

KBCL Des Moines, Iowa—Same.

KSAK Huntsville, Tex.—Grant new license new station.

WFSF Springfield, Mass.—Grant new license new station.

CP-construction permit

DA—direct Commission

ERF—effective radiated power

STL—studio-transmitter link

synch.—synchronous amplifier

STA—special temporary authorization

CGC—conditional grant

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.

WJHC Baltimore Junior College, Baltimore—Granted new program on Nov. 1951.

WACO Waco, Tex.—Same.

WAKS Austin, Tex.—Same.

WPI-St. Louis, Mo.—Same.

WDEI Des Moines, Iowa—Same.

WIAA Sandusky, Ohio—Same.

WQNR Williamsport, Pa.—Same.

WADC-FM New York, N. Y.—Grant new license new station.

October 4 Applications

ACCEPTED FOR FILING

Modification of CP


KWPS-AM Washington, La.—Same.

KBRS-AM Kansas City, Mo.—Same.

KSCM-AM Austin, Texas—Same.

KHFQ Seattle, Wash.—Same.

KALTH-AM Grand Rapids, Mich.—Same.

KSTP Minneapolis, Minn.—Same.

WRVA Richmond, Va.—Same.

WJSP Milwaukee, Wis.—Same.

KMND Minneapolis, Minn.—Same.

KGSS Gary, Ind.—Same.

October 5

KDHJ Davidson, N. C.—Grant new license new station.

KHTW Pensacola, Fla.—Same.

KGNS San Angelo, Texas—Same.

KBBF Albuquerque, N. M.—Same.

KSGR Jackson, Miss.—Same.

KNCX Seattle, Wash.—Same.

KSBJ Phoenix, Ariz.—Same.

KINT Indianapolis, Ind.—Same.

KBNI Denver—Same.

WYBC-DT York, Pa.—Grant new license new station.

WBRM South Bend, Ind.—Same.

KBKJ Johnson City, Tenn.—Same.

KGLC-AM Austin, Texas—Same.

KGGY Albany, Ga.—Same.

KYYL Greenville, S. C.—Same.

KSWL-AM Austin, Texas—Same.

KLMK-AM Kansas City, Mo.—Same.

KMY-A Austin, Texas—Same.

KFSC-AM Houston, Texas—Same.

KPAI Tulsa, Okla.—Same.

KXXL Lubbock, Tex.—Same.

KSAF-AM Shreveport, La.—Same.

KSYO-AM Jackson, Miss.—Same.

KZNB-AM attends Hope, Ark.—Same.

KOGT-AM Abilene, Texas—Same.

KWOP-AM Waco, Texas—Same.

KBBN-AM Brownsville, Tex.—Same.

WRCB Chattanooga, Tenn.—Same.

WABJ-AM Jackson, Miss.—Same.

WHL-AM Greenville, S. C.—Same.

KAXX-AM Shreveport, La.—Same.

KWBY-AM Shreveport, La.—Same.

KJOX-AM Shreveport, La.—Same.

KSBM-AM Brownsville, Tex.—Same.

KZNK-AM Brownsville, Tex.—Same.
# Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNary &amp; Wrathall</td>
<td>Radio Engineers, 904 Natl. Press Bldg., 1407 Pacific Ave., Washington 4, D.C. Santa Cruz, Calif.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>26 Years' Experience in Radio Engineering, Munsey Bldg., Republic 2347 Washington 4, D.C.</td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215 Washington 4, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>Consulting Radio Engineers, 1605 Connecticut Ave., Dallas, Texas, Seattle, Wash. 1728 Wood St., 4742 W. Ruffner</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Kear &amp; Kennedy</td>
<td>Consulting Radio Engineers, 1703 1st St., N.W., Sterling 7932 Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers, Highland Park Village, Dallas 5, Texas, Justin 6108</td>
<td></td>
</tr>
<tr>
<td>G. C. Hutcheson</td>
<td>Consulting Radio Engineer, 4125 Monroe Street, Toledo 13, Ohio, Telephone-Kingswood 7631</td>
<td></td>
</tr>
<tr>
<td>George P. Adair</td>
<td>Radio Engineering Consultant, Executive 5831 1833 M Street, N.W., Executive 1230 Washington 6, D.C.</td>
<td></td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering, 1 Riverside Road — Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
<td></td>
</tr>
<tr>
<td>Adler Engineering Co.</td>
<td>Television and Broadcast Facilities Design and Construction, 18 Grand St., New Rochelle 11820</td>
<td></td>
</tr>
</tbody>
</table>

*Member: APCCE*
SKELETON structure of the newly-created National Production Authority is beginning to assimilate some form within the Commerce Dept., but there are indications that consideration of electronics and broadcast matters on the operational level is far afield from actual realization.

While a plan to set up an electronics division, or at least a small unit, is under study by top-flight officials of the NPA, it is conceded that lack of personnel may seriously hamper concentrated jurisdiction over communications problems, and that operation is nowhere near actuality.

The department is expected to hire a number of additional employees within the next few weeks, but officials stressed that, even then, the NPA may have to "cut corners" to measure up to the profligate task set up for it by the President's order.

Demands on the broadcasting and communications industries, along with those made on other industry groups, will be explored, however, by two key divisions—Program Determination and Industry Operations—at the policy level.

Electronics Head

Heading up electronics matters on the subordinate strata, for the time being at least, is Don Parris of the department's General Products Division which, along with other units, was transferred to the new NPA.

If the plan materializes to set up an Electronics Product Division as a sub-head of NPA—on a par with General Products—Mr. Parris presumably will head it up. An electronics specialist, Mr. Parris serves as a U. S. government delegate to the International Radio Consultative Committee Study Group 11 authorized under the International Telecommunications Union. He also has been active in the department's export control activities.

Mr. Parris is thoroughly conversant with the current problems inherent in reaching a worldwide agreement on standardization of television line and frame rates, as well as the policies of various countries with respect to import of U. S. radio receiving equipment. He serves as a permanent delegate to the study group for the Commerce Dept.

It is understood that the plan envisions jurisdiction over production, allocation, priorities and other factors in the electronics field on the operational level.

The electronics unit, as part of the Industry Operations Division, would fall under H. B. McCoy as assistant administrator. Mr. McCoy has been director of the Office of Industry and Commerce since last June when the office was established within the Bureau of Foreign and Domestic Commerce. He also is assistant director of NPA, reporting to Administrator William H. Harrison.

McCoy's Job

As assistant administrator, he and his staff will administer NPA limitation, conservation and allocations orders and (1) schedule production and delivery of critical components and end products when necessary; (2) direct utilization of facilities to maintain schedules; (3) take spot action to expedite production; and (4) advise procurement agencies on placement of defense orders.

The Program Determination Division, a parallel organization, would concern itself with policy and administration problems, also dealing with electronics matters.

Still another group is the Advisory Committee on Priorities Administration, to include Mr. Harrison as chairman and representatives from 10 government agencies, among them the State, Defense, Labor and Treasury Departments. While FCC is not specifically mentioned, the order is broad enough to include possible participation, since communications is not represented by any of the other agencies set forth [Broadcasting, Sept. 18].

In addition, National Security Resources Board, which is charged with responsibility for overall mobilization, would be permitted to designate an observer to attend all meetings of the Priorities group.

Latter would serve in an advisory capacity with respect to "policy and program matters affecting the interests" of the represented agencies.

More specifically it would (1) "consider all factors relevant to the determination of the direct and indirect military, civilian and foreign requirements for essential and critical raw materials and industrial products; (2) recommend programs for the production and allocation of such materials and products; and (3) review proposed orders and regulations. . . ."

The skeleton plan also calls for sub-groups dealing with specific commodities and labor requirements, as well as field operations. Also planned under a proposed deputy administrator not yet named, who would function under Mr. Harrison, would be legal, administrative and information offices, as well as an appeals board. W. Howard Chase, public relations director on leave of absence from General Foods Corp., currently is serving as information consultant to Commerce Secretary Charles Sawyer.

Knowles Named

Meanwhile, Mr. Harrison has announced the appointment of Nathaniel Knowles as staff assistant in the field of NPA planning and controls. Mr. Knowles, who served with the old War Production Board and before 1940 with Bell Telephone Co. of Pennsylvania, has been director of ECA's Statistics and Reports Div. since 1948.

Shelved is the suggested End Products Division, which is slated to control supplies of finished goods on the basis of critical needs, is currently the plan on the NPA drawing board.

NPA authorities stressed that activities relating to electronics and other industries probably would not crystallize until the Defense Dept. has reported its military needs for component parts and finished products.

Marvin Holm, chief of the Munities Board's communications section, already has indicated that large volumes of orders for electronics shipments are in the drafting stage and will be announced in the near future.

To assure adequate defense production, NPA Sept. 30 announced creation of a broad priorities system, giving military orders first call on civilian production of goods and services. Rating regulations will be invoked at the outset for defense and atomic energy procurement.

The new order will, in effect, insure immediate attention by electronics manufacturers and their suppliers with respect to fulfillment of military orders. Materials, products and components used in the end item would be involved under the regulation.

"The defense program is expanding," Mr. Harrison noted in making the appointment. "Many materials and products are in short supply. The purpose of the priorities system . . . is to assure that defense production has the right of way."

The whole complex problem of electronics orders and requirements, running the gamut of government to manufacturer to consumer, encompasses participation by the military, Munitions Control, NPA, and the Electronics Industry Advisory Committee (comprising members of Radio-Television Mfrs. Assn.), and, of course, the Commerce Dept. Demand and supply conceivably will entail discussions, from time to time, among industry and top-flight government representatives (the military, Munitions and Resources boards, Commerce Dept.). RTMA is expected to work in close conjunction with the Commerce Dept. The Signal Corps Advisory Council (made of up of industry and Army

Your Nearest AVERY-KNODEL office has all the facts on WIBA MADISON, WIS.

They'll show the Hoopers, Connals, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY
5000 Watts on 1310 . . . NBC

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corps representatives) also dovetail into the electronics production picture.

The Electronics Industry Advisory group has designated 11 sub-committees to look into problems surrounding component parts supply, and will report to the Munitions Board periodically. Originally scheduled to meet Oct. 17, industry and government officials now plan to convene again late in November. Once the board has in its hands the EIA report, it will consist with WJMR Corp. and NRSC officials to evaluate military and civilian needs in terms of availability of such items as tubes, transformers, and condensers, a Munitions Board official explained last week.

Meanwhile, there is speculation that NPA will issue shortly a new regulation giving military output priority on critical materials, and setting forth civilian priorities under a sliding scale of essential activities. Another plan reportedly being readied envision addition of other commodities to the present list of 32 scarce items under NPA's inventory control power.

**BLUME CITED**

**By Losing Applicant**

COMPLAINT against FCC Hearing Examiner Jack F. Blume has been filed by the National Broadcasting Co. in Gretna and Lower Coast Broadcasting Corp., loser in initial ruling made by the examiner to grant WJMR New Orleans switch from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc.

Filed by New Orleans attorney Maurice E. Gatlin, petition requested FCC to reverse the examiner's decision on the grounds that Examiner Blume "was so inefficient, incompetent and so obviously biased that his decision cannot be said to have any effect on the Commission in deciding the issues here involved." Petition also attacked as unethical and "slanderous" Mr. Blume's findings that Gretna and Lower Coast was "careless, inept and unbusiness-like."

Meanwhile last week Acting FCC General Counsel Harry Sloan petitioned the Commission to strike portions of the complaint as "sham and scandalous."

**RED CHANNELS**

**Defended By Rep. Harrison**

IN DEFENSE of Red Channels, the anti-Communist booklet receiving wide reading and cause of heated dispute in radio-television circles, Rep. Roy P. Harrison (D-Va.) has stated, "No individual is called a Communist in this book."

"The record is offered for evaluation by the general public. The basis for each association attributed to an individual is given," continued Rep. Harrison in his statement appearing in the Sept. 20 Congressional Record.

While it was understandable that Red Channels "should provoke bitter attacks from the Communist Party organs and leftist newspapers generally," Rep. Harrison said, "it is difficult to comprehend . . . the joiner in this hue and cry on the part of conservative newspapers."

The congressman declared that there was no intent of "blacklisting" or to "police the airwaves" by the book's publishers. Rep. Harrison then entered a statement by Ted C. Kirkpatrick, managing editor, Counterattack (anti-Communist newsletter which published Red Channels), according to Mr. Kirkpatrick's statement, "no individual has the right to 'abolish' or convict anyone in or out of radio of pro-Communist leanings."

The public, he said, has the right to decide the issues. But the policy of the newsletter, he said, was "to help and induce individuals involved in the conspiracy to break with it. If any person, who has "innocently or otherwise aided the Communist cause" wants to set the "record straight," the publication "will gladly aid that person in every way possible."

"Red Channels" was not published to classify anyone. It is as its title indicates, a report of Communist influence in radio and TV." Mr. Kirkpatrick said in his denial of "blacklisting" or alleged attempt to police the airwaves." [BROADCASTING, Sept. 18].

**EQUIPMENT and Service Co., Dallas, Tex., announces lightweight outlet box which provides five interruption-proof all-weather outlets from one inlet.

**MANPOWER**

**Defensive Office Is Set Up**

CREATION of a Defense Manpower Office patterned after the World War II Manpower Commission was announced Sept. 29 by Secretary of Labor Maurice Tobin.

The new office is expected to develop plans and policies for meeting needs of defense industries and essential activities. Secretary Tobin will be touching on the electronics manufacturing and radio broadcasting fields.

An executive director will be named by Secretary Tobin to head up the agency which was authorized by President Truman's Sept. 9 order giving him jurisdiction over the civilian manpower program for the defense effort.

The announcement followed revelations by radio station operators in NAB Districts 9 and 11 that they were losing an inordinate number of employees to military service and that a manpower shortage has begun to develop (BROADCASTING, Oct., Sept. 25).

The Labor Department already has set up a list of "critical occupations" for use of the Defense Dept. in expanding the armed forces. The board leaves the other professional and related occupations, and those adjudged to be "skilled," and includes electrical engineers. The Commerce Dept. has placed "radio broadcasting" (AM, FM networks, stations, manufacturers of military equipment, telecommunications firms) in the category of "essential industries." [BROADCASTING, Aug. 7].

Secretary Tobin set up (1) an inter-departmental committee on defense manpower comprising heads of government departments and agencies with interests in civilian manpower; (2) a management-labor advisory group; (3) a women's advisory committee. Secretary Tobin will call for recommendations from advisors on what critical defense occupations should be exempt from the military draft, and for studies of labor market conditions generally necessary to "assemble and analyze information on labor productivity, employment, labor requirements for defense, and other essential activities, and manpower resources."

The labor secretary also urged use of the federal-state Public Employment Service to help meet defense and civilian production needs and to plan for expanding and mobilizing the civilian labor force.

**CNKW Kit**

CNKW New Westminster, B. C., has issued a kit to its advertisers and prospects containing a regional industrial index of British Columbia. The index is accompanied by three radio audience surveys reports by Penn McLeod & Assoc. Ltd., Vancouver and Toronto, and a fourth by Elliott-Haynes Ltd., Toronto.

**CIBS in JOPLIN, MO.**

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

October 9, 1950 * Page 83
Help Wanted

Classified Advertisements

PAYOUT IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No change forUSED and BOX ads. Address replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted for 250 watt AM and FM station now being sold. Must have 5 years experience selling or be able to convince us that he can succeed in this position and also assume complete management. Salary plus percentage of profit. Please send recent photograph and letter. Call you are now employed. Air mail qualifications open only to top talent. No replies. Box 612G, BROADCASTING.

Wanted—Manager not interested in titles and salary, but good pay for sober, business-minded man to take charge of radio operation. Will hire on commission. Box 65G, BROADCASTING.


Salesmen

Texas A&I desires aggressive, experienced salesman. Permanent. Must have at least 3 years experience in selling life insurance or similar field. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

Wanted: Experienced time salesman for $250 a week plus commission or the equivalent. Must have car. Salary and commission. Box 617G, BROADCASTING.

24-hour-a-day, independent station, in major market, is looking for good airman. Must have some experience in a low rated market. Must have car and driver. Will pay good salary and commission. Apply in person. Box 644G, BROADCASTING.

Progressive local station wants aggressive salesman. Must have car and driver. Must have car and driver. Good salary and commission. Box 654G, BROADCASTING.

Regional salesman, knowing his own territory and traveling it regularly is looking for a new opportunity. His past record shows some good experience selling advertising, but no advertising. He does not demand a salary. He is interested in properties of growing transcription products suitable for high and low cost markets. Rush, disc and tape or wire. Address details: Box 657G, BROADCASTING.

Established FM station adding AM. Need salesman, announcers, combination sales and service talent. Excellent opportunity for right man. Disc, picture first letter. Give telephone number. Box 618G, BROADCASTING.

Help Wanted (Cont’d)

Sales promotion position open. Must be experienced and skilled in merchandising. Display advertising experience essential. Applicant must have own car. Box 509G, BROADCASTING.

Air mail details and photo to Promotion Manager, WNLA, Yankton, S. D.

Illinois 1000 watt seeks hard working local station manager. Must understand distribution and merchandising. Will consider all classifications. Box 512G, BROADCASTING.

Salesman with car to sell radio time for L. J. radio station. L. J. resident only. Salary, write details to Box 219, Hempstead, L. I.

Announcers

Network affiliate Rocky Mountain area is hiring experienced announcer. Send transcription and full details with letter. Box 909F, BROADCASTING.

Announcer, capable of producing own commercials and sale promotion. Must have own car. Full time, day shift. Box 606G, BROADCASTING.

Announcer, capable of producing own commercials and sale promotion. Must have own car. Full time, day shift. Box 606G, BROADCASTING.

Announcer: Must have own car. Days, week nights. Must be able to do good job on news. Box 623G, BROADCASTING.

Experienced, small market, full time network affiliate, daily. Good experience with news, sports, DJ and sales experience necessary. Box 515G, BROADCASTING.

Writer: Staff work, including news, record shows, some sports. Some experience necessary. Box 601G, BROADCASTING.


Announcer with ticket. One year experience announcing and handling all types programs. Average to good-combo men not wanted, as this job is open only to top talent. Pay is in full accord. Must show stability and a good record of service which can be obtained from the station where you are now employed. Air mail qualifications including draft status to KNMC, Moberly, Missouri.

Immediate opening for licensed combination man, heavy on announcing, for station in Point Pleasant, West Virginia.

Wanted: Experienced announcer for daytime traffic. Must have car. Write Box 613G, BROADCASTING.

Immediate opening for licensed combination man, heavy on announcing, for station in Point Pleasant, West Virginia.

Help Wanted

Managerial

Hill Billy DJ, engineer, will pay high salary to the right man with personality to run a top hill Billy station. Must have own car and sell. Box 507G, BROADCASTING.

Wanted for D. C. market, combination announcer. Will consider part time or full time. Must have a good selling delivery. Must have experience. Box 602G, BROADCASTING.

Wanted: For Washington, D. C., market, combination announcer. Control board operation experience. Will consider full or part time. Must have good selling delivery. Have experience. Box 611G, BROADCASTING.


Technical

Men with at least 8 years combined engineering and radio experience to install and operate new automatic devices. Must want to travel throughout the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send open for young man who can make sales, and abilities and references. Box 746D, BROADCASTING.

Need experienced engineer or combination announcer-engineer. Send information and references, past experience. KNEE-MONTCRI. Box 600G, BROADCASTING.


Production-Programming, others

Program director 5 kw midwest network, experienced, aggressive, capable, permanent. Box 615G, BROADCASTING.

Program director must do air time. Announcer must be able to operate control board, operate tape. Box 444G, BROADCASTING.

Woman continuity editor, some air work. Prefer experience but consider anyone. Box 613G, BROADCASTING. J. B. McNutt, KBDU, Athens, Texas.

Opening now for copy man. Some announcer experience. B.B. post. Continue to work. Start Box 635G, BROADCASTING.

Punch writer. Well paying position open for young man who can make commercial copy stand up and sell, sales copy, copy. Box 505G, BROADCASTING.

Situations Wanted

Managerial

Managing director, long experience, can work any time zone. Can work in any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send open for young man who can make sales and abilities and references. Box 746D, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and qualifications. Can cover all phases of station operation and sale promotion. Send letter to Mr. Smith, Station WAGS, Chicago, Illinois.

Manager, program director, salesmanager. Highest industry references and qualifications. Can cover all phases of station operation and sale promotion. Send letter to Mr. Smith, Station WAGS, Chicago, Illinois.

Manager: 1 year experience, capable of handling all positions, knows all deparments. Is looking for large market station in Los Angeles or Southern California. Has had excellent sales record, completely experienced in busi- ness, management and sales. Box BROADCASTING.

Manager, program director, salesmanager. Highest industry references and qualifications. Can cover all phases of station operation and sale promotion. Send letter to Mr. Smith, Station WAGS, Chicago, Illinois.

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Manager, program director, salesmanager. Highest industry references and qualifications. Can cover all phases of station operation and sale promotion. Send letter to Mr. Smith, Station WAGS, Chicago, Illinois.
Situations Wanted (Cont'd)

After October 15th this experience can be expanded upon. We are a top station announcing, newspaper, radio, and advertising agency. News, weather, feature, [illegible], plus a year directing programs. Family man, conscientious, gen- eral. A network announcer. 

Start 46-45. Box 536G, BROADCASTING.

Announcer, experienced, strong on commercials, news, music, no license control for radio. Start 40-45. Box 625G, BROADCASTING.


Wanted: Am single and over 25. Want to become first class engineer. Have experience, ready to take any correspondence course from Capital City Electronics Institute. Am willing to start on low salary. Box 640G, BROADCASTING.

First class ticket. Tech school grad. Want experience. Write, V. Daley, 286 E. Burnside Ave., NYC.


ANNOUNCER: Age 21, 2 years experience in broadcasting. Willing to work, may travel, dependables, hard worker. Prefer small W. Coast stations. Box 470G, BROADCASTING.

ANNOUNCER: Wanted: Graduated high school, graduate student, experience desired. Robert Goff, 2156 Crotona Avenue, Bronx, N.Y.

Production-announcer.

Wanted: Program director-announcer. Require to train your own personnel, ex- perience, project, good attraction, good salary. Sale or offered by management. Write J. S. McConnell, 713173.

Loomis Blvd., Chicago.

WANTED: Liberal arts student who desires a career in radio broadcasting. A year or two of college is a must. Write, Bob K., 1211 S. Main St., Los Angeles, Calif.

NATIONAL ANNOUNCER: Wanted: Tall, good voice, strong personality, professional graduate of broadcasting school. Start immediately. Box 615G, BROADCASTING.

WANTED: Background, ability to handle one's business. Box 506G, BROADCASTING.

WANTED: Dependable, young, energetic. Call day or evening, 205 N. Main St., 3034.

WANTED: Work, work, work. Will do any kind of work. Start 40-45. Box 590G, BROADCASTING.

ANNOUNCER: Engineering position with generous vacation, health insur- ance, etc. Box 317G, BROADCASTING.

WANTED: Women's voice, any age, good-looking, no experience. Looking for a position with a coast West or East coast station. Box 658G, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER: Experienced, first phone, FM transmitter, TV. Will work on your own car. Box 565G, BROADCASTING.


ANNOUNCER: First phone, 1 year radio service experience. Prefer small. Box 609G, BROADCASTING.

ANNOUNCER: Starting salary $10,000. 

ANNOUNCER: Experience in AM, FM, TV. Willing to work on any equipment. Have experience. Write, J. S. McConnell, 713173.

ANNOUNCER: Experience wanted. Write Box 586G, BROADCASTING.

ANNOUNCER: Experienced announcer, apply. Box 610G, BROADCASTING.

Television

ANNOUNCER: Experienced announcer, with proven record in the field, prefers a "commercial man," with experience of selling local station to local business man. Must be strong in all phases of radio with emphasis on selling. Excellent opportunity. We are a young, but established 250 watt daylight station located in a medium sized city in the middle of the fifth largest radio audience in the country. We have a beautiful spot on the dial (740 kc) and a technical coverage equal to stations of much higher power. We have an FM affiliate and excellent growth potential. We are looking for a young aggressive general and promotion manager who has had ex- cellent experience and is looking for a challenge. Starting salary, $2500 plus, bonuses, sales, commissions, salary, etc. Box 650G, BROADCASTING.

ANNOUNCER: Start immediately. Willing to work on any equipment. Box 590G, BROADCASTING.


ANNOUNCER: Engineering position with generous vacation, health insur- ance, etc. Box 317G, BROADCASTING.

ANNOUNCER: Dependable, young, energetic. Call day or evening, 205 N. Main St., 3034.

ANNOUNCER: Starting salary $10,000. 

ANNOUNCER: Experience in AM, FM, TV. Willing to work on any equipment. Have experience. Write, J. S. McConnell, 713173.

ANNOUNCER: Experience wanted. Write Box 586G, BROADCASTING.

ANNOUNCER: Experienced announcer, apply. Box 610G, BROADCASTING.
Iorthicon wide

EXECUTIVE capacity. Prefer

250

land.

your organization.

Only station BROADCASTING.

Avenue

SALE

MOBIL TV UNIT

-ATTENTION TV stations:
Here's your chance to buy... 

- equipment for use as a station, an affiliate or a commercial outlet. 

- Complete TV system as advertised, cross-country delivery. 

- Excellent times and spot茜千里 for delivery. 

- Available equipment included. 

- Call E. Hooper, 1920 W. Tenth Street, Chicago, Illinois.

Mobil TV -HAMILTON COMPANY

STerling 1222.

For Sale

Attention progressive stations and agencies. After two years absence, Stanley VanLinh... 

- coast-to-coast network program "Dr. B," announcing the opening of a new TV station in Portland. 

- Subject of nationwide publicity campaign was sponsored by the National Broadcasting Assn. and the National Television Network. 

-该案中, the station announced as a new TV station.

- We appreciate your interest in our organization. Ten years varied experience in TV sales and service, will assure you of the highest standards in TV sales and service.

- Preferred agency, salesmen in the Northwest. 

- Desirable association with a reputable organization.

- Prefer New York or California. 

- Will consider other possibilities. 

- Age: 36, married, two children.

- Experience desired. 

- Person to interview will be Mr. Ken Baker, WOR, 320 Avenue "E," Escondido, California.

- Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Included all required FCC and income tax information and reports.

- B. Hoffman & Associates

1319 F St., N.W., Suite 506

Washington, D. C.

Executive 3788

For Sale

Do You Want to Live in the Pacific Northwest, in the West or in the Southwest?

During the past few weeks representatives of the Blackburn-Hamilton Company have attended all of the District Meetings of the National Association of Broadcasters. We have had an opportunity to evaluate the character and quality of the broadcasting industry in the United States.

Blackburn-Hamilton Company

Contact The Nearest Office Of The Exclusive Representatives

BLACKHORN-HAMILTON COMPANY

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 3421

CHICAGO

Harold R. Murphy
333 North Michigan
Randolph 8-6350

SAN FRANCISCO

Curtis Bailey
233 Montgomery St.
Exhibit 2-5872

BROADCASTING • Telecastin

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For Sale (Cont'd)

FOR SALE

Because of change to new facilities, WGRG 550 watt transmitting plant will be sold complete.

Equipment includes:

- RCA ET-4250-A transmitter.
- All 250 kw speech and monitoring equipment.
- One 229 ft. transmission self-supporting tower.

Detailed list of equipment on request; then make us an offer.

Contact Perry W. Esten
Chief Engineer
Radio Station WGRG
Louisville, Kentucky

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in connection with station's transfer application filed with FCC in August 1949.

The NABET petition contended WKJG's licenses, Northeastern Broadcasting Co., incor porated to sell FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and resulted in the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND High Frequency Measurement Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards — has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency through the extremely-high-frequency regions, authorities reported, but, "some interesting video measuring techniques" will also be disclosed. It will be the "first scientific gathering of national scope to be brought to Washington in 1951." In celebration of the semi-centennial of the National Bureau of Standards," spokesman said.

Salute to Gray

To Highlight NCB Meet

RADIO salute to Gordon Gray, former Secretary of the Army, well known broadcaster, and now president of WJSJ-AM-FM Winston-Salem, N.C., will be honored with a state-wide broad cast from 10:30 to 11 pm. Oct. 24 originating at the Mid Pines Club in Southern Pines, scene of the convention. The tribute will be rendered by Judge Justin Miller president of NAB.

With every radio station in the state expected to broadcast the program simultaneously, it is also planned to link together all of the 31

Featured speaker at the annual banquet Oct. 23 will be Joseph W. McConnell, president of NBC and a native of Davidson, N. C. The luncheon meeting, Oct. 24, a symposium will be held on "Radio Audience Measurement," with participants to include: Dr. Sidne Roselow, director of the Pulse Inc. C. E. Hooper, president of C. E. Hooper Inc., and Charles A. W. cutt, vice president of A. C. Nielsen Co. Moderator will be Dr. Kennet Baker, director of research for NAB.

KAB SESSION

Fall Meet Oct. 18-1

HIGHLIGHTED by election of officers, the semi-annual meeting of the Kentucky Assn. of Broadcasters will be held Oct. 18-19 at Coach & Four Inn, Hopkinsville.

Arrangements for the session are in charge of P. E. Lackey, WHOP Hopkinsville, KAB president. Other KAB officers are: Porter Smith, WGRG Louisville; vice president; Charles Warren, WCMC Ashland, secretary-vice president; Hugh O. Pote WOR Owensboro, secretary-treasurer.

Rep. Sadowski Defeate

REP. GEORGE S. SADOWSKI (D-Mich.), acting chairman of the House Interstate Commerce Committee, Subcommittee on Labor of the Joint Committee on Atomic Energy has revealed that Rep. Sadowski, who was stricken ill with an abdominal ailment this summer, had served seven terms representing Michigan's first district (Capitol Hill). His defeat removes the second communications chairman from the committee scene the past month. Rep. Alfred B. Winkle (D-N. C.), titular subcommit tee head, passed away Aug. 3

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**FCC Actions**

(Continued from page 80)

**Applications Returned:**

**October 5 Applications**

**NEW GRANTS, TRANSFERS, CHANGES**

**AM**

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<th>Class</th>
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**FM**

| AM Stations | 2,189 | 2,131 | 174 | 250 | 137 |
| FM Stations | 977 | 912 | 71 | 57 | 157 |

**Docket Actions**

**WBK** Knoxville, Tenn.—Granted extension of temporary authority to operate station after filing of petition for reconsideration of grant of license to cover CP new station.

**NEW LICENSE**

**Stansbury County Beasts, Inc.,** Modesto, Calif.—Filed notice of proposed change of hours of operation of station for license 555884 from 6:30 a.m. to 10 p.m. daily.

**Doyle**

**WBIR** Knoxville, Tenn.—Granted extension of temporary authority to operate station after filing of petition for reconsideration of grant of license to cover CP new station.

**License Renewal**

**Follow-up**

**WBOK** New Orleans requested extension of completion date: WBOK was granted new frequency of 1500 kW on May 8, 1950, for completion on Oct. 15, 1950.

**WGAM** Greensboro, N.C.—Filed notice of proposed change of hours of operation of station for license 545114 from 6:30 a.m. to 10 p.m. daily.

**WABC** New York City requested extension of completion date.

**WMGO** New York City—Filed notice of proposed change of hours of operation of station for license 538771 from 6:30 a.m. to 10 p.m. daily.

**Names**

**Kirkman**

Is WINS Business Mgr.

HENRY G. KIRKMAN, of Peat, Marwick & Co., has been named business manager of WINS New York, succeeding William Murphy, recently appointed controller of the Crosley Broadcasting Corp., Cincinnati.

Joe Tery, WFLN (FM) Phila., successor to John Bradford, is new WINS program director for William Stark, of George Hollingbery Inc.

New York, has been named to the WINS sales staff.

**Box Score**

**SUMMARY TO OCTOBER 5**

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**More Details**

**KURL** Lawrence, Kan.—Assignment of station to Robert J. Harrison, executrix of estate of L. C. Harrison trust.

**KWSN** Lawrence, Kan.—Assignment of some of station to Lawrence Beust, Inc., new firm of following:

Edward A. Abels, owner-publisher

Lawrence Outlook, president

Lee J. Schuette, former general manager

William J. Maran, publisher

**KXKE** Iowa City—Assignment of control through sale of 51% interest in station to John D. Wells and 49% interest to Walter E. Lord.

**WLRN** Lawrence, Kan.—Assignment of license from Anson Radio and Beust, C. P. Robert J. Harrison and John A. Lynn, d/b a. B. P. Lyon & Son, December 23, 1948. No ownership change. WLRN assigned 1 kw day on 1210 kHz. Filed Sept. 26.

**WRLW** Lawrence, Kan.—Assignment of license to Chasop Video Recorders, new ship station. Filed 5 kw. No ownership change.

**WRAL** Raleigh, N. C.—Assignment of control through sale of 51% interest in station to Hoyt Howe, Robert D. House and Wallace W. Russell for total consideration of $18,000 to R. C. Garrette and Betty K. S. Garrett. Each of sellers retains 24% interest. Howe relinquished all interest. Russell bought part of interest. Filed 5 kw on 1170 kHz. Filed Sept. 26.

**WLPB** Lubbock, Tex.—Reassignment of control through sale of 51% interest each by Hoyt Howe, Robert D. House and Wallace W. Russell for total consideration of $18,000 to R. C. Garrette and Betty K. S. Garrett. Each of sellers retains 24% interest. Howe relinquished all interest. Russell bought part of interest. Filed 5 kw on 1170 kHz. Filed Sept. 26.

**KPRO** Olathe, Kan.—License to cover CP increased to 1,290 kW on Oct. 15, 1950.

**WKBW** Buffalo, N. Y.—License to cover CP increased to 960 kW on Oct. 15, 1950.
FM's Pulse Beat

(Continued from page 33)

sales premise that it can deliver listeners, a sales approach every agency and advertising executive understands. Now the problem is to acquire more listeners and establish the premise.

When all the pros and cons of FM vs. AM—and television, too—are lined up there still stands out one figure that can't be ignored. It's this simple:

There are 6,000,000 FM radios in U. S. homes (some claim as many as 7,000,000).

Has it not been for television's simultaneous birth, FM might have captured the public's fancy with its high-fidelity and static-free claims, many of its friends insist. Certainly the glamour of visual radio has held the postwar spotlight in the populous parts of the nation, with FM unable to stir violent public response to its claims.

Two key questions arise in an effort to evaluate FM situations:

First what is FM's actual audience and financial status today? Second, what are its hopes for the future?

Few FM Facts

Both questions are stumpers. The first is tough because few facts have ever been collected from FM stations. The second is even tougher because it enters the realm of sophistry and those engaged in past FM prognosticating are chastened individuals.

The quickest way to appraise FM, therefore, is to wring out the claims of some of its enthusiasts and blend them with actual facts of business life.

Today's FM industry consists of 686 operating stations, of which 118 are AM stations that do not carry FM programs, and 568 that carry FM or AM-FM stations that augment their income from transit, functional and storecasting sideline.

Some of the approximate 75 FM stations operated in conjunction with AM carry the AM outlet's entire program schedule. Others carry just part of the AM schedule because they operate fewer hours. Still others are programmed jointly part of the time and separately part of the time. Some carry completely different programs, though these aren't too numerous aside from the transit-functional-storecasting stores.

Finally there are many FM stations whose AM affiliates are daytime-only and during the remaining hour AM's with nighttime service via FM.

FM's proponents, now quite modest in their claims, take the view that even when the AM is in an island of depression in a field of plenty, but now things are improving rapidly, to quote Everett L. Dillard, WASH (FM) Washington, one of a hardy group of FM pioneers. WASH now has over 50 advertisers buying time in a city having 14 AM, 13 FM and four television stations.

Another FM—only operation—W.NEW (FM) Boston, 102 sponsors, according to Edward A. Wheeler, its operator. He adds these claims: Better rural coverage than 90% of AM; FM homes include 83% more families in the well-to-do income group; Chicago has 290,000 FM homes; FM listeners use their sets an average of 106 hours a day; 87% of families own FM; satisfied sponsors, including two with 3¼-year records.

Tucked away in that list of checks is a 42% FM ownership figure for Evanston, one of Chicago's better suburbs. That is one of the medium's better concentrations but by no means the best and by no means an isolated case.

Farther to the south, Central Illinois has at least as high concentration, according to an AM-FM operator, Merrill L. Lind, of WQXR-FM, that FM outlet WSOY can serve only a restricted area at night on its local channel. The FM signal, with its high deficiency to whereabouts of the sun, goes out 70 miles and greatly extends nighttime service, says Mr. Lindsay. He adds that Central Illinois, after four years of FM service, now has "around 50% FM set ownership," and the station's greatly improved BMB night rating can be credited to FM.

In New England, the plain language every businessman understands, WQXR has added "substantially" to its annual income as a result of FM, according to Mr. Lindsay. Furthermore the 70-mile coverage in daytime has been an important factor.

Card Rates Up

Quick checks with a number of typical AM-FM operators show that in several cases the card rates have been raised on the basis of FM coverage.

The increased audience provided by FM is typified in the case of another FM pioneer, Cecil D. Martin, WNBF-AM-FM-TV Binghamton, N. Y. Last spring Mr. Martin was losing interest in his FM station. After a series of announcements apprising listeners of FM possibilities, of this fact, he found he had 622 quick replies, mostly from points 25 to 50 miles away where listeners said they would go to any satisfactory AM service at any time.

Of the 627, 431 said they used FM exclusively day and night; 65 used FM at night; 179 complained of AM "hash"; 63 wanted CBS serenades (

54 had FM only); 49 had only AM sets; 9 urged discontinuance of AM.

Elliott M. Sanger, head of WQXR-AM-FM, New York Times operation, points out that a Pulse survey covering 10 AM and 14 FM New York homes had FM sets last July compared to 19.9% last April and 6.8% in July 1948. That's an increase from 210,800 to 688,200 sets in two years. Further, the last July survey showed 22.2% of the AM sets tuned to FM exclusively.

In Philadelphia, according to Raymond S. Green, of WFLN, an FM-only station, Pulse found 30% of its set owners listen to the station last July compared to 10,000 sets and 30,000 listeners a year ago.

In Washington, according to a survey carried by Mr. Dillard, number of FM sets increased from 51,282 and 12.5% of families, a year ago to 78,000, or 29% last May—all within two-thirds of a year.

And just last Friday American Research Bureau's independent survey showed 114,000 FM homes in the Washington metropolitan area as of Oct. 1. Part (12%) of this 46% increase since May, however, is due to the fact that the base has been shifted to 1950 U. S. Census data.

Mr. Dillard adds slyly that he has figures showing WASH with as many listeners in the evening as four AM stations combined. At the moment WASH is carrying the World Series, and during the season carried the Washington Senators play-by-play.

Farther to the South such FM station WTKL at Jacksonville, Fla. is probably heavier on music lovers, have more programs and has better programming not available elsewhere.

The foregoing examples of FM circulation indicate that in a number of cases the FM medium is substantial if not often profitable. To the FM booster they indicate a thriving young medium that doesn't yet know its own strength and certainly isn't appreciated by those who buy time.

From a network standpoint, FM presents a spotty but active picture. WQXR has a good local program in the East, and is offering good music programs and news over a wide area through affiliates that pick the signal off the air. WQXR and Rural Radio, at 12 PM, 10 affiliates throughout the country have a joint operation that started last July 1.

There are a number of other home networks. The key is key station of Continental Network, operating out of Washington. Hookups are found in several southern areas, Indiana, Wisconsin, Oklahoma and the Far West, to mention a few.

Networking costs are trivial, aside from selling. They are grad-

SET PRODUCTION

FM Receivers Increase

TOTAL production of FM-only, FM-AM and FM-TV sets for seven months of 1950 was 867,246 receivers, with about 90% of these radios and 10% of TV sets having FM circuits, according to estimates by Ed Sellers, director of the NAB Department, based on production of Radio-Television Mfrs. Assn. members.

In the 12 months of 1949 a total of 1,360,596 FM sets came off manufacturers' production lines, he reported, or 701,708 sets in seven months of 1949. RTMA is estimated to include over three-fourths of industry production. Last year 20% of TV sets had FM-hand tuning switches, with the decline ascribed for the most part to U. S. tax rulings. An FM-RTMA luncheon Oct. 1 at the Roosevelt Hotel, New York, will explore FM station complaints that set makers are not turning out enough FM sets to meet the demand.

years. Furthermore, sets-in-use survey shows 48.8% in the Pulse report.

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usually picking up business, but progress is not rapid. This is typical of all FM operations.

The receiving set problem drives FMers wild. Even with 6,000,000 (or 7,000,000) FM sets in the country, manufacturers aren't turning out enough to meet the demand, according to Ed Sellers, NAB FM director.

But FM stations aren't going to take this lying down, and a new five-man FM industry committee will meet in a few days with high officials of Radio-Television Mfrs. Assn., to see what can be done.

Set makers argue an FM receiver is hard to make because of its precision factors, and it can't be sold at a high price in any quantity. Moreover, with a little more work, bigger box and picture tube a manufacturer can turn out a highly profitable TV set that retails at many times the price to a buying public that is wild about television.

FM Campaign

The industry committee is headed by Morris Novik, New York radio consultant and director of the CIO FM Manufacturers. As a manufacturer's salesman, Novik argued that manufacturers won't step up their FM output, FM stations threaten to start barrages of announcements that "A set without FM is only one-half a modern radio" or "If you buy a new radio or TV set without FM, you are buying an obsolete set."

The committee is also concerned because only a fraction, probably less than 20%, of the sets sold include switches that tune the FM-station band (88-108 mc) despite the fact that the band lies between TV Channels 6 and 7.

Those complaints against set makers dominated the Aug. 7 FM meeting at NAB headquarters [Broadcasting, Aug. 14]. FM stations are demanding a report of the meeting transmitted by Ben Strouse, WWDC-AM-FM Washington, who is chairman of the NAB's FM committee.

Another complaint centered around difficulty of getting affiliations with the nationwide AM networks. A touchy subject with both parties, the question may get an airing one of these days at the FCC judging by occasional withdrawals among investigation-minded members of the regulatory body. Right now the Commission is ensnared in television allocating, however.

FM adjuncts of AM stations are permitted by networks to carry their signals via duplication but others can't anywhere when they try to tie into the big hookups. What's more, it isn't easy to sell time opposite some of the popular network programs.

Mr. Lindsay turns up FM's problems this way, "The biggest obstacle to FM sales is the fact that timebuyers live in the big cities. Big cities have TV. FM offers little to those because they already have excellent AM coverage. By and large, big cities have so much AM service that FM offers no extra program service.

"We built our FM audience on the basis of programming they couldn't get regularly elsewhere. It's the wild stations who got people into spending money for an FM set. People won't buy an FM set for better tone quality, or to minimize static; they may eventually buy for those reasons, of course, but we couldn't wait that long. If our FM programs had been available on AM we would have had a tough time selling FM sets fast. Today our merchants still seem to sell all the FM receivers they can get from the factories."

When such FM stalwarts as WTMJ-FM Milwaukee, WMIT (FM) Winston-Salem and WMAR-FM Baltimore gave up their ghost earlier this year the cry was heard on all sides that poor FM was breathing its last. FM's boosters, however, said many of the deceased stations were costly experimental operations and others had been started in the first place either because of FCC nagging or fear that AM would last only another 10 years while FM was getting under way.

Haana Opinion

A veteran AM-FM operator, Michael R. Hanna, of WHCU Ithaca, who manages the 11-station Rural Radio Network, told the assembled operators last August, "It is ridiculous to assume that the closing of a relative handful of FM stations across the country symbolizes the failure of FM. It didn't fail. Some broadcasters have failed to realize its possibilities."

So, where is FM headed?

A careful scanning of available audience and commercial data leads inevitably to two facts no observer can ignore:

1—FM is holding its audience—a loyal audience—and in many cases the audience is increasing.

2—FM is holding its sponsors surprisingly well—so well that even managers are afraid to believe their own accountants. And the response of network sponsors is increasing, it should be noted.

This cursory cross-section of some of the scant factual material dealing with FM as an entertainment and advertising medium merely highspots the industry's current status. It does not touch the growing list of success stories that satisfied sponsors are telling. But FM's standing among its sponsors is increasing, it should be noted.

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FCC TV Plan
(Continued from page 4)

FCC action two weeks after FCC revealed it was considering similar proposal suggested by DuMont in connection with negotiations for allocation of coaxial-cable time among networks [TELECASTING, Sept. 25]. If proposed rules are adopted, they would effectually settle complaints filed by both DuMont and ABC against cable allocation plan finally adopted by AT&T [TELECASTING, Oct. 2].

FCC noted that of 40 interconnected communities on Sept. 30, 37 had fewer stations than there are networks. Situation will improve with frequency reallocation, FCC said, but added: "... any unbalanced competitive condition among television networks arising out of, or aggravated by, common ownership facilities can have a serious and deleterious effect upon the long-range development, if not the growth of sound networks capable of meeting the public's need in the event of blackouts."

Based on "informal survey" for one week in May, FCC said it found one network—NBC-TV—"furnished more network programs to the 17 other networks studied than did the other three networks combined." Survey also showed NBC dominant in two and three-station markets, though to lesser degree. Even so, FCC said:

"... of a sample of 18 stations (in 8-station markets), 16 carried only one network during the afternoon. In the evening, on the same stations in six different cities carried the same network referred to above, and the stations are the evening network during the week, and since there are eight affiliate cities carried another network almost exclusively, the other two networks were competing for one station in three of the cities."

Survey was based largely on newspaper logs and affiliation contracts, and FCC invited correction of any inaccurate or misleading statements in either its notice or accompanying summary charts. These showed, for one week in May:

Seventeen stations in one-station communities—Benton Harbor, Ind. (44%), Chicago (41.7%), DuMont 3.7%, remaining (23.6%); total of 23.6% to non-network programs; of total time devoted to network shows in 1-6 p.m. period, NBC 3.6%, ABC 6.4%, DuMont 4.3%; Between 1-6 p.m., NBC accounted 28% of total broadcast time; CBS 17.5%; ABC 4%; DuMont none; non-network 37.8%, of time devoted to network shows, NBC 68.6%; CBS 57.7%; ABC 18.9%.

Six stations in two-station communities—Between 6-11 p.m., NBC accounted 28% of total hours; CBS 14.7%; DuMont 9.4%; ABC 6%; remaining 36.9% being non-network. Of time devoted to network shows, NBC was credited with 45.4%; CBS 29.7%; DuMont 15.3%; ABC 9.7. In 1-6 p.m., NBC 4.6%, DuMont 3.2%, ABC 2.6, and DuMont 2.1%, remaining 80.8 going to non-network stations in this period. Total broadcast time, one segment divided as follows: NBC 48.8%; CBS 27.5%; ABC 12.2%; DuMont 6.8%.

Eighteen stations in three-station communities—Between 6-11 p.m., NBC accounted 32% of total hours; CBS 18.4%; ABC 15.6%; DuMont 8.8%, while remaining 23.3% devoted to non-network shows. Of network-only time in that period; NBC 34.9%; CBS 35.4%; DuMont 14.4%; ABC 14.2%, and DuMont 2.4%, of percentage of total broadcast hours: NBC 69.3%; CBS 58.4%; DuMont 2%; ABC 14.4, with remaining 23.3% devoted to non-network shows. Under FCC rules, the 3-station period networks were divided thus; NBC 42%; CBS 37.4%; DuMont 12.6% and ABC 7.2%.

AT&T, whose cable-time allocations were protested by DuMont and ABC, meanwhile issued statement Friday asserting that differences were not caused by lack of network circuits, and that its part is only to provide circuits. Company expressed hope that TV networks will soon settle their differences.

RULE-MAKING PROCEEDING SET ON REBROADCASTING

RULE-MAKING proceeding to clarify meaning of "originating station" as used in its AM, FM and TV network rules—to strengthen policy against exclusivity—announced by FCC Friday. Firm policy on rebroadcasting by U.S. Steate, Cone & Bland, Inc., who said a broadcasters. "Stemming from petition for declaratory ruling on rebroadcasting conflict filed by WJJM-TV Lansing, Mich. [TELECASTING, July 17], rule-making hearing would seek to determine if Sec. 325 (a) of Communications Act "was intended to endow network affiliate with power to prevent rebroadcasting of any network program in a substantially different form that can be furnished by FCC said, to power does exist it would appear to conflict" with Secs. 310.2, 3.232, 3.632 and other rules banning restrictive practices by network affiliates. Comments sought by Nov. 13 with deadline for replies Nov. 24.

WJW-TV Detroit charged WJJM-TV violated Sec. 3.691 of rules requiring permission of originating station for rebroadcasts. WJJM-TV, in seeking declaratory ruling, contended it had NBC-TV permission to rebroadcast from WJW-TV and latter's refusal was invalid since it did not originate programs and Lansing and Detroit are 70 miles apart.

FCC notice also indicated rules presently are silent on rebroadcasting of foreign originations while specific on rebroadcasting of U.S. originations, hence need for further implementation of Sec. 325 (a) of Act in this area.

TV PRODUCTION PROBLEMS COVERED AT AAAA MEET

AGENCIES held on reins on TV production but get most manpower outside because of costs, panelists at radio-TV session, Central Council, American Assn. of Advertising Agencies, agreed Friday morning (see earlier story page 77). Speakers, introduced by Moderator Clarence Goshorn, president, Benton & Bowles, were: Hugh Davis, executive vice president, Cramer-Krausselt, felt agencies "getting far away from their basic functions" if go too heavily into TV production proper. Louis Brockway, executive vice president, Young & Rubicam, said more video schedules will be bought like magazine space, 12 spots for example, because of high costs. Jack Scott, president, Schimmer & Scott, felt trend will continue for smaller agency handling sectional and local accounts and show to do own production.

RADIO SALES NAMES TWO

APPPOINTMENT of Hugh J. Stump as AM sales manager and Lamont L. Thompson as TV sales manager of San Francisco office of CBS Radio Sales, announced Friday.

RED SKELETON's new contract with MGM gives comedian right to do television shows after October 1951. He is first MGM name star accorded such permission.

Closed Circuit
(Continued from page 4)

through its SPAC committee, had been matter of network compensation to TV affiliates.

WITHIN hours of FCC's announcement on equalization of network-TV time, there were repercussions from telecasters, as well as network. Even though proposed rule would be temporary, curbstone opinion was that proposal would constitute improper invasion of programming operation of stations, through direct application to networks, which are not licensees. It would restrict ability of stations to provide audience with best programs obtainable, hence, it would constitute another instance of "back door" regulations.

GENERAL FOODS will buy 3:30-4 p.m. period on NBC-TV to present its Louis G. Cowan Inc., package program featuring Bert Parks starting early in November. Young & Rubicam, New York, is agency.

COLOR "drum" may replace color wheel in CBS color TV system, if current project works out. CBS, working drum arrangement as possible means of removing disc's limitation on picture size, considered by FCC's Color TV Report to be one of principal questions in CBS system. FCC hopes, if CBS gives its system go-ahead, to have some color sets on market by Christmas; and may buy or back going manufacturing plant if necessary.

COPYRIGHTS in Italian music field are being carefully watched by others with Japanese being offered at disproportionately high figures in some quarters, according to recent experience of one folk-music station. "If you don't have absolute clearance, don't play it," was belated admonition to industry by manager concerned.

NEWSPAPER STATION ISSUE
AIDED BY NAB DIST. 3

SOFT-PEDALING of some NAB activities because of fear that newspaper stations will be offended was criticized at NAB District 3 meeting, which opened Friday at Bedford Springs Hotel, Bedford, Pa., George D. Coleman, WGBI Scranton, Pa., district president, presided at session, attended by 125 broadcasters.

Mr. Kapel, WGBY, WYRK, Rochester, raised newspaper point. NAB President Just- tin Miller and Ralph W. Hardy, director of government affairs, explained this type of criticism is killing NAB as to number of NAB structure. They promised NAB would maintain its integrity although it might cost memberships and recalled that NAB had lost some important stations because of energetic BAB salesmanship under ex-director Maurice B. Mitchell, now with Associated Program Service.

Clair McCollough, WGAL Lancaster, Pa., said BAB provided best answer to whole situation, and predicted proposed super-BAB would successfully meet competition of Bureau of Advertising, American Newspaper Publishers Assn.

Mr. Kapel said BAB was most important single thing ever done for small stations.

Friday's speakers included Judge Miller; Sidney M. Kaye, BMI vice chairman and gen- eral manager; BGAR President Richard W. Doherty, NAB director of employee-employer relations.

BOTHWELL NAMES KENYON

W. EARL BOTHWELL INC., New York, announced Friday, Mr. Bothwell, former presi- dent of James A. Coveny Co., will succeed late W. Earl Bothwell as president and Frank A. Kearney will become executive vice president.
The KMBC-KFRM Team's leadership in the Kansas City Primary Trade territory has been proved conclusively in Conlan's recent coincidental survey of 146,000 calls.

With a full-time Farm department, plus complete news, sports, educational and women's features, and the largest and finest talent staff in the Midwest, it's not surprising that The Team leads the parade!

For better results buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM, or any Free & Peters "Colonel" for full information.
Want to make a sales touch down in the Central South? It's simple. Just send in Triple-Threat WSM and watch the way your sales message drives straight through to the pocket books of one of America's fastest growing regions. WSM has the power (50,000 Cleared Channel Watts) the talent (over 200 strong) and the production experience (now originating 17 network shows weekly) to put any product over the Central South goal line. Want case histories? Ask Irving Waugh or Any Petry Man.