AMUSEMENTS

The Chicago World's Fair

The Chicago and Northwestern Railway

Madison Square Garden Corporation

National Association of Manicurists

Paradise Pictures, Inc.

Ringling Brothers & Barnum & Bailey, Inc.

Twentieth Century Fox Film Corporation

AUTOMOBILES

Austin in England

Chevrolet Motor Division

Domestic Motors Corporation

Ford Dealers of America

General Motors Corporation

(Chessie System Division)

(General Motors Division)

Hudson Sales Corporation

Kaiser-Frazer Corporation

Packard Motor Car Co.

Sir William Ruyes

BEVERAGES

Atlanta Sales Corporation

Eastern Wine Company

Garett & Company

Hudson Brewing Company

National Distillers Corp.

(Galveston & Dallas)

Russett & Hagenman, Inc.

The F. A. M. Sekura Brewing Company

Trinidad, Inc., John F.

CLOTHING & APPAREL

(S.A.F.)

Su-Ray Clothing Company

Stay-In-Fashion Brastructors

Miss Swing, Inc.

CONFECTIONS & SOFT DRINKS

Bartok Bornodnieszke

Heine Ice Cream Company

Colonial House Candy

Fanny Farmer Candy Company

Kosher Beverages

Life Savers, Inc.

The Coca Cola Company

Peter Paul, Inc.

Philadelphia Products Company

Planters Nut & Chocolate Company

Ryan Candy Corporation

Sophie Mae Candy Corporation

Williamson Candy Company

DRUGS & PHARMACEUTICALS

(The Anheuser Company (Subsidiary of Pabst Brewing Company)

R. C. Remedy Company

Raysen Company (Division of Sterling Drug, Inc.)

Haldorson Company

Bristol-Myers Company

Block Drug Company

Breidenthal Company, M. J.

Caster Products, Inc.

Consolidated Royal Chemical

Corporation

Dolein Corporation

Foster-Miller Company

Goode Laboratories, Inc.

Humphrey's Homoeopathic

Medical Company

The King Company

Marvin's Pharmaceutical Company

McKesson & Robbins Company

Miles Laboratories

Merritelle Company

Nasho, Inc.

Lyda E. Finnegan Medicine Company

The Finer Drug Company

Rhodes Pharmaceutical

DRUGS & PHARMACEUTICALS

(Cont'd)

Union Pharmaceutical Company

Vick Chemical Company

Whitehall Pharmaceutical Company

FOODSTUFFS

Airline Foods Corporation

American House Foods

Arnold Bakers, Inc.

Atlantic Products Corporation

The Best Foods, Inc.

The Hidden Company

Borden's Inc.

Boston Market Corporation

Café de Mexico Fuente Carne

Cheese Walnuts Growers

A. S. O. & Company

Continental Baking Corporation

Converse Shoe Company

Dr. A. J. Reed Company


INSURANCE & FINANCIAL

American Indemnity Health Insurance Company of New York

Century National Bank of the City of New York

Harkis, Upshur & Company

Harris, Tenzer & Company

Manufacturers Trust Company

Metropolitan Life Insurance Company

North American Accident

Insurance Company

Union Home Mutual Bank

MISCELLANEOUS

A & T Cabinet Co.

Albin Enterprises, Inc.

American Airlines

American Medical Association

American National Bank

The Anderson Company

Brown, Lake & Co.

The Bookmamme for Children

Brooklyn of New Jersey

Browning-Walz Company

Dodge Brothers Corporation

City's Paw Kitchen Company

Edison Electric Company

Edwards Chemical Company

Electric Carriage Company

Elgin, Luxury Carriage & Coach Company

The Ex-Press & Advertising Company

Funk's & Snyder Furniture Company

Greenfield, Inc.

Hinsdale Co., Inc.

Hinsdale Company

Humphery, W. T.

McClure, H. W.

Michaels, Edward A.

Mills, William D.

The Morris Company

New York Life Insurance

Oliver, A. W.

Sears, Roebuck & Company

Thompson & Company

Vandusen, Inc.

Rhode Island Mutual

State Bank

The Senek Company

U.S. Army Air Force

Ward, J. W.

Westchester Racing Association

William H. Wire & Company

W. T. Smith, Inc.

Waxell, Inc.
NO FLYING SAUCERS IN RICHMOND

Military men often achieve their objectives with secret weapons. This is not true with advertising men. Broadcast sales strategy, in particular, calls for heads-up use of a time-tested media. The Havens and Martin stations, for example, have a unique record of sales achievements in Richmond, the first market of Virginia. Long years of experience in radio and television have won for WMBG, WCOD, and WTVR the confidence and loyalty of Richmond’s populous and prosperous market. You can’t overlook these result-producing facilities in planning your fall and winter campaign. Ask your nearest Blair man for the facts.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company.
DEARBORN - DETROIT
5,000 Watts Daytime
1,000 Watts Night
Independent

Is Proud To Announce
The Appointment Of

HEADLEY-REED COMPANY
as
National Representatives

Effective October 16, 1950

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS
Closed Circuit

STRONG undercurrent for increased AM rates
premised both on improved circulation and sky-
rocketing overhead apparent at NBC affiliates
convention. Many stations reportedly had al-
ready invoked rate boosts, notably because
newspapers are now making second-round in-
creases averaging 20% over last year.

ANAHlST Co., Yonkers, N. Y., through
Foote, Cone & Belding, New York, preparing
extensive radio and television campaign
starting Nov. 8, in 121 markets for 17 weeks.

FCC LAWYERS and Commissioners will be
watching radio-TV manufacturers’ ads now
that CBS color standards have been adopted.
Any statements regarded as unfair or mislead-
ing, it’s believed, will be referred to Federal
Trade Commission for scrutiny and possible
action.

NABET, heretofore independent union which
first organized network employees along vertical lines.
Scope would be networkwide, with white-collar
writers, actors, news writers and talent
included. NBC now has 3,000 employees—fewer
than 1,000 organized.

WHETHER Harry C. Kopf, NBC sales vice
president, will accept appointment as NBC San
Francisco head in doubt last week. Close
associates feel he should accept post, or one of
two others offered him, because of health.

FCC DIDN’T get into its FM allocations case
which has been on its agenda for past fortnight
because of preoccupation with color and rep-
resentations thereto. Since TV color and pro-
posed regulations on equalization of network
time are destined to hold its attention for
some time, it isn’t indicated yet when it will get
to gist of FM problem, which covers such matters
as Transit Radio, Storecasting and Muzak
services.

Garcia, Robert F. Jones, contrary to reports, hasn’t made FM
his cause celebre, but he’s interested principally
in what he calls well-rounded approach.

PROBLEM of manufacturers producing FM
sets is fact that same receiver type tube used
in these sets is also used in television sets
selling at much higher prices. Since tube is in
short supply temptation is great to use avail-
able tubes in more profitable TV receivers.

DEAL in works for sale of KCMJ Palm
Springs, Calif., to Joe and Ted Gambie. Price
around $60,000. Ted Gambie is theatre organi-
zation executive and during war directed bond
campaign for Treasury. He’s also with Elvis
McCoy in ownership of KLZ Denver. No
broker involved in sale of KCMJ by Dick Joy.

QUAKER OATS Co., Chicago, understood
planning to buy quarter hour, 5:15-5:30 p.m.
time three weeks on NBC-TV, in addition
to current Sunday afternoon hour on same
network with Gabby Hayes Show through Sher-
man & Marquette and Zoo Parade through
Rutland, H. G. (Babe) SMITH, vice president of Mc-

(Continued on page 88)

Page 4 • October 23, 1950

BROADCASTING TELECASTING

Upcoming

Oct. 23-24: NAB AM Radio Committee, NAB
Hdqs., Washington.

Oct. 23-24: North Carolina Assn. of Broadcasters,
Durham, N.C., Sunday School, Sacred Pines, N. C.

Oct. 26-27: NAB District 6, Roosevelt Hotel, New
Orleans.

Oct. 29-31: National Assn. of Educational Broad-
casters Convention, U. of Kentucky, Lexington.

(Other Upcomings on page 26)

Bulletins

PURCHASE of approximately $40,000 of
CBS and MBS network time for campaign
addresses by Vice President Alben Barkley
and Chairman William Boyle Jr. revealed Fri-
day by Democratic National Committee. Vice
President will speak in Cincinnati Oct. 27
over CBS, 9-9:30 p.m., and Chicago Nov. 3 over
Mutual, 10:30-11 p.m. Mr. Boyle slated for
Washington address Oct. 21 on CBS, 10-10:15
p.m.

General Tire’s unexpected bid was law-
required 10% above $11,200,000 offer of Hoff-
man Radio Corp. and associates which had been
accepted by public administrator of Thomas
General Tire and ACIR, will be under executive
management of Willet H. Brown, now Don Lee
president:

The purchase price was $12,200,000 but the Lee
Corp. had substantially over $3 million in cash
and quiet assets.

Trustees of retirement plan, on approval of trans-
fer of Thomas S. Lee Enterprises Inc. stock by FCC,
plan to transfer radio stations to General Tire, and
CBS that KTSI would be re-sold to CBS,
upon FCC approval, and that Don Lee radio
stations and network, to be retained by Gen-
eral Tire, will be under executive management
of Willet H. Brown, now on Lee president:

CBS will acquire television station KBSW-

channel 9, and will be required under FCC
rules to dispose of its present 68% interest in KTVT
of which 31% is owned by Los Angeles Times.

Under joint agreement between CBS and General
Tire, Columbia acquires additional space at
facilities in Don Lee network which it has long need for.

Under FCC’s dupoly rules, authorities sai
General Tire will be required to dispose
of one station. There was no indication wheth-

er it would be one of Don Lee group—latter
continue under same name—or one of Yank

Consideration involved in sale of KTSI
—CBS which has long sought its own Los A-
gales TV outlet—was not disclosed.

Don Lee stock in Mund will approximate to 19
—substantially same as already held by Ge-
eral Tire.

New bid by General Tire was obvious to
one to Hoffman group, who secured 1
minute recess for hurried conference after
was entered. Presiding Judge Newcomb Co
dee then announced sale to General Tire, ac-
sent to FCC consent. Cashier’s check for $5
sale price was deposited by Elliot H. Peen
of Hill, Farrar & Burrill, representing pu-

chaser.

In addition to radio and TV properties, L
assets included $5 million cash reserve for
recent liquidation of Don Lee Cadillac agen-
cal properties. Don Lee owns and oper-
ates KJH-JFM-Los Angeles, KGB S
Diego, KDB Santa Barbara, and KFRC &
San Francisco, CBS stations in California after
with 25 affiliated through Pacific Northw
Broadcasting System.

Washington law firm of Pierson & B
representing General Tire and Yankin
handle in controlling of successful bid.

Business Briefly

D-F-S NAMED Spickelmier Co., Indian
apolis, for Dr. Dri (moisture repellant spra
for Don-Fitzgerald-Sample
New York, agency to handle its advertising

KALAMAZOO SPOTS Kalamazoo Stove e
Furnace Co., Kalamazoo, Mich., for electri
and gas ranges, releases four more TV spot
this week. One stars迎来了has been
for co-op sponsorship. Agency, Fulton
Morrisey, Chicago.

COLOR DECISION UNWISE, SPRAGUE SAYS ON CBS

COURTS will decide if $2 billion in TV set
sold to 8 million persons will be penalized
as a result of FCC color ruling, Robert C. Sprague
president of Radio-Television Mfrs. Assn. said
Oct. 22 broadcast answering charges mad
week before on same CBS facility by Fran
Stanton, CBS president (early story page 64

Mr. Sprague said black-and-white sets a
better investment than ever and will be
years to come, saying right kind of col
system isn’t here yet and relatively few will
be willing to pay for adapter-converter unit.

He said color broadcasts will be in frin
hours on one, or very few, stations.

G poorest Tire, CBS Get Don Lee Netw

SURREAL BID by General Tire & Rubber Co.,
owner of Yankee Network, offering
$12,200,000 for all stock controlling Don Lee
Broadcasting System and KTSI (TV) Los
Angeles was made and accepted Friday in
Los Angeles Superior Court, with CBS to
acquire KTSI in parly sale.

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required 10% above $11,200,000 offer of Hoff-
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BROADCASTING • Telecast
It's common knowledge that some stations deliver listeners at a really low cost per 1000 coverage...

and in Kansas City
it's KCMO!

Yes, Mr. Timebuyer... as Kansas City's one and only 50,000 watt station, KCMO sends your message far and wide over Mid-America! For inside KCMO's 213-county measured ½ mv. area are almost 5½ million prospective listener-buyers. How's that for coverage?

With KCMO's supercharged signal is coupled that all-important intangible of superior programming... that keeps Mid-America listeners tuned-in at the 8-TEN spot. Combine these factors with KCMO's low rates and you see a bargain in radio coverage that can't be matched. Reach Mid-America's millions at a low-low cost per thousand... via KCMO!

To sell Mid-America's millions... center your selling on KCMO

KANSAS CITY, MISSOURI
Basic ABC station for Mid-America

50,000 WATTS Daytime
810 kc. 10,000 watts night

National Representative:
The Katz Agency
Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Department of Frankenberg's third floor - just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

LOW PRICED!

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

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!
Announcing the Opening of RADIO CENTER
NEW HOME OF WKBW
YOUR WESTERN NEW YORK SALESMAN

25th Anniversary - October 27th

RADIO CENTER—WKBW's new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW's 50,000 watt TRANSMITTER in Hamburg, N.Y., and RADIO CENTER are the broadcasting show places of Western New York.

Your FIRST Choice

FIRST IN POWER
Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina...adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

WKBW has the most modern broadcasting facilities in Western New York...the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.


Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.


WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest...but Buffalo's FIRST Station!

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL
National Representatives

ABC NETWORK
CLINTON H. CHURCHILL
Founder, President and Manager
EDITOR, Broadcasting:
Congratulations on your terrific 20th anniversary issue of Broadcasting-Telecasting.
It was one of the finest reviews that I have ever seen and just more evidence of the splendid job you are doing and the service you are rendering to radio and television.
Phil Alampi
Radio Farm Director
WJZ New York

EDITOR, Broadcasting:
I spent a delightful hour and a half going over your 20th anniversary issue this week. It was a wonderful job.
Since Broadcasting was started but a scant few months from the time I entered radio, I feel particularly close to it, because I don't think I ever missed a single issue since its inception.

Deepest congratulations to you and your wonderful staff, Sol, and may you carry on for another 20.
Murray Arnold
Program Director
WIP-AM-FM Philadelphia

EDITOR, Broadcasting:
You and your entire staff of Broadcasting-Telecasting deserve heartiest congratulations for the 20th anniversary issue of the magazine. The most comprehensive and excellent way in which the progress of broadcasting and television during the past score of years has been portrayed is itself the evidence as to how and why your magazine stands out as the most publication in the radio field.
The 20th anniversary issue is truly the history of broadcasting, and demonstrates why Broadcasting-Telecasting is so universally termed the bible of the radio broadcasting industry. Again may I extend my most sincere congratulations and my very best wishes for the years ahead.
Roland C. Davis, Editor
Telecommunications Reports Washington

EDITOR, Broadcasting:
May the next 20 years be as fruitful and as historical for you as the immediate past 20.
Walt Dennis
Asst. to the Vice Pres.
Allied Purchasing Corp.
New York

EDITOR, Broadcasting:
As one writing guy to another, permit me to congratulate you on the splendid job you did in getting out that 20th anniversary edition.
Anybody who wants to know why Broadcasting is the "bible" of the industry need look no further for his answer.
I'm looking forward to your 50th anniversary edition, on which I'm sure you've already started to work.
Bill Gold
"The District Line"
The Washington Post

EDITOR, Broadcasting:
SO HELP ME HANNA IT'S 20. HOW YOU COULD HAVE PROSPERED SO WITH WHAT WE HAVE PAID YOU WE'LL NEVER KNOW. PERHAPS IT'S OUR DEEP AND ABIDING FAITH AND LOVE COMBINED WITH SUCCESSFUL RADIO STATION'S INTELLIGENTLY SPENT MONEY. WHATEVER THE CAUSE YOU DESERVE IT. SERIOUSLY I KNOW OF NO INDIVIDUAL OR INSTITUTION WHO HAS SERVED OUR INDUSTRY SO WELL. YOU HAVE BEEN CRITICAL, CONSTRUCTIVE AND EFFECTIVE. RADIO OWES YOU MUCH. CONGRATULATIONS.
Michael R. Hanna
General Manager
WHCU Ithaca, N. Y.

EDITOR, Broadcasting:
Please add my hearty congratulations to the many you must be receiving on the anniversary issue just out. It tells a thrilling story that brings back a lot of memories.
It is a grand job which, I may add, is not at all unusual for you and your able staff.
A. F. Harrison
Special Representative
United Press Assn.
Washington

EDITOR, Broadcasting:
CONGRATULATIONS ON YOUR 20TH YEAR OF SERVICE TO THE BROADCASTING INDUSTRY.
John S. Hayes
Vice President
WTOP-AM-FM-TV
Washington

EDITOR, Broadcasting:
I notice in the introduction to "Two Exciting Decades" that your staff has grown from 8 to 60, your paid circulation from zero to 15,000, etc.
However I note with equal satisfaction something that hasn't grown. It is the size of your hatband which I think is pretty much the same as it was when you were a copy boy down at the AP in Washington.
For this I also salute you.
Robert D. Hein
Hein News Service
Washington

EDITOR, Broadcasting:
The 20th anniversary issue was swell. Going over it produced a liberal feeling of nostalgia—seeing references to Hettinger in 1922—nothing the sales figures for later years—recalling old battles shared, and the fun of pioneering. It was fun—and the best of it was enduring friendships. Let's keep it up.
Herman S. Hettinger
Consultant
New York

EDITOR, Broadcasting:
First, I should like to add my congratulations to the thousands that must be pouring in on your anniversary. As a staff announcer, I have found Broadcasting to be invaluable in keeping up with the trend in radio throughout the country. I am young in radio with much to learn. In the year and a half that I have subscribed to Broadcasting, I have picked up many tips and program ideas as well as news of the trade. I hope to continue to be a subscriber when (and if) I reach my 20th year in radio.
Allan Jefferys
Announcer
WFG Atlantic City

EDITOR, Broadcasting:
NOW THAT THE PRODIGY IS APPROACHING MANHOOD, WISH YOU ALL THE SUCCESS THAT YOUR CHILDHOOD CAREER FORECASTS. CONGRATULATIONS FROM ALL OF US.
Henry J. Kaufman
Henry J. Kaufman & Assoc.
Washington

EDITOR, Broadcasting:
May I be among the many hundreds of friends of you and Broadcasting magazine to wish you even greater success in the next 20 years than you enjoyed during the first 20.
Harold R. Krelstein
Vice Pres. & General Mgr.
WMPS Memphis

EDITOR, Broadcasting:
Please accept our belated congratulations on the occasion of the 20th anniversary of Broadcasting-Telecasting magazine.
May you continue to serve the industry as successfully in the future as you have in the past.
Jerome M. Lohn
Program Director, WAER Radio-Television Center
Syracuse, N. Y.

EDITOR, Broadcasting:
The congratulatory messages
from the really important people in the industry make an impresive tribute to you and the fine job you have done. There are also many of the less important who would like to add their voices to the general acclamation. As one of them, may I salute you again, as I have in the past, for maintaining supremacy without sacrificing basic values. It is a small achievement in the field you represent. May the coming years be kind to you.

Clarence L. Menor
WJBS, John B. Stetson U.
De Land, Fla.

EDITOR, BROADCASTING:
I am one of those who believe in giving credit where credit is due, and I want to take this opportunity of expressing my appreciation to you for the remarkable service that Broadcasting, Inc. has rendered personally as well as the industry as a whole over the past years.

I have been directly connected with radio since 1937, and find that your magazine is almost indispensable to my well-being as a broadcaster.

As this is your anniversary I extend my best wishes to you and commend you for the unbiased and fair policy that you have used. It is men like you who make broadcasting more enjoyable and profitable. Again, good luck, and continued success.

Glencoe G. Merrill
President
WHAR Clarksville, W. Va.

EDITOR, BROADCASTING:
CONGRATULATIONS ON YOUR 20TH ANNIVERSARY ISSUE. THOROUGHLY ENJOYED THE 1931 WCCO AD. BEST WISHES TO YOU AND YOUR FINE STAFF.

Tony Moore
Sales Promotion Mgr.
WCCO Minneapolis

EDITOR, BROADCASTING:
THE MYCALES FOLKS AT CLIFTON EXTEND HEARTIEST CONGRATULATIONS ON 20TH ANNIVERSARY OF BROADCASTING - TELECASTING PREDICTING LONG LIFE AND ACTIVITY FOR THIS VIGOROUS PUBLICATION.

Personnel
Mycales Corp. of America
Clifton, N. J.

EDITOR, BROADCASTING:
Again I owe you a couple pages of thanks and congratulations, first of all on your 20th anniversary, which has certainly seen Broadcasting (and you) grow from a farm smart infant to a wise old giant, and secondly, on the terrific anniversary issue which should have made you and all your staff mightily proud, as it did all of us.

Frank E. Pellegrin
Vice President
Transist Radio Inc.
New York.

RHOIDES PHARMACAL Co., Cleveland (Imdirin), to spend $1 million in sponsoring MGM Radio Attractions syndicated program, The Story of Dr. Kildare, over 150 stations starting last week in October. Agency: O'Neill, Larson & McMahon, Cleveland.

MEYER 1896 BEVERAGE Co. (club soda, pale dry ginger ale and 1890 fruit beverages), N. Y., appoints Joseph Katz Co., same city, to direct advertising. Radio will be used.


MAINE SARDINE PACKERS Assn. appoints Brooke, Smith, French & Dorrance, N. Y., for national merchandising and advertising program. Spot radio and productions planned.

ACME BREWINERIES, S.F., announces intensive campaign to introduce Acme's new "million dollar gold beer label." Radio-TV will be used. Agency: Foote, Cone & Belding, S. F.

WISCON PRODUCTS Inc., Racine, Wis. (Dri-Cool briar pipe), buying video spots in ten markets, through Christmas. Pipe with thermostat element was introduced last spring in TV tests in Milwaukee and St. Louis. Agency: Hamilton Adv., Chicago.

BORDEN Co., N. Y., looking for three-weeks-quarter-hour television show. Agency: Young & Rubicam, N. Y.

MANISCHEWITZ WINE, N. Y., preparing radio and TV spot campaign through its agency, Donahue & Coe, N. Y.

Network Accounts

BLATZ BEER (Schenley Distributors) to add about 20 markets to present list of stations carrying Broadway Open Houses on NBC-TV. Agency: William Weintraub Co., N. Y.


EDITOR, BROADCASTING:
If the President of the United States can take time to send congratulations to you on your 20th anniversary, it certainly is right and proper that a radio station in its 20th year should mark your accomplishments with a note of congratulations and good wishes for lots more.

I hope that everything is progressing nicely and that the coming years will bring much success and happiness.

John M. Rivers
President
WCSC-AM-FM Charleston, S. C.

EDITOR, BROADCASTING:
... I know that without BROADCASTING magazine, the radio industry would not be the same as it is today, as no other medium has done so much for the industry as your informative trade paper.

Odes E. Robinson
General Manager
WVMI Biloxi, Miss.

EDITOR, BROADCASTING:
Congratulations and many happy returns on Broadcasting's 20th anniversary. It seems hard to be-
(Continued on page 10)

On Labor Day WORD marked its tenth year of service to the people of the thinly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

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Congratulations and many happy returns on Broadcasting's 20th anniversary. It seems hard to be-
(Continued on page 10)

On Labor Day WORD marked its tenth year of service to the people of the thinly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg's FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD's success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its full contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

EDITOR, BROADCASTING:
... I know that without BROADCASTING magazine, the radio industry would not be the same as it is today, as no other medium has done so much for the industry as your informative trade paper.

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General Manager
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FM—Pro & Con

EDITOR, BROADCASTING:

I've never believed "dead duck" was a synonym for FM. I am pleased to note that your authoritative and comprehensive report on "FM's Pulse Beat" in the Oct. 9 issue of Broadcasting encourages others to believe as I do.

Edward L. Sellers
Directors, FM Department 
NAB
Washington

EDITOR, BROADCASTING:

We at WABF were naturally very much interested in your lead-off story [Oct. 9] "FM's Pulse Beat" by J. Frank Beatty. The optimistic note sounded in the story based on the facts he pulled together and the meeting of the NAB this summer (which happened to be called at my personal instigation) is one of the first affirmative signs of FM's inevitable turn of the road forward that has been published. Bravo!...

Some leaders of the broadcast industry and some former FCC Commissioners (who shall go nameless) know that the frustration of FM is no accident. It was a part of a well-conceived plot that almost succeeded. ... The manufacturers are beginning to see it is a profitable market just as advertisers and advertising agencies are gradually coming to pierce through the iron curtain drawn over FM.

Fortunately WABF has been able, through a unique program- ming format which offers a different service to people in the most highly concentrated radio market in the world, to build a place for itself and to establish an economic basis which is so sound and secure as FM and the programs we provide to all the people who want them.

Ira A. Hirschmann
President
WABF (FM) New York

EDITOR, BROADCASTING:

...I would like to congratulate you on your very fine story of "FM's Very Lively Pulse Beat" in the Oct. 9 issue of BROADCAST-TELECASTING. I certainly agree with you....

Bob Culp
Commercial Manager
WFOW (FM) Madison, Wis.

EDITORS, BROADCASTING:

ADVISE SOONEST COST FOR QUANTITY COPIES FM PULSE BEAT STORY IN [Oct. 9] ISSUE.

B. J. Bush
WDO, Chattanooga, Tenn.

EDITOR, BROADCASTING:

...It may seem strange to you that an independent FM broad- caster should resent a lead story which casts a favorable light on FM. I don't resent it except that I think it's about time the FM broadcasters stop kidding themselves with phony figures calculated to make things look rosy when they are not. I contended that the AM broadcasters who have treated FM like a step-child are the basic reason for FM's plight. Is there anything libelous in saying that?...

...Until the FCC does something to force the hands of AM stations holding FM permits, FM will just dawdle along grasping straws such as storecasting, trans- casting, etc., but never replacing AM entirely. It will only serve to fill the holes in AM coverage. Ergo: If you own an FM station only, better latch on to an AM frequency and swim with both hands.

Sol Chain
Manager
WBIB-FM New Haven, Conn.

EDITOR, BROADCASTING:

Congratulations on your very interesting FM story in the [Oct. 9] issue of BROADCASTING. I think you did an excellent job, and a very useful one.

Milton B. Sleeper
Publisher, FM-TV
Great Barrington, Mass.

EDITOR, BROADCASTING:

Please accept our congratulations on your superb FM article in the Oct. 9 BROADCASTING. It is without a doubt the most complete unbiased analysis of the situation that has been published to date. FM broadcasters have a lot to worry about these days. But evidently they can at least plan on BROADCASTING's being solidly behind them right down the line. These days, that means a lot. Your continued support will put FM where it belongs—on the top!

George W. Hamilton
FM Promotion
Spruce, N. Y.

'Hitting Jackpot'

EDITOR, BROADCASTING:

Mr. MacLaughlin... asked me to convey his thanks and appreciation to you for the fine write-up [On All Account ...] which appeared in BROADCASTING, Sept. 18.

There have been many men come into our office... to congratulate Mr. MacLaughlin, some of them he knew only well enough to say "hello" to in passing. It seems regardless of what business they are in, lawyers, accountants, etc., they all regard BROADCASTING. Our mailman also told us he had read the article.

Mr. MacLaughlin said the Bavaria radio station (WBTA) called him and congratulated him on "hitting the jackpot" in your magazine.

Thanks again for your "On All Accounts" sketch, it was very much appreciated.

Miss J. Andrea Connareo
MacLaughlin Adv. Agency
Buffalo, N. Y.

Extensive Coverage

EDITOR, BROADCASTING:

Practically every one in the agency business here in New York, with whom I have had contact, has referred to your biography of myself [Strictly Business, Sept. 25], and on a trip south last week-end agency and station men all mentioned the publicity that had appeared in BROADCASTING.

Lloyd G. Venard
General Manager
O. L. Taylor Co.
New York

'Sell Ourselves' First

EDITOR, BROADCASTING:

...Broadcasters are losing by default, in the battle of media, when networks and radio set manufacturers continue to go all-out for newspaper advertising....

As a forerunner to a super-selling BAB, we seem to need to sell us to ourselves—the radio industry. We in broadcasting have not sold ourselves...

It should not be our purpose to unseat newspapers, or any other media...

...We do believe... that "brains" of the industry are not producing the sales ingenuity—or the sales persistence—for which little country boys in the industry are paying them, both positively and negatively—through lost sales.

James J. Lever Jr.
WANS Anderson, S. C.

'Best in Field'

EDITOR, BROADCASTING:

Many thanks for your list of pre-testing organizations... which to my mind, was just another example of the helpfulness and cooperation provided by the best publication in its field.

Robert S. Cragin
George R. Nelson Inc.
Schenectady, N. Y.

Cites Liaison Need

EDITOR, BROADCASTING:

...One practice that has developed within industry... is really getting under my skin.

That's the idea of salesmen from the various transcription companies coming into our fair city, calling on our accounts, trying to sell them a program.

This is confusing to the station as well as to the sponsor...

...My gripe is that a client who

(Continued on page 78)

Anniversary Open Mike

(Continued from page 8)

BELIEVE I HAVE BEEN READING YOUR DATED old book for 20 years, but the fact remains that I have hardly missed an issue since your very first.

My congratulations, however, aren't confined to the fact that you have been publishing for 20 years. You and Broadcasting have served the industry well, lending editorial weight to the heading off of practices which left unchecked might have brought about disastrous results. Your pages have also served as a forum for the dissemination of ideas of others in the field and what I wish you at this time, Sol, is continued prosperity for a hell of a long time to come.

William Rogow
President
Nef-Rogow Inc.
New York

EDITOR, BROADCASTING:

CONGRATULATIONS ON 20TH ANNIVERSARY. THE INDUSTRY IS FORTUNATE TO HAVE YOU AS ITS OFFICIAL REPORTER. BEST WISHES TO

ALL YOUR ASSOCIATES.

C. L. Thomas
General Manager
KXOK-AM-FM St. Louis

EDITOR, BROADCASTING:

My warmest congratulations on your 20th anniversary. There is no question that Broadcasting-Telecasting will be the same helpful servant to radio and television in the years to come under your fine leadership.

Robert E. Wasdon
Vice Pres. & General Mgr.
WLOW Norfolk, Va.

EDITOR, BROADCASTING:

May I join with the legion of your friends in broadcasting and television to say "thanks" for the exciting chronology of the past 20 years which arrived this morning?

Francis X. Tusulo
Assistant Press Director
MBS
New York

Page 10 • October 21, 1950
To 4 guys around a conference table

with a fifth in the background

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

- You, Mr. Research Director, may utilize unemployment figures to analyze markets. More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the lowest trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.

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

- Which brings us to you, Mr. Timebuyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—39,100 square miles (within the WMT 2.5 mw line) and over 1.1 million people. A one-minute Class A commercial ([52-time rate]) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background—the sponsor.

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

600 KC
5000 WATTS
DAY & NIGHT

BASIC COLUMBIA NETWORK
Herald Beckjorden, vice president in charge of radio-TV production, media and research of American Assoc. of Advertising Agencies, to vice president, account executive, and supervisor of radio-TV operations at H. B. LaQuatte Inc., N. Y.

Harry Woodworth, account executive ABC network sales, to Lennen & Mitchell, N. Y., as business manager radio-TV department.

Gerald J. Weipert, Brooke, Smith, French & Dorrance, Detroit to Luckoff, Wayburn & Frankel, same city, as radio-TV director.

Roy W. Winsor to Blew Co., N. Y., in program development division. Was with Leo Burnett Co., Chicago.


L. C. DeForest, advertising and sales promotion manager for Hills on all accounts.

"I came to radio and television from a field where a 'guest shot' was a far less likely eventuality than a shot guest," explains William G. (Gerry) Martin, new television director of Duane Jones, New York.

Thus does he refer to his background in the hotel business that indirectly propelled him into his present position where he directs the spending of more than $1.5 million annually.

In 1934 Gerry's gifted work in hotels captured the fancy of Bing & Bing, a public relations firm for hotels, who invited him to New York and his first job in publicity. One year later he moved to NBC's promotion and publicity office, emerging ultimately as manager of guest relations there. At that point he took a year's leave to reorganize the public relations and sales department of the Lady Esther Co. He returned to the network in the spot sales division, transferring later to network sales.

In 1946 he forsook NBC again to join William Esty Co. as business manager in the radio department. When in 1948 the agency developed its television department Gerry moved over as one of the two top men in the video branch. Among the shows that he produced while with the agency were Grand Ole Opry on NBC, and the Paul White-man show on ABC. He also supervised Super Circus for M & M Ltd. (candy) and was creative head for such clients as Camels and Pilsner beer.

In the middle of September of this year Gerry became television director for the Duane Jones Agency. Presently he supervises the Manhattan Soap Co.'s (Sweet-heart soap & Blue-White) network show, One Man's Family on NBC-TV and such active TV spot users as Pharmac-e (Chooz), Mueller's (Sweet-macaroni products), Marlin Fire Arms (razor blades and guns), International Salt (Sterling salt), Borden's instant hot chocolate, and Hudson Pulp & Paper Co. (paper napkins). With the acquisition of Gerry Martin, the agency anticipates a new surge of television activity, both network and local.

Gerry maintains that since his entry into television, the press of time has compelled him to discharge honorably his hobbies photography and oil painting.

The Martins—she is the former Vera Deane, a professional vocalist—were married Dec. 16, 1944. They have three children, Virginia, Barbara, and John. The family lives in their own home in Pelham, N. Y.
BROADCASTING

remains

JOHN

building

HARRY

McCANN

traffic and

2

HARRY

JANET

N. Y.

Fifth

12,000

GEYER,

Ltd., named

account executive

for De Soto division of Chrysler Corp. account and

manager BBDO Detroit.

BEN COLMAN,

eastern sales staff Esquire magazine, to William H.

Weintraub Co., N. Y., on contact staff for Schenley account.

RICHARD SMILEY,

Foster & Kleiser, S.F., to Sawyer-Ferguson-Walker Co., S.F.

JAY BERRY to radio-TV staff Brooke, Smith, French & Dorrance, Detroit.

FRANK L. SHARPE, executive assistant to late J. Sterling Getchell, N. Y., advertising agency head, to Kenyon & Eckhardt as business manager of copy department.

WILLIAM CALLAHAN, Beaumont & Hohman, S.F., to West-Marquis Inc., S.F., as account executive.

W. BLAKE DENNIS to second vice president, and R. E. GOURLAY to director Vickers & Benson Ltd., Montreal.


HERBERT D. SCOTT, advertising and business manager and assistant to media director Colgate-Palmolive-Peet Co., to Carl S. Brown Co., N. Y. Will take over publication mail while Christine Petrino will remain in charge of radio purchases.

JANET WOLFE, copywriter for Compton Adv., N. Y., to Kenyon & Eckhardt Inc., N. Y.


BRIAN DEVLIN, manager Montreal office Erwin, Wasey of Canada Ltd., named director of company.


GEYER, NEWELL & GANGER Inc., N. Y., contracts for approximately 12,000 square feet of additional floor space for its media, production-traffic and art departments and art studio. Agency is located at 745 Fifth Ave., N. Y.

McCANN-ERICKSON Inc. moves L. A. office to General Petroleum Bldg., 612 S. Flower St., effective Nov. 1.

HARRY E. FOSTER Adv. Ltd., Toronto, building new two-story office building at 151 Alcorn Ave., Toronto. Cost estimated at $80,000.

JOHN WILLIAM ROSS Adv. moves to 821 Market St., S.F. Telephone remains YUkon 6-5906.

October 23, 1950 • Page 13
**DIXIE BEAT**

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be your selling force in Washington.

Tailored musically and script-wise for a loyal "Dixieland" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and a sound late-evening programming.

"Mac" McGarry's deft style at the mike is a new selling force all its own... augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strap can lay down a solid selling tempo, too... ask WRC or National Spot Sales.

**MONDAY THRU FRIDAY 11:30-11:45 PM**

**IN THE NATION'S CAPITAL YOUR BEST BUY IS**

FIRST in WASHINGTON

WRC 5800 W 1220 KC

---

**feature of the week**

Can Openers are obtained from Miss California by these radio and television representatives (1 to 7): Hal Hong, Free & Peters; Harry Wise, George B. Hollingbery Co.; Dick Elpers, CBS; Al Stanley, Scripps Howard.

WHEN "bigger and better" advertising plans are devised to merchandise Breast-O-Chicken Tuna, radio and television will be used to advertise the product.

This was revealed recently to media representatives as they received and opened a "million dollar tuna pack." Occasion was a conference held in San Diego, Calif., by Norman Barnes, president of Barnes Chase Co., agency for Westgate-Sun Harbor Co., which packages the food. The agency announced an expanded advertising campaign for the next year on behalf of the product.

Labeled "A Million Dollars Worth O' Breast-O-Chicken Tuna", a cornucopia filled with tuna tins served as a centerpiece of an elaborate display in the main

(Continued on page 36)

---

**strictly business**

**Sales**

ARE WAITING FOR YOU ON THE BUSY FLORIDA WEST COAST WHERE ANOTHER BIG WINTER SEASON HAS ALREADY STARTED.

**Spots**

YOU BUY ON **WFLA**

GIVE YOU SOLID COVERAGE OF THE BIG TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA, AND POPULAR RESORT COMMUNITIES.

Tampa Tribune Stations

WFLA AM FM

NATIONAL AFFILIATE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY F. CUMMINGS
JACKSONVILLE, FLORIDA

**RETAILERS** who have been chronically hesitant about casting their advertising lot with sound broadcasting may too well to observe the radio-TV success story of Barker Bros., Los Angeles, which claims to be the largest home furnishings retail store in the United States.

Behind Barker Bros.' effective use of radio—and its more recent transition to television—stands Neil Petree, enterprising president of the store, who joined the firm in 1938.

No recent convert to spoken media, Mr. Petree had long had his own ideas and philosophy relating to the retailer's approach to radio, which he cultivated while in New York. Following his shift to the West Coast 12 years ago, he immediately applied his theories to Barker's new radio feature, *Backwoods for Living*.

The quarter-hour, three-weekly program was aired over CBS KNX Los Angeles for 10 years. In July 1948 it moved to television on KTLA (TV) Los Angeles on a once-a-week basis. The transition has proved to be a sparkling success of which Mr. Petree may well be proud.

Before he went to Los Angeles, (Continued on page 98)

---

Mr. **PETREE**
THAT THIS WORLD UNDER GOD
SHALL HAVE A NEW BIRTH OF FREEDOM

The men and women and children of America have enlisted
in a great Crusade for Freedom . . . . Station WJR with
its Mobile Studio brought the freedom scroll to thousands of
Detroiter's . . . . WJR's part in this fight against aggression
and tyranny is another act in public service, that all those
engaged in radio are proud to perform.

WJR
50,000 WATTS
CBS
The Goodwill Station, Inc.
Detroit
760 ON YOUR DIAL
RADIO—AMERICA'S GREATEST PUBLIC SERVICE MEDIUM
On July 3, 1950, the following advertisement appeared on page 9 of BROADCASTING-TELECASTING

**An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Audience Ratings**

**Two Umpires Behind The Plate Isn't Any Good in Broadcasting, Either**

What any radio station needs most is an accurate count of its audience. What it needs least is two counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don't duplicate each other, then one or both are incorrect. Confusion results. It makes as much sense as having two umpires behind the plate—as well as two sets of rules.

Within the last few months both C. E. Hooper, who counts audiences via the telephone-coincidental method (Hooper Ratings) and Dr. Sydney Rosow, who counts audiences via the personal interview and recall method (Pulse Ratings) have appeared before the Radio Department of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey. Mr. Hooper used it to show similarity in ratings produced in two samples, "telephone houses" and "cross-section houses." Dr. Rosow used it to show similarity in ratings produced by two methods, "rater recall" and "coincidental." Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Rosow respect the house-to-house coincidental survey as a method approximating par on the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Rosow that the telephone coincidental and the aided-recall methods are irremovable and both cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been puzzlement, bitterness and indiscrimination, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense of both Mr. Hooper or Dr. Rosow—but of the broadcasting industry.

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of money, temper, nerves, controversies and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., be acceptable to both, be instructed to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the sample.

2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., since each has a basic interest in the results.

3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland -August listening of C. E. Hooper, Inc., and The Pulse, Inc. (final week of the month榕mid-month).

4. That C. E. Hooper, Inc., and The Pulse, Inc. agree to furnish original field records, working material, interviewers' instructions and tabulation procedure of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) a broadcaster. Also that both C. E. Hooper and The Pulse, Inc. submit to 10% of their interviewing being "observed" by committee members.

5. That the parties concerned either agree to advance that this house-to-house coincidental represents the true picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or unpleasant arguments regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, then Hooper is right and Pulse is wrong. If it agrees with Pulse, then Pulse is right and Hooper is wrong. If it agrees with neither, then both Hooper and Pulse are wrong.

Isn't it better to settle this now, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity and confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The result of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal. If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad retaining their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the AAA, the NAB, all parties who, like us, are looking for the truth about audience ratings. We mean business; we don't intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let's get back to one umpire behind the plate so we can set on with the ball game.

Stanley R. Breyer
KJBS BROADCASTERS
1170 Pine Street
SAN FRANCISCO, CALIF.

As you can see, this was an all-type ad... and with unusually long copy. Nothing was offered except an expression of opinion. Furthermore, when this advertisement appeared, people had a lot of other things on their minds... the Korean struggle had just started. There were worries about Russia, the atom bomb, the draft, higher taxes. And this ad ran in BROADCASTING—only in BROADCASTING—just once.
This one ad created such a stir and uproar in the radio and advertising business that mail is still being received three months afterwards. Letters have come from agency principals, time buyers, account executives, advertisers, station managers, heads of research organizations. They've all written, adding their reactions to Mr. Breyer's calmly-worded proposal.

Best of all—just as KJBS proposed—a committee has been formed. It is today making a sincere, determined effort to straighten out the conflicts between different types of listener surveys.

And Mr. Breyer (who started all this) writes:
"Our July 3 page in BROADCASTING-TELECASTING seems to have been a one-time shot heard 'round the radio world. The caliber of response from the elite of radio—from agencies, advertisers, stations and researchers. They called us by long distance and they wrote us.

"We knew BROADCASTING-TELECASTING was good, but we did not anticipate a bombardment. Without question, we are convinced that if it were not for the prompt and whole-hearted support accorded our ad via BROADCASTING, plus its intense readership among important people in radio, our proposal would not have achieved its goal of a fundamental check of research methods.

"Our hats are off to BROADCASTING, the publication that does the all-inclusive job."

* * *

That's typical. For 20 full years now, over 15,000 people in radio (including the top advertising and station executives) have turned constantly to BROADCASTING-TELECASTING for news of their field. These decision-makers are men who read each copy thoroughly—both editorial content and advertisements. Ample proof is their immediate response to KJBS' one-time ad.

When you have a message aimed at time buyers, or at important station executives, place it where they are most likely to see and study it. And that, as the most successful advertisers will tell you, is in BROADCASTING-TELECASTING—the news magazine that's been first in the field for 20 years.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.

NORTH CAROLINA IS FIRST

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS WPTF

also WPTF-FM

50,000 WATTS 680 RC NBC AFFILIATE RALEIGH, N. C.
FREE & PETERS, INC. NATIONAL REPRESENTATIVES
**NBC CHARTS COURSE**

By J. FRANK BEATTY

NBC AFFILIATE stations can look forward to increasingly popular network radio during the next few years, with TV continuing its rapid advance toward eventual dominance among all media, station operators were told at the fifth annual NBC convention, held Wednesday-Friday at Hotel Greenbrier, White Sulphur Springs, W. Va.

Some 450 management delegates were presented a network format designed to increase income from radio through a group of sales and programming projects. They also were warned that nothing can stop NBC-TV's onward march—not even a series of regulatory jolts or the competition of other networks or other media.

Compared to some past NBC conventions, the Wednesday-Thursday formal proceedings were quite harmonious, aside from considerable criticism of a plan to make radio programs out of recorded sound portions of TV productions.

Affiliates United

If anything, recent regulatory actions in Washington seemed to have brought affiliates into closer relationship. This was reflected in the annual report of Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NBC SPAC committee. It appeared frequently during the meetings and again at the special Thursday afternoon session of TV affiliates. A joint radio-TV affiliate meeting was scheduled Friday morning.

For aural stations, the West Virginia meetings brought new and dramatic designs that were designed to shake NBC loose from what was described as a quiet autumn selling season.

Charles R. Denny, NBC executive vice president, carried the ball for aural broadcasting, whose convention delegates indicated that they didn't want to be lost in the television shuffle. NBC was highly aware of this feeling and devoted the entire opening day's schedule to the older end of its business.

Aural stations were told NBC had invested $9 million in radio talent in the past year to insure program leadership and surround lavish production with highly saleable programs of low cost and high popularity.

NBC made it very clear, however, that it felt TV will become the most important single influence on the American scene in the minds and opinions of people.

The network said it had over $30 million invested in current TV plant plans and predicted the visual medium would be more profitable than radio. NBC-TV is sold out at night, is selling the afternoon fast and will start serious

**FUEL FOR BAB**

**NAB Group Maps Super Project**

**REVITALIZATION of Broadcast Advertising Bureau as a full-fledged, fighting sales-promotion agent for aural broadcasting moved a step nearer realization last week as BAB's national committee ironed out legal links involving organization of BAB Inc. under New York State's corporation laws.**

Still hanging fire was appointment of a permanent BAB director, at an approximate $35,000 per annum salary, to head the sales promotion bureau through the early stages of its semi-autonomous separation from NAB.

Selection of a prominent broadcasting executive and BAB's projected overall operational plan, as well as financial and staff requirements, are now under study for action by the special committee. It was not immediately known when the BAB group would convene, though a meeting is scheduled to be held in Washington shortly.

Members of the BAB Committee, who acted as incorporators of the new bureau, are serving as temporary board of directors pending election of a “new and representative” board by BAB member subscribers.

**Matter of Speculation**

Who would direct the industry's refurbished sales arm was a matter of speculation at week's end, though it was known that a prominent radio executive would be tendered the post.

Two or three prospects appeared to have ruled themselves out as possibilities following the BAB Committee meeting in New York last Tuesday and Wednesday under chairmanship of Robert D. Sweezy, WDSU-AM-FM-TV New Orleans.

The new director would succeed Hugh M. P. Higgins, who has been serving as interim head of BAB since he replaced Maurice B. Mitchell this summer. Mr. Higgins, former vice president and general manager of WMOA Marietta, Ohio, assumed the duties with the understanding that the new corporation would be free to name its own director. Mr. Mitchell, who left BAB to join NBC, is now associated with Associated Program Service.

Edgar Kobak, consultant and part-owner, WTVX Thomson, Ga., who previously had been mentioned to take over BAB's reins on a temporary basis, told Broadcasting he definitely would not be available.

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NBC Charts Course

(Continued from page 19)

out of the title and perhaps minimize TV mention on the sound broadcasts.

Mr. Denny told Broadcasting he thought the format should not be changed materially and felt the sound broadcasters’ objections perhaps were hasty. He said emphasis could be shifted from TV in the title.

Most of the Wednesday-Thursday criticism was expressed on the convention floor since the program consisted principally of prepared presentations by NBC executives. A last-minute addition to the Thursday morning TV program was a discussion of legal and regulatory problems facing TV. John Cahill, NBC board member and counsel, reviewed the color TV situation and the proposed new FCC rule restricting TV network affiliation hours. On the latter issue, Mr. Cahill suggested all licensees have a duty to inform the FCC about their feeling on the subject.

The new FCC rule runs counter to the U.S. Supreme Court decision upholding the FCC’s decade-old network monopoly rules, it was suggested. These regulations had sought to prevent network monopoly by limiting the maximum affiliation hours. Now FCC’s philosophy has shifted to limitation of both maximum and minimum hours.

‘Temporary’ Rules Hit

It also was noted during the discussion that many of the so-called temporary Commission rules tend to become permanent.

Clay Littick, WHIZ Zanesville, Ohio, warned delegates whose properties are affiliated with newspapers that the next industry FCC may go after may be newspapers. With NBC’s television plans already facing the color and restrictive-affiliation hurdles, delegates were apprised Thursday noon that FCC had tossed a third bomb in the form of a scheduled investigation of AT&T’s allocation of networking facilities. Delegates were not prepared to speculate on its effect until more details were available.

The TV affiliates adopted a resolution at the Thursday afternoon session, calling for substitution of a dollar formula for allocation of hours to the network in lieu of the present plan. Suggestion was made that an independent auditor handle the allocations.

During discussion it was explained that whereas a station might have allocated 30 hours to NBC-TV at, say, $2.00 an hour a year ago, the cord rate now has been increased to $400 an hour and therefore the formula should be changed.

In any case, network and station officials agreed they had several common fights on their hands and the need for cooperative efforts was emphasized.

Among encouraging signs in the sales side of radio and television was the prediction that some three million persons will have been added to civilian payrolls by next spring, with consumer income in 1950 to be $6 billion over 1949.

Satisfied they have a commanding lead in TV and the strongest aural radio structure, both from program and facilities view points, NBC wound up its presentation with the belief it had been the most successful of the four annual conventions.

Easily the high spot for aural broadcasters was the presentation by Mr. Denny of the four “new and revolutionary radio sales methods devised by NBC.” These methods, he said, will permit advertisers at minimum cost to obtain “high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights.”

First step in the four-point program for radio, Mr. Denny said, is Operation Tandem, of which NBC stations had learned in a closed circuit talk. This plan offers six advertisers high rotational and circulation exposure through participation in five separate one-hour program periods on different nights of the week. “What we are selling is mass circulation, and we are selling it at a very low cost,” he said. “We are convinced that this is the direction radio must take to capitalize on its strength.”

Three variations of Operation (Continued on page 30)

BROOKS, SMITH

Get NBC Vice Presidencies

TWO vice presidential appointments at NBC were announced Wednesday by President Joseph H. McConnell at the network’s fourth annual convention, held at the Hotel Greenbrier, White Sulphur Springs, W. Va.

William F. Brooks, formerly vice president in charge of news and special events, was promoted to vice president in charge of public relations.

Carleton D. Smith, director of television operation, is slated to become vice president in charge of station relations, a new post. Mr. McConnell said he would recommend election of Mr. Smith at the NBC board meeting in November.

Sheldon Hickox now serves as director of TV station relations. Easton C. Woolley has resigned as director of AM station relations to become vice president of KDYL Salt Lake City. Mr. McConnell paid tribute to Mr. Woolley in making announcement of the vice presidential appointments.

The vice presidencies are part of NBC’s continuing expansion of operations, Mr. McConnell said.

In his new position Mr. Brooks will have direct supervision of press, information and continuity departments and maintain liaison with news and special events as well as advertising and promotion departments for both radio and television.

Mr. McConnell voiced pleasure at his ability to make the new appointments within the organization and said creation of the new post for Mr. Smith places station relations at its highest within the company organization.

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MEXICO's delegates withdrew from the NARBA conference last week, shattering hopes that a unanimous North American agreement on AM channel rights could be reached at this session.

The Mexican departure spurred efforts to achieve a bilateral agreement among the remaining nations, however, and observers Friday appeared still hopeful that the key stumbling block—in the path of such a development—may yet be overcome. But U.S. authorities were insistant that any agreement provide adequate protection to U.S. interests.

If the U.S. and Cuban delegations reach a basic accord, an agreement similar to that of other delegations seemed virtually assured. Despite her walkout, observers felt Mexico would be given a chance to subscribe to any treaty that is ever in any way proposed.

It was thought, however, that such agreement must come soon or not at all—at least at this session. All of the former representatives—Canadian, Dominican and Bahaman-Jamaican—have made clear their desire to return home as soon as possible.

With Mexico's retirement, the prospect of cutting bandwidths from 10 to 9 kc—which looked large early in the week as the only alternative to complete failure of the conference—has been pushed aside, at least for the present.

There remained a probability that machinery would be established to study the question of possible channel bandwidths on a basis for future negotiations. But it was conceded that the study itself would take much time, and both Mexico and the U.S. had feared about the interference that would result from adoption of 9 kc separations in the North American nations while Central and South American countries continued to operate on a 10 kc basis.

Plenary Session Problem

The 9 kc question, which no country including the U.S. wanted to propose officially [Broadcasting, Oct. 16], was formally raised in an emergency plenary session Monday after Mexico and the U.S. had again failed to come to any fundamental agreement on their differences.

It was decided then that the conference Steering Committee would meet Tuesday to discuss procedures looking to a survey of the possibilities of 9 kc separation as a means of solving the problem of two channels and thus providing a solution of the conference's statement.

Afterward, however, the U.S. and Mexican groups met again—and this time, in their final offer, U.S. officials agreed to direction into these two U.S.-1 A-channel clear channels, WNBC New York's 660 kc and WCBS also New York's 880 kc, provided Mexican can use of the frequencies would also be directionalized.

The Mexican delegation again refused, still claiming that they should be allowed to use the channels to serve Mexican nationals within the U.S., with appropriate protection.

The next day—Wednesday—the Mexican delegates left the conference. Dr. Miguel Espejel, head of the delegation, said their departure was decided in an attempt to avoid conference failure. He expressed hope that a future conference would bring success. He said the delegation could not consider bilateral agreements now because it lacked authorization from the Mexican government, but that bilateral agreements could be made in the future, pending another conference.

The other delegates reciprocated the hope of ultimate agreement, and paid tribute to the work done by Mexico's representatives since the sessions resumed Sept. 6.

FCC Comr. Rosel Hyde, chairman of the U.S. delegation, voiced the understanding that agreement had not been reached when it had appeared so near, and assured the retiring delegation that the U.S. looks forward to continuing friendly relations with Mexican broadcast interests.

Canada's Commander C. P. Edwards, chairman of the conference, assured the Mexican delegation that "you'll have no trouble" from North American nations "encroaching on your interests."

In the meantime, reports that narrowing the bandwidth below 10 kc might be considered had stirred concern among U.S. broadcasters. Early in the week Stephen A. Cislcer, secretary of the Assn. of Independent Stations, notified Comr. Hyde that the association, representing stations in about 36 markets, had gone on record in a meeting in St. Louis unanimously urging that every effort be made to reach agreement without adopting or considering any narrowing of channels. The association recommended that FCC take a "definite stand and break national clear channels for wider and greater usage in public interest."

U. S. Views Asked

It was obvious before the 9 kc proposal came up Monday that no delegation wanted to be the one to suggest it formally. In the end, the subject just showed up on Monday's final agenda. Mexico, which had been expected to make the proposal, asked for U.S. views on the subject.

Comr. Hyde said he had been hopeful that "shared use of channels" might provide the basis for an agreement which would make all sides "reasonably happy," though he felt some U.S. interests would be less happy of all.

The U.S., he said, had been and remains quite willing to consider the viewpoints of other nations, but has been unsuccessful in reaching agreements even though she had made offers which would require adjustments in the U.S. broadcasting picture. Unless the other nations also made some concessions, he saw little chance of agreements "within the present channel system."

Answering Dr. Espejel's request for comments on the 9 kc plan specifically, he emphasized that the proposal was not made by the U.S.; that it involves many technical difficulties which have not been studied in detail, and that it should be approached with care.

Comr. Hyde suggested that all NARBA nations would be better served by a reasonable agreement than by lack of one, however, he said the U.S. delegation is prepared to "consider" any proposal for narrower bandwidths. If agreement should be reached on the basis of cut-off (Continued on page 79).

CONSTRUCTION has started on the new KCBs San Francisco 50 kw trans- mitter in Novato, Calif. Discussing progress at the Marin County site are (1 to r) Charles Hagemon, construction crew foremen; Arthur Hull Hayes, vice president for CBS in San Francisco and general manager of KCBs, and Alan Cormack, chief engi neer of KCBs.

MEXICAN Delegation Withdraws

A SMALL but vicious hurricane roared down on Miami, Fla., last Tuesday, Oct. 15, and once again radio was credited with providing outstanding public services.

The "blow," which the previous night's reports and morning papers had said would miss the Miami area to the east, skirted the Keys and bore down on Miami direct. It was the quick warnings flashed by greater Miami radio stations that enabled the Red Cross and other official agencies to evacuate the residents of the lowlands. The storm's estimated $8 million in damages.

Many radio towers were levelled and broadcasting schedules disrupted temporarily until stations could put emergency equipment in operation. WGBS Miami suffered no damage and remained on the air throughout the storm, airing telephone recorded interviews as the storm approached the south and moved north. When Miami Beach was cut off, WGBS, Fort Industry Co. outlet, relayed messages to police and disaster workers and fed other Fort Industry stations special reports. The station continued after the storm to warn against fallen wires, blocked streets and creditable with giving operators instructions necessary for safety.

WQAM Towers Down

WQAM Miami on the Venetian causeway lost two towers without damaging the transmitter or warehouse directly beneath them, a minor miracle according to Owen F. Uridge, general manager of the station. The 400-ft. tower which stood about 100 ft. out in Biscayne Bay fell to the west barely missing the transmitter building; a smaller tower crashed into a corner of the warehouse and shop. Men were in both buildings but none was hurt, it was reported.

Mr. Uridge said tentative plans already have been made for a new tower with erection expected to be completed within two or three months. In spite of the downed towers, WQAM was back on the air in less than an hour with an emergency antenna strung from the top of the Miami Daily News tower and transmitter equipment at its studios.

WWPB Miami suffered no major damage, its 384-ft. Blaw-Knox tower weathering the gale. When the city power went off at 11:59 p.m. the station went on its own emergency unit and broadcast until 4:30 a.m., when that failed. Both AM and FM carried all weather advisories and Red Cross notices. WIRK in West Palm Beach re-broadcast WWPB-FM reports.

WINZ Hollywood lost its tower, and the tower of WLRD Miami Beach was partially damaged but both were back on the air with jury rigs. WMBE Miami wasn't hurt but was forced to use an emergency generator when power failed. The station phoned eye witness accounts during the hurricane to WMBE in Nashville and WSWN Belle Glade.

WFCM Miami reported its antena tower top loading destroyed, but buildings and tower were undamaged. The station gave full cov- 0ctober 23, 1950 • Page 21
ABC SALES SPLIT
Thrower Heads AM, Ayres TV

SALES operations of ABC were split between radio and television last week.

Fred M. Thrower, vice president in charge of sales since 1942, was named vice president in charge of television sales. Charles T. Ayres, eastern radio sales manager since July 1948, was named director of radio sales.

Separate sales departments under the two chiefs will be established for radio and television. Robert E. Kliner, ABC president, announced.

Mr. Thrower entered radio as an NBC page, rose through various sales positions to become general sales manager for NBC’s Blue Network in early 1942 and vice president in charge of sales in October of that year.

Joined Navy in 1943

In 1943 he joined the Navy, returning to ABC as vice president in charge of sales in November 1945.

Mr. Ayres joined ABC’s sales department in March 1948 as an accent executive and three months later became eastern radio sales manager. Before joining ABC he was with Ruthrauff & Ryan as vice president and business manager. Prior to that he was with Hanif Metzger Agency, which was succeeded by Buchanan & Co.

KOBAK WARNING
‘Stop Running to Government’

EDGAR KOBAK, radio consultant and former MBS president, warned broadcasters to “stop running to the government when you’re in trouble” unless they are willing to accept increased governmental interference in private business. Mr. Kobak spoke at a recent meeting of the Alabama Broadcasters Assoc. at Tuscaloosa.

He said a case in point was the appeal to the FCC by two television networks for government intervention in allocations of AT&T television network facilities.

The danger of appealing to the FCC in this matter, he said, is that “the FCC may come up with a set of rules that won’t be temporary.” He referred to FCC’s proposed rule limiting the amount of programming any TV station could take from one network.

“If you don’t want the government to run your business, you’ve got to stop running to the government when you’re in trouble,” Mr. Kobak said.

SPONSORSHIP by P. Lorillard Co. (Old Gold cigarettes) of its first daytime network program is assured with signing of contract for MBS’ Queen For A Day, Mon.-Fri., beginning next Jan. 1. Present at ceremony are those network executives and advertising executives (to ri): Sacket, Frank White, Mutual president; Robert M. Ganger, executive vice president, P. Lorillard Co.; Alden James, firm’s advertising director; standing, Nicholas Keeseeley, vice president, Lennen & Mitchell, Old Gold agency; Sidney P. Allen, MBS assistant to vice president in charge of sales; Fred Reboe, Lorillard assistant advertising director. Program will be aired 11:30-12 noon.

HOLIDAY SPOT

HOLIDAY spot buying in radio and television is adding new vigor to an already active display of spot activity, Broadcasting learned in a special survey last week.

Sponsors planning spot campaigns, recently supplemented their plans, range in variety from manufacturers of expensive watches to makers of toy balloons.

One of the holiday purchasers, Wally Frank Pipes, starting in the middle of November, will use approximately 50 stations in both radio and television to purchase the purchase of pipes for Christmas gifts. The spot announcements are direct mail pulls—contracts placed through Huber Hoge & Sons, New York.

The toy balloon manufacturer, Save-By-Mail, is planning to use over 350 stations on a direct mail spot schedule. In addition, it is arranging to use a network show or two on a short term basis before Christmas.

Helbros Expanding

Helbros Watch Co., through Ray-Hirsch Co., New York, is expanding its already extensive radio and television schedule [BROADCASTING, Oct. 2] to 167 markets for Christmas promotion. The agency also is working out a post-holiday campaign for January 1951.

Merit Greeting Cards has been using a direct mail schedule for the past few months to line up saleswomen to sell the firm’s Christmas cards. Listeners were asked to write to the stations for employment, and it was understood that the responses numbered in the thousands. L. F. Herman Co., Newark, N. J., purchased the time for the greeting card company.

Among the non-holiday spot purchasers is General Foods for Certo (a jelly agent), which on Nov. 6 starts a spot announcement series on KFI Los Angeles and KCBS San Francisco through Benton & Bowles, New York. If successful, the schedule may be extended throughout the country.

Use 60 Stations

Fletcher-Castoria, through Carl S. Brown, New York, starting the last week in October is using 60 stations, five times weekly in southeast and southwest markets.

Home Test Products (cookie and doughnut makers) is preparing a 100-station schedule starting Nov. 1 for one minute transmissions in rural radio markets. Advertiser is currently using a heavy TV schedule employing three quarters of the video stations in the country. Huber Hoge & Sons, New York, is the agency.

KERSTA RESIGNS

NORAN E. KERSTA, who has been with the William Weintraub Co., New York, since Jan. 1, 1949, has resigned as director of radio and television. His duties will temporarily be assumed by Harry Trenner, vice president of the agency. Mr. Kersta will announce his future plans shortly.

PULSE EXPANDS

New Markets Added

PULSE Inc. expansion is evidenced in two directions by the announcement that the research organization will enter eight new radio and TV markets for the fall and that it has increased its sample of TV homes interviewed for Columbus (Ohio) TelePulse from 150 to 200.

Radio reports will be made for the first time for Birmingham, Buffalo, Minneapolis, New Orleans and Worcester; while the TelePulse records will be made in New Haven, Syracuse and San Francisco.

DOLBERG TO N. Y.

Becomes BMI Stations Head

TRANSFER of Glenn Dolberg, West Coast representative of Broadcast Music Inc., to its New York headquarters office as station relations director, effective Jan. 1, 1951, has been announced by BMI President Carl Haverlin. In the newly-created post, Mr. Dolberg will free Roy Harlow, vice president in charge of station service, from those duties to concentrate on BMI’s expanding services.

Mr. Dolberg has a varied broadcasting background, having served as program director of the Don Lee Broadcasting System and of KFI and KECA Los Angeles during World War II, after his association with a West Coast shipbuilding firm, Mr. Dolberg became program director of KPO San Francisco before joining BMI in 1944.

PROGRAM CLINIC

BMI Holds One-Day Project

A ONE-DAY program clinic will be held by Broadcast Music Inc., Monday, Oct. 23, at the Stevens Hotel in Chicago. Robert J. Burton, vice president of BMI, will address the group at the luncheon. Burt Squire, of BMI Chicago station relations, is chairman of the clinic.

Others on the panel are:

Ray Harlow, BMI vice president in charge of station services; Charles Bondhart, program manager, WMKB Pocono; Harry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program manager; Maggie Hill, BMI vice president for programming; Ray Wilkins, WXYZ Detroit; Al Morey, program manager, WSBM Chicago; Don Marcotte, supervisor of music, WMAG Chicago; Ernie Simmons, with Chicago; Bill Evans, WGN Chicago; Leo Fletcher, chief of music library of ABC Chicago.

About 200 persons are expected to attend the meeting.
H-R GETS TRANSIT RADIO

Pellegrin, French Join

FIRST major expansion of H-R Representatives Inc. since its formation last February will materialize Nov. 1, when Frank E. Pellegrin, vice president of Trans-IT, Inc. in charge of sales, and Carlin S. French, Transit Radio vice president, announced Friday [CLOSED CIRCUIT, Oct. 16].

Concurrently with the addition of these two new executives, H-R will assume the national sales representation of Transit Radio's 19 FM stations, Mr. Headley said. Allan W. Kerr, now a member of the New York sales staff of Transit Radio and formerly with CBS, Free & Peters and WPIX (TV) New York, will join H-R as an account executive on Nov. 1.

Mr. Pellegrin has a background of 18 years in radio, including a seven-year term as director of the NAB broadcast advertising department from 1940 to 1947. His service there was interrupted by a three-year wartime hiatus during which he was officer in charge of the planning section of the radio division of the War Dept.'s Bureau of Public Relations. He served overseas for 19 months and made three D-Day landings, going on inactive status in 1945 with the rank of lieutenant colonel.

Pellegrin KSTL Founder

In 1948 Mr. Pellegrin founded KSTL St. Louis, putting it on the air in three months and "in the black" in five. He is vice president of that station's operating company; secretary-treasurer of WATO Oak Ridge, and a stockholder of Hamtramck Radio Corp., applicant for a station in Hamtramck. Mr. Pellegrin is currently sales vice president of Transit Radio at its last board meeting Oct. 12 in Cincinnati.

Mr. French entered radio after 15 years as a newspaper advertising executive of Hearst newspapers in New York and Chicago. He was owner-operator of WTMV East St. Louis, general manager of the radio department of Lorenzen & Thompson, newspaper and station representative, and is now western sales manager of Transit Radio with offices in Chicago. He will be associated with Dwight S. Reed, H-R executive vice president, in Chicago, after Nov. 1. Mr. French also is part owner of WATO and WATO-FM, Mo.

H-R Representatives Inc. was organized early this year after its principals had resigned from Headley-Reed Co., station representative firm of which Mr. Headley had been president and Mr. Reed vice president. [BROADCASTING, Feb. 20]. H-R currently represents KMPF Los Angeles, WBOK Rockford, WPBG Altoona, WJIM-AM-TV Lansing, WFGF Kalamazoo, WONS Hartford, KXXX Colby, Kan., and WMAY Springfield, Ill. WJW Cleveland will join the H-R station list on Jan. 1.

C. L. Thomas, president of Transit Radio, said he felt the move was a definite step forward for the Transit group. He pointed out that the connection with H-R would give them five regional offices instead of the two they have had until now and would materially increase the number of salesmen selling for the firm.

H-R maintains headquarters in New York's Chrysler Bldg. and territorial offices in Chicago and San Francisco. Plans call for the establishment of new regional offices in Los Angeles and Atlanta after the first of the year and also for expanded space in New York and Chicago.

NEW members Frank E. Pellegrin and Carlin S. French are welcomed by the board of H-R Representatives Inc.

Pellegrin, French Join

Wis. Cites 'Lottery' Shows

ATTORNEY GENERAL Thomas E. Fairchild of Wisconsin declared Thursday that seven radio and television programs aired in Milwaukee are lotteries. Some of the programs cited already had been dropped voluntarily by the stations involved. Stop The Music, both AM and TV, was among those listed.

The attorney general had been asked last July by District Attorney William J. McCauley of Milwaukee County for an opinion on the legality of the programs. Shortly before this request was made, WMAW Milwaukee was ordered to take its giveaway program Lucky Social Security Numbers off the air. Thursday's decision is believed to have resulted from an investigation of all Milwaukee radio and television giveaway shows, made at the urging of WMAW's General Manager Jack Bundy.

Programs cited are: Stop The Music (ABC network), WMAW and WTMJ-TV; Jackpot Quiz, WTMJ; Tello-Test, WISN; Bread Quiz No. 1, WISN; Bread Quiz No. 2, WISN; Radio Auction, WMIL (off the air); Food for Thought, WTMJ-TV (off the air).

Although signed by Attorney General Fairchild, the opinion was written by William A. Platz, an assistant attorney general of the state, who said that all of the programs contained the three elements necessary to a lottery under Wisconsin Law—prize, chance and consideration. Mr. Platz disclosed he used wire recordings, scripts and descriptions of programs contained in advertisements in arriving at his decision.

The Journal Co. immediately cancelled its two programs—Jackpot Quiz on WTMJ and Stop the Music on WTMJ-TV—as of Thursday without awaiting any district attorney's complaints," Walter Damm, general manager of the stations, told BROADCASTING. Other stations reportedly had taken no action.

'No Comment'

Louis G. Cowan, president of the firm which produces Stop the Music, had "no comment until I have time to study the facts," and ABC was awaiting official notification from the Wisconsin attorney general's office. NAB was not prepared to issue a statement.

BROADCASTING learned that Deputy District Attorney Joseph E. Tierney of Milwaukee County and Mr. Bundy conferred with the attorney general in Madison last July, shortly before the probe of Milwaukee giveaways was started. At this meeting, Mr. Tierney was asked to prepare a list of programs which might be in violation of the state's lottery laws. Stations cited in the opinion were those on Mr. Tierney's original list as submitted to the assistant attorney general for further study.

In his opinion, Mr. Platz said consideration did not necessarily have to involve money, that merely entering a store to obtain information about a lottery, or a coupon, would be sufficient grounds.

"The enticing of an audience for a radio program under the inducement of winning a prize by chance is consideration accruing to the station and to the sponsors," he said.

"That Stop The Music is a lottery within the principles hereunder stated is too clear to require further comment. In the Jackpot Quiz, the listener is required to find the name of a bread salesman in his neighborhood, and his attempt to get the name is of great value to the sponsor," he noted.

Bread Quiz No. 1 was described as requiring a person to listen to a question, then go to the stores, and look at ads, to obtain clues to answers. Bread Quiz No. 2 required listening to a program to get a question, the answer to which listener must find. Tello-Test is a program designed "to increase the radio audience," Mr. Platz noted, and Radio Auction involves auctioning of articles for which pay was in stage money "obtained from mer-

(Continued on page 28)
"I can spot a radio customer he's acquainted with product or..."

Add Arrow Typewriter Co.

THE GOING was very slippery when Arrow Typewriter Co., Washington, D. C., got its feet wet in the business world late in the post-war era. Now the typewriter repair-rental-sale enterprise is on high, dry ground thanks to a continuous campaign on radio.

Many factors have contributed to Arrow's success, especially the up sales of new portables via the air waves. Most instrumental, however, is the shop's owner, James F. O'Donnell.

Talk radio with Mr. O'Donnell and it is evident that he inhales the ether like a veteran. He can quickly haul out charts and figures to show how radio built up his sales from a small investment in a manner reminiscent of the beanstalk in the familiar fable about Jack.

Radio Spots Used

On Limited Basis

Mr. O'Donnell planted his first business seed in March 1948. A former typewriter repairman and government worker, Mr. O'Donnell, convinced that he wanted a shop of his own, opened his typewriter repair enterprise at 604 F St. N. W., less than a block from Hecht's Department Store.

While studying his business, Mr. O'Donnell began testing radio pretty much as one would shop for a good insurance policy. The first time, he set aside $15 per month for one minute spot per week over WPIK, an independent daytime station in Alexandria, Va. He watched for a return.

The spots placed at this time, Mr. O'Donnell explained, were point up servicing of home and office machines. "I got a few nibbles from this type of advertising," he says, "and surprisingly enough of them clicked to make it pay."

During this time, Mr. O'Donnell gave radio a lot of thought. If the first few radio trys could kindle some success, he reasoned, why couldn't a more thorough and scientific use of radio bring about a good measure of success?

Exactly a year after he opened his shop, Mr. O'Donnell began placing three 30-second spots, seven days a week over WPIK.

As is his way, Mr. O'Donnell likes to do things himself. This practice he carries over into his radio treatment. He writes all copy, arranges billing, and is his own announcer.

Before launching the radio advertising schedule, Mr. O'Donnell knew where he was heading. By surveys, telephoning and personally interviewing people in his marketing area, he found WPIK's coverage radius reached the people he wanted to sell. Most important, he discovered a good many potential portable buyers were regular WPIK listeners.

Simple Sales Pitch Found Most Effective

A few more discoveries popped up, all of which proved profitable later. Mr. O'Donnell found that in a good amount of his copy he had stressed too many varied things. He decided to make his sales pitch simple and to the point—taking a single item and stressing only that. Stress would be on sales because "I've found that radio can't tell the people about a whole list of service items in a half-minute's time."

Mr. O'Donnell continues, "Radio may uncover a few people that would be interested in having a typewriter repaired or to rent a machine. But its effectiveness is sales power."

Mr. O'Donnell didn't have to be told he was on the right track; his sales chart showed it. "By giving this a chance," he found that his short announcements, aired three times a day to reach as many people as possible, began to build up his store's name in the WPIK listeners' area.

Experimenting further, he found it was best to advertise a portable for sale which would fill a specific need. "Just any typewriter for sale is not important to people," he says, "but when you narrow it down to a purpose then you have something extra to sell."

Mr. O'Donnell soon recognized that when he advertised around school graduation time in May-June, he found people entering the store who were interested in buying a typewriter to give as a graduation gift. When he advertised a portable with emphasis on its practical use, a Yuletide gift in the late fall, a host of people would come in to Arrow to purchase one of the machines as a Christmas gift. In this same way, students in the cosmopolitan Washington area would respond to announcements pointing out machine models which could type in a half-dozen different languages.

Specialization now firmly established, Mr. O'Donnell went a bit farther. He advertised Spanish-speaking portables over a Spanish language program at WPIK. Response to the copy read in Spanish, he observed, was gratifying. Now he is doing similar advertising on a Greek language program over the same station. In one day, Arrow sold five Greek adapted machines.

Mr. O'Donnell always has advertised on WPIK. As he explains it in his direct manner, "My success over the station has been phenomenal. So I continue to advertise on WPIK." Other media? To answer that question, Mr. O'Donnell has to dig far. Here and there he finds some record of token newspaper advertising, nothing as yet on television.

His present campaign? "Now," he says, "I am concentrating on advertising machines which are fitted with keyboards especially adaptable to particular needs of professions." Mr. O'Donnell does not advertise just for the sake of advertising. He has a purpose and he knows the needs in his market area.

Here's what only a few of his records show:

After continually advertising rentals or sales of machines for business offices, college students, news correspondents, he stopped that type of appeal in May 1949. In five weeks, 22 portables were sold. Nearly all the buyers had remembered hearing of Arrow on the radio.

O'Donnell Convinced

Of Radio's Impact

Mr. O'Donnell then was convinced that "the only way the typewriter could be kept moving was through radio advertising." In July-August of that year, he sold 19 International Portable machines (Royal) at $97.50 each, resulting direct from Spanish broadcasts.

At the May 1950 "Home Show" (Continued on page 78)

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Broadcasting • Telecasting
**HOOPERECORDING**

AN AUTOMATIC system of broadcast audience measurement capable of delivering reports on today's listening from 6 a.m. to midnight at 11 tomorrowmorning is operat- ing on any particular program audience immediately after the end of the broadcast or even while it is still on the air, was described Tuesday by C. E. Hooper, president of C. E. Hooper Inc., at a news conference in New York.

System begins with a tuning switch installed in a broadcast re- ceiver, which can be AM, FM or TV, although at the outset plans call for measuring only AM and TV program reception, Mr. Hooper said. Switches can be installed in up to five receivers in a dwelling unit, home or apartment, from which wires (flat tapes to run under rugs) lead to a transmitter boxes (9" by 5" by 6") installed in a closet or other inconspicuous place.

From the transmitters in up to four apartments in any building, wires run to the basement where they connect with lines to the central office of the telephone company. Lines from up to 32 buildings, in any number of zones, can be handled at the central office, where the reports of dial tunings of 200 sets (an average of 2 1/2 sets to an apartment, 32 apartments to a building for 32 buildings) are transmitted to a Hooper office and there recorded on a tape.

Continuous Reporting

To scan and report on the dial tuning of a set takes 1 1/4 seconds, so the complete zone report on 200 sets is completed and recorded at Hooper headquarters five minutes later. Then the scanning-reporting process starts all over again, delivering a continuous tape record that covers tuning at five-minute intervals for each set throughout the hours the system in operation.

With one recorder for each zone, the number of recorders in the Hooper office correspond to the number of phone company zones in the city in which the audience measurement is being made—nine in New York, for example. At the end of each five minutes the figures on the various recorders are totaled on a totalizer, showing the number of sets sampled tuned to each station or not in operation during the five-minute period.

In New York, Mr. Hooper plans to measure more than 1,000 sets in 720 dwelling units. The installations will be made so as to provide a sample of various types of family groups making up sections of the city. In that way, the rating figures for the sample will be project- able to the complete radio and TV audience of the city, he pointed out. Sample changes will be made at the rate of 2% a month to keep the sample representative, Mr. Hooper explained.

The Hooperecording system is a "servo-mechanism," Mr. Hooper said, resulting from experiments started in July 1943 when the use of radar in World War II was first reported, and perfected during the past two years under the direction of John E. Hooper, vice presi- dent in charge of development of the Hooper organization. The vari- ous mechanical devices utilized in the system are many; stock parts are more readily available, for example, for the keys which print the figures on the tape in the recorder, Mr. Hooper said. He explained that the use of the system, not its parts, is what is patentable and stated that broad patent applications for the system were filed last March.

Negotiations for the installation of reporting equipment in homes in New York and Los Angeles already have been completed with the telephone companies in those cities. Mr. Hooper said, and the first installations probably will be made there, extending gradually to other metropolitan centers. Inci- dentally, he said, the service is not limited to telephone homes as the wires connecting the homes with telephone company offices are not telephone sets but those used for special services, such as fire or burglar alarms.

Beginning with a service area confined within the city limits, the system will probably be extended to cover complete metropolitan service areas, Mr. Hooper explained, covering homes within a 50-mile radius of the city for a TV-only service and perhaps twice that distance for commercial and TV service. An advantage of the Hooperecording system over the telephone calls used in the regular Hooper service, he noted, is that sets can be installed in small communities where telephone in- terviews would be annoyingly repeti- tious.

Mr. Hooper is meeting today (OCT. 28) with the TV broadcasters of Los Angeles and tomorrow and Wednesday with the TV group of the Chamber of Commerce in that city, he said, adding that it is quite possible that the first installa- tions of his new mechanical reporting system will be made in that city, although he hopes to have it in operation both there and in New York by spring of 1951.

Low Cost Cited

Stating that a month's reports of this system would equal 4,700-000 telephone calls, Mr. Hooper said that the cost would be less than 1/100 of a cent per call, a remark- ably low unit cost. However, he added, the overall cost is not low. He estimated that if a dozen stations were contracted for the service in New York, it would cost each one about $1,500 a month, while if it were limited to TV stations only the cost would be $1,750 a month.

Comparing the service with the semi-automatic Radox, he said that "it is estimated that Hooperecording service costs $4,000 less per month than Radox for the first year in New York, assuming all equipment and installation costs of both were written off during the first year, and $5,500 per month less than Radox beginning the second year and thereafter."

In presenting the new mechanical automatic reporting system, Mr. Hooper made plain that he has no plans for discontinuing any of his current reporting services utilizing the coincidental telephone interview method and that they will be continued as long as they are needed. Eventually, it is pos- sible that they may give way to the new system, but that is some- thing for the future to determine, he said, emphasis being placed on the immediate future all Hooper subscri- bers may be assured that the service they are currently receiving will be forthcoming without change.

**NEW DEVICE SHOWN**

**LIBEL DAMAGES ISSUE**

QUESTION of how much protection newspapers or broadcasters when libelous matter is printed or broadcast is expected to be answered by the U. S. Supreme Court which last week agreed to hear the case involves California's libel law, which applies to both newspaper and radio, and grew out of a suit against the Southern Cal- ifornia Associated Newspapers by Erwin P. Werner, former city at- torney of Los Angeles.

Point of contention is the Constitu- tionality of a state law ex- cepting broadcasters, or publish- ers, from paying general damages providing a retraction is broad- cast, or printed.

In the California case, Mr. Wer- ner sought to bar a retracement of an allegedly libelous newspaper story, thereby barring a damage suit unless he could prove specific damages to his business or prop- erty.

Last April, the California State Supreme Court had ruled the sta- tute as not violating the State Con- stitution and as not failing to give judicial protection of personal liberty. A month later, the court refused a rehearing. The originating court also had ruled the law constitutional but was re- versed by an appeals court.

Charging libel per se, the plaintiff (Mr. Werner) contended, that while California grants a person the right to write or speak his mind freely, he can be held liable for the printed matter he has spoken. Abuse of that right, Mr. Werner's attorneys argued, sub- jects the violator to penalties.

Legal Questions Raised

It was argued further that the state can't remove money damages nor substitute a retraction for the right to general damages for inju- ries incurred. Also challenged was whether the state may "con- stitutionally destroy" the legal protec- tion of one's "good name and one's reputation." Damages, to- tally $4,000, were sought.

According to California's law on libel: If a retraction is printed or broadcast in a "conspiratory man- ner in the newspaper or on the broadcasting station as were the statements claimed to be libelous" within 20 days after "knowledge of publication or broadcast of the statements claimed to be libelous," the person libelled can recover only special damages.

If a correction is asked but not published, the libelled (if the mat- ter is proved to libelous in court) may recover general, special plus exemplary damages. Latter damages may be recovered only if "actual malice" in publication or broadcast is proved.

In considering the case, the State Supreme Court had ruled in a split (6-2) decision that the state can substitute a retraction for money damages. In its opinion, the court said:

Plaintiff contended . . . a person who defames another must be fully responsible for any damage caused thereby, and that the substitution of a retraction for all but special dam- ages is an unconstitutional attempt to restrict newspapers and radio sta- tions from full responsibility for the (Continued on page 78)

In SCOTUS Review

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ELECTION NIGHT

Special Shows Planned By Major Networks

SPECIAL programs for election night, Nov. 7, are planned by all the major networks.

MBB will devote the entire evening to election reporting, bridging the gaps with musical features. CBS, NBC and ABC will interrupt scheduled programs throughout the evening for bulletins. Liberty Broadcasting will carry special programs throughout the evening, with pick-ups from various key points.

CBS plans a coast-to-coast round-up of results at 10 p.m. and lasting for a scheduled quarter-hour of news analysis, until the main contests have been decided. A special staff of tabulators and tabulators will assist in analyzing the returns.

MBB will set up a "network within a network," stationing at vantage points throughout the country. Cecil Brown, Bill Cunningham, Cedric Foster, Les Higbe, William Hillman, Robert R. Hurley, Everett Hollos, Joseph McCaffrey and Major George Fielding Elliot.

A somewhat similar system will be used by ABC, which is setting up seven regional desks linked by wires leased for the occasion. Commentators in each region will summarize the trend there, and then fit it into the countrywide picture. Staff members standing by in several regions will include Elean Davis, Erwin D. Canham, Walter Kierman, George Sokolsky, H. R. Bieuthke, Martin Agronsky, John B. Breeds, Edwin C. Hill, Robert Montgomery, Henry J. Taylor, Paul Harvey, John Edwards, John Daly, Taylor Grant, Pauline Frederick, Gordon Fraser, Julian Anthony and Don Gardiner.

NBC plans an "election roundtable" at 12 m.-12:30 a.m., following 30 minutes of election summaries.

AIMS

Meets in St. Louis

CONFIDENCE in future of AM radio, with particular emphasis on the independent station outlook, was expressed by members of AIMS (Asso. of Independent Metropolitan Stations) at its annual fall convention, held at the Lennox Hotel, St. Louis, Oct. 16-18.

AIMS members pointed to increases in national and local business, and a majority indicated they have been affected least of all by television invasion, noting that boosted sales in TV manufacturing, who turned to independents to sell their sets. It also was pointed out that nighttime network buyers are dropping part of their budgets to daytime spot radio.

The AIMS group, under the chairmanship of William E. Ware, KSTL St. Louis, also adopted for submission to FCC a resolution urging the U.S. Delegation to make every effort to reach a NARAF agreement now without narrowing channels. It also recommended that FCC "take a definite stand and break national clear channels for wider and greater usage in public interest."

On the dotted line...

CINCINNATI U. grid sponsorship on WCPO-AM-FM. Cincinnati is ar- ranged for (seated, l to r) W. C. Heinz, Cincinnati Oil Works; Glenn Clark, WCPO station dir.; (standing) B. E. Murray, Cincinnati Oil; Walt Hoyt, WCPO; James Heckin, Hoehne! Adv. Agency; Bill Gilmore and Robert Spina, WCPO.

FOURTH consecutive renewal of aerial rights to WWCO Waterbury, Conn., is made official by Adam J. Bizzuito, owner.该项权利由模特 ck 负责。

PACT for Mon.-Fri., five-minute, 32-weeks of late evening news on WTAM Cleveland is completed by Wm. Barkhurt, president, Bean's Pickering Co., Akron. Planned are L. Gallagher, WTAM sales manager, looks on. Newscaster Tom Field will handle shows. Fuller & Smith & Ross is account agency.

IN mammoth Wichita Falls, Tex., deal Ellis Head, pres., Head Brothers Furniture Stores, renews Welcome to Hollywood, and signs for two other shows, each five times weekly on KFDX. At left is Sid Grayson, KFDX local sales manager. Right is Doc Warren, show organizer, and D. A. Cunnan (seated), KFDX president.

STANDARD Oil of Neb. takes U. of Nebraska games on KFAB Lincoln for third straight year. Harry Burke, KFAB general manager, watches John Hoy, Standard’s district manager, complete the contract.

NOTRE DAME games on WNBW Wor- cester are taken by Brownell & Field Co. (Auditorium) as of Tod to T. Ted Williams, Morton-Nazes Adv. Agency; T. T. McCaw Jr., WNBW commercial manager; Richard Fields, sponcer firn; John J. Hurley, station general manager.

Special Shows Planned By Major Networks

RADIO and television stations in Pittsburgh derived additional revenue from department stores and other businesses during the recent mailers' and drivers' strike that suspended publication of the city's three daily newspapers.

Outgrowth of the strike, which began Oct. 2, was an increase in number of newscasts, inauguration of new TV shows, and an announcement of paid features, heretofore within the exclusive domain of the newspaper field.

Two large department stores—Gimbels and the Joseph Forre Co.—started their own TV shows on WDTV(TV). Many retailers were reduced to circulation of handbills because of scarcity of radio time. KQV added eight news segments to its normal schedule, according to Bill Burns, station news director, who increased his own news cast schedule from one to three per day.

PAPER STRIKE

Spurs Pittsburgh News Casts

NAB District Meetings


Nov. 9-10: Dist. 5, Astor Hotel, At- lanta.

Oct. 23: BMI Program Clinic, Stevens Hotel, Chicago.


Oct. 29-Nov. 4: National Radio & Tele vision Week.

Oct. 30-Nov. 1: Theatre Owners of America Convention, Shamrock Ro- tel, Houston.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn., Hotel Syracuse, Syracuse, N. Y.

Oct. 31-Nov. 1: AAAA Eastern Confer- ence, Roosevelt Hotel, New York.

BROADCASTING • Telecasting
Radio Club Views 'Channels'

**GROWING interest in the movement to conduct a test survey designed to measure relative accuracy of Hooper, Pulse and other audience ratings has developed and a special committee proceeds with its study of the whole situation. The idea developed out of a proposal by Stanley G. Breyer, commercial manager of KJBS San Francisco, who voiced industrywide concern over the difference in survey results.**

Dr. Kenneth H. Baker, NAB research director and operating head of BMB, is chairman of a committee formed by Mr. Breyer to investigate the situation [Broadcasting, Sept. 4]. This committee is writing a final report to be ready in mid- November. The report will propose experimental tests and from the results of both the committee and the testing companies conclusions can be drawn.

**Data Requested**

The task of outlining specifications for a proper test of local audience-size measurement services involves careful study and planning. Organizations now working in the field have been asked to supply data on their operations.

**Frank E. Pellegrin, vice president of Transit Radio Inc. and broadcasting consultant, observed last week that Mr. Breyer's question is “clear-cut and deserves a clear-cut answer.” Others have taken the same viewpoint. Two typical letters follow:**

**EDITOR, BROADCASTING:**

It has been two months since Stanley Breyer of KJBS San Francisco proposed a test to determine the relative accuracy of Hooper and Pulse ratings. What has happened to it? Is the test going to be made, or not? It is easy for good ideas like this to cool off. They can get relegated to a committee and die there... Station owners and others continue to pay heavy monthly research bills to a variety of research companies, and still do not know what the answer to Mr. Breyer's question is. It is a clear-cut question and deserves a clear-cut answer.

As he put it, different researchers purporting to measure approximately the same thing (radio listenership) cannot come up with widely divergent answers and all claim to be right. Somebody must be right, or somebody wrong. The fault lies in the method, well and good, but then the question becomes: Which method is best suited to give the correct answer?...

**Frank E. Pellegrin**  
*Vice President*  
*Transit Radio Inc.*  
*New York*

**EDITOR, BROADCASTING:** Just two simple questions but they have heavy overtones: The first, what has happened to the rating controversy begun by Stan Breyer at KJBS which had so much favorable publicity? The second, now that the industry-wide committee has met several times, will some conclusive result be issued soon?

Herbert L. Bachman  
*Dir., Promotion-Research*  
*Headley-Seed Co.*  
*New York*

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*Page 27*
MEETING at the Albany NAB session, William Fay (2d l), WHAM Rochester, N. Y., and District 2 director, receives a hearty handshake from the retiring director, Michael R. Hanno, WHCU Ithaca. Looking on are (l to r); Oscar F. Soule, WFBL Syracuse; C. A. Bengston, WINR Binghamton, N. Y.; James Howe, WCTC New Brunswick, N. J.

LINCOLN NETWORK
New Illinois Group Starts

ABE LINCOLN NETWORK, comprising six Illinois stations, started daily programming of two 15-minute periods Oct. 16. Membership includes WCIL Carbondale, WHOV Clinton, WLID-AM FM Mattoon, WMIX-AM-FM Mt. Vernon, WROY Carmi and WVIN Olney. J. R. Livesey, president of WLID, was named chairman at a meeting Oct. 15.

Live organ recital, featuring Ken Jakie, is fed from WLID-FM from 1:15 to 1:30 p.m., and news round-ups originate from WLID-FM and WMIX-FM from 1:45 to 2 p.m.

Two minutes of news is supplied by each station during the period, with FM stations picking up reports from other stations by AM and then relaying by FM. Network is strictly non-commercial.

Mrs. John D. Ewing

MRS. JOHN D. EWING, wife of the Louisiana publisher and radio station owner, died Oct. 12 at Gulfport, Miss. Mrs. Ewing is owner of KWKH Shreveport and KTHS Hot Springs, Ark., publisher of the Shreveport Times and president of the News-World Publishing Co., which publishes the Monroe (La.) World and Monroe News-Star.

NAB DIST. 2
Seeks Set Measuring Plan

A RESOLUTION directing William B. Fay, WHAM Rochester, NAB District 2 director, to request the NAB board at its November session to research a means for measuring TV set manufacture and distribution was adopted by District 2 delegates meeting at the Ten Eyck Hotel, Albany, N. Y., Oct. 12-13.

In a second resolution, Mr. Fay was directed to appoint an emergency committee under his chairmanship of New York and New Jersey broadcasters which would set up immediately a "bistate emergency disaster network" as requested by Gen. Lucius D. Clay, New York civil defense chairman [BROADCASTING, Oct. 16].

Although Mr. Fay has not yet announced the members of the committee and its plans, Gen. Clay's letter calling for establishment of a disaster network listed three "major" activities:

1. To teach the public self-protection if an A-bomb attack should come;
2. To warn the public of an impending attack, and
3. To notify the public to evacuate target areas, or to prepare to receive evacuees from other areas.

Gen. Clay's letter went on to say:

You and your members are aware that ignorance and indifference are the greatest danger in an A-bomb attack. That fact was established at both Hiroshima and Nagasaki. Your networks can be a major factor in consistently educating the public to the danger of an A-bomb emergency as affecting the individual, his family and his neighborhood.

A small stations meeting, led by Si Goldman, WJTN Jamestown, N. Y., was told of two successful promotions. One involved distribution of tags to voters as they registered, followed by the awarding of prizes to children and school classes collecting the highest number of such tags. Another was a Meet the Sponsor program.

STARS AND BARS
WRC's Herson Goes 1865

A LOT of Confederate money may be passed in the nation's capital beginning today, Oct. 23. This is the date set by WRC Washington's Bill Herson (morning m.c.) to turn his studio into an 1865 clearing house—or so it will seem to the NBC station's listeners.

By courtesy of Mr. Herson and WRC, Confederate bills will become legal tender for the purchase of a $525 RCA combination AM-FM-TV set with 16-inch picture tube. Set is to be purchased by the listener mailing in bids on the highest number (not the face value) of bills he or she can pay. On Nov. 18, the listener quoted by Banker Herson with the highest number will be asked to produce the bills and the "buyer" then can take title to his new receiver.

With this "fair and square" sale slated for Nov. 20, WRC by then expects attics and other old storage places in the nation's capital to be thoroughly raided for that "valueless" money.
You get a lot for a little*

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE
Tandem have been developed, Mr. Denny said. A new package, Night and Day, merges the only open daytime periods, Break the Bank on Tuesday and Thursday, and Nero Wolfe Friday evening. This is intended for sale to three advertisers whose announcements appear on each show and rotate on a three-week schedule, costing each sponsor a third of the combined time and talent, with facilities at card rates.

For a total weekly cost of about $1,150, Mr. Denny said, each advertiser reaches the large family audience once a week in the evening and the housewife audience twice a week in daytime, an audience of 11.5 million different people each week at a cost of 81 cents per 1,000 advertising impressions.

Use Both Denny Urges

Another combination, Sights and Sound, said Mr. Denny, “marries the broadcast media to give the participating advertisers the benefits of each medium at cost far less than he could buy one of the media for himself alone.”

The Sunday evening 10:30 period was picked for this combination, to be programmed with a comedy-varietv show using a person like Phil Baker as m.c. Format would be simulcast, or the radio show could be done on tape, Mr. Denny said. He explained the combination would be offered three sponsors who would receive “exposure in each show through rotating announcements.” Cost per thousand for radio plus TV is far lower than if bought individually, he said, providing “access to the radio audience without losing the television audience.”

Final sales device proposed by Mr. Denny is titled This Is Television, which he called the “most exciting of all” and which brought mixed reaction. Mr. Denny described the project, slated tentatively for 8-9 p.m. Friday, this way:

This is a completely new type of radio show. It is designed for advertisers already in television and it gives them something that they can’t get on that medium—access to the 34 million families who have radio but no television. It delivers this mass audience at a small additional cost, and it permits the advertiser to get a greater added value out of his television talent investment. It will cost an advertiser about $7,500 a week in time and talent.

This is how the idea works. We start out with the top NBC-produced television reviews—shows like the Saturday Night Dinner with Jack Carter, Sid Caesar, Imogene Coca, Marguerite Piazza, and other headliners and guest stars; the Wednesday night show with Ed Wynn, Jimmy Durante, Danny Thomas and Jack Carson; and the Sunday Night Comedy Hour, with Eddie Cantor, Fred Allen, Martin & Lewis, and Bobby Clark.

Out of this wealth of material, we tape six highlights, each with a different star. We edit and assemble the tapes into a smoothly flowing hour show for radio and we integrate it with an m.c. and an orchestra.

Then we sell the radio show to the six television sponsors who are identified with the performers included in it. Each advertiser’s advertisement is slotted next to the highlight from his television show. Each advertiser pays one-sixth of the hour radio rate plus one-sixth of the additional talent and union costs for radio use of the television material, plus orchestra, m.c. and other new elements.

We have been experimenting with this format and we’ve run through several different versions in the past month. The result is simply astounding. What we come out with is a fast paced, bright variety show, full of action and excitement. And although it is based on television material, you’d never guess from listening to it that it wasn’t built for radio in the first place.

As opening speaker Wednesday nights, Niles Trammell, chairman of the board, said radio will have to do things it has never done before as the medium grows, with TV and radio a combination, giving it supremacy in both media. Radio will fail “only if we are too rigid or too stubborn to adjust to it new requirements.” he declared.

Looking into the future, Mr. Trammell suggested that by 1975 TV will reach its full maturity, blanketing the nation as radio does and succeeding radio as the primary broadcast medium. Radio will provide a supplementary service, he said, including specialized features. Perhaps radio will be sold in combination with TV in 10, 15 or 25 years, he said.

Noting that radio has 44 million families to TV’s 8 million, he said 33 million radio families have no TV. Radio gives advertisers a more comprehensive audience now and for some years to come, he said.

Mr. Trammell recalled radio’s World War II public service and declared radio and TV provide the only means of alerting the nation instantaneously.

Joseph H. McConnell, NBC president, said evening network has become harder to sell. Claiming NBC has long led in facilities, he said the network is building programs for top ratings at key points in the schedule and is developing a wide variety of moderately priced shows, both to attract and maintain the advertiser. In the past year, he reminded, NBC has spent $9 million on radio talent and shows, resulting in some of the network’s leading performers.

Referring to the Assn. of National Advertisers report calling for reduced AM rates in view of television’s progress, Mr. McConnell said the confidence of advertisers in network radio must be restored. NBC is starting a big research drive and an active sales campaign, he said.

As to TV, Mr. McConnell said the job has been made more difficult by FCC’s adoption of incompatible color and its proposed rules to restrict stations in selecting TV network service.

NBC is strengthening its daytime TV service, according to Mr. McConnell, with evenings sub-

Continued on page 52
DEARBORN STATION CAPTURES DETROIT WITH LUCKY NUMBERS

PROGRAM PUBLIC SERVICE FEATURE, WKMH

"LUCKY SOCIAL SECURITY NUMBERS"-

"Lucky Social Security Numbers have definitely increased listener interest to the 1310 spot on Detroit's radio dials."

Incidentally the 1310 Social Security office came to us and asked our help in publicizing the revised aspects of the new Social Security law recently signed by the President. We are doing this on our LUCKY SOCIAL SECURITY NUMBERS program. It's working very successfully and we, consequently, are able to make this Social Security gimmick a public service of value. (Signed) Walter Patterson, V.P., WKMH, Dearborn, Mich.

GREATEST STIMULANT IN RADIO TODAY SAYS WDUN

Completely Sold Out in 8 Days!

"WDUN considers LUCKY SOCIAL SECURITY NUMBERS the greatest stimulant in radio today."

We have had phenomenal results in less than a week's time. After the second day it was literally 'the talk of the town.' We sold every number in eight days time! WDUN has 26 different advertisers. Lucky Numbers, the most satisfied customers this station has ever had. Two of the above advertisers have purchased eight time signals a day since the stunt went into effect.

Perhaps the biggest effect the LUCKY SOCIAL SECURITY NUMBERS PROGRAM brought to our station is the fact that only a few weeks before it began, our competitor had in their hands a survey that was most favorable to them than it was to us. LUCKY NUMBERS stopped their sales story from the survey overnight. So my recommendation is that anyone behind in their Hoopers will find that LUCKY SOCIAL SECURITY NUMBERS will easily make them the 'listener's choice' overnight." (Signed) John W. Jacobs, Jr., Gen'l. Mgr., WDUN, Gainsville, Ga.

LUCKY NUMBERS MOST VALUABLE TIME ON WKAX

Builds Biggest Audience In Town

"LUCKY SOCIAL SECURITY NUMBERS builds big audiences quicker... holds audiences longer than any radio program we've ever put on the air. It has become the most valuable time on our schedule. Check after check shows we have the biggest audience in town when LUCKY SOCIAL SECURITY NUMBERS is on the air." (Signed) Glenn V. Tingley, Mgr., WKAX, Birmingham, Ala.

Over 70 other stations now using this show throughout the U.S.A. . . .

ATTENTION, STATION MANAGERS

If you want results like these... if you want your station to be the one offering $100 every hour, $1,000 per day in your area, wire or phone for complete details and sample transcription NOW. No obligation, of course.

NOTE: We've just signed twenty new stations as this ad goes to press... more coming in every hour!

ATTENTION, TIME BUYERS

You can get these spectacular premium audiences for your commercials. Write for complete list of subscribing stations. If not now in market you wish to cover, we can arrange to make LUCKY SOCIAL SECURITY NUMBERS available in that community. Sample transcription sent free on request.

LUCKY SOCIAL SECURITY NUMBERS

Copyrighted by: MAURICE AZRAEL

1000 N. Charles Street

Baltimore 1, Maryland

Phone Mulberry 2532

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NBC Charts Course
(Continued from page 39)

tially sold out. Participation and associate memberships are limited to advertisers in meeting high TV production costs.

Mr. McConnell was confident radio will be maintained as the lowest-cost entertainment medium and TV will become even more profitable than radio.

NBC has started a drive to step up radio coverage by tape, according to William F. Brooks, newly named vice president in charge of public relations (see story page 20). Noting the public's overwhelming desire for news by radio, he said that in event of general war, broadcast news rooms would be the nation's first line of defense.

NBC correspondents everywhere have now been equipped with tape recorders to transport listeners right to the scene of the news every 15 minutes and any possible trouble spots have been mapped for any eventuality, he said.

Mr. Brooks described tape as the outstanding improvement in radio news. He reminded that 15% of all radio programming consists of news, two-thirds of it sponsored. The four networks gross $18 million from news, he said.

NBC is engaged in the most aggressive showmanship in its history, declared Charles C. Barry, radio program vice president. He called the 6-7:30 p.m. Sunday night program starting Nov. 5 on NBC “the biggest variety show in history,” with stars like Fred Allen, Jimmy Durante, Tallulah Bankhead, Bob Hope, Fibber McGee & Molly and outstanding Hollywood and Broadway acts.

More Listeners Per Dollar

Mr. Barry said television is "temporarily" more talked about than radio but declared NBC's new program will bring the schedules to the point where high-quality advertisers get more listeners per dollar now than a decade ago, he reminded.

George W. Wallace, director of advertising and promotion for radio, declared the network's first cooperative advertising campaign, started Oct. 16, is a success. The campaign is running in 100 newspapers in NBC cities, he said, and another cooperative drive will be started soon on the new Sunday evening 1½-hour program. He also expects the network to attract increased air promotion for its programs, including stars ringing chimes at station breaks.

Harry C. Kopf, NBC vice president in charge of radio sales, said the network is extremely "bullish" on sales for the winter and spring. He submitted an optimistic report of NBC's program sales, saying high-quality advertisers are recognizing radio as their most efficient and economical medium for national sales, he reported.

At the opening of the convention Wednesday the delegates paid a silent tribute to the late John J. Gillin Jr., WOW Omaha. By a record of 460 in attend-

 ance, the delegates spent three days listening to NBC officials describe radio and television plans and discuss points brought up by the network officials.

Three entertainment programs were staged at night. On the Wednesday night program were Tex Beneke, Howard Cosel, Arro

manics, Julie Wilson, Dunninger, Stan Fisher and Phil Silvers. Thursday evening's show was fea-
tured the Hall of Fame's Two, Two, Two, a West Coast band. Milton Berle and Mindy Carson topped the Friday program.

NBC's television news department sent an outside complete film laboratory and editing equipment to the Greenbrier. Sound cameras filmed highlights of each day's activities for a daily convention newsletter.

Film stories from all parts of the nation were flown to the convention each day, Francis McCall, director of TV news and special events, headed the crew. Clarence Thomas, supervisor of the NBC-TV news department, coordinated the Greenbrier setup with network operations in Washington, New York and Chicago.

Video Plans Outlined

Pattern for television programming and sales was unveiled Thursday morning by Sylvester L. (Pat) Weaver, television vice president, who predicted the simulcast will reach new heights and use of TV audio on AM will be a natural development. The network talent pool, he predicted, will use AM as a supplement to TV via camera tape recording. He doubted if any major NBC stars will be absent from AM shows in the fall of 1951.

Mr. Weaver said NBC will use "great entertainment to get the all-family circulation of all sets." He said programming will cover the arts, dance, literature, music and special events. A study of TV appeal by stimulating interest in these "currents." NBC is trying to establish a TV schedule "which will be as well-

known to the average viewer as it is to us, by means of broad concepts, and block programming methods." Mr. Weaver said, predicting that NBC's programming in a short time will become "the most important single influence in the American scene on the minds and opinions of the American people.

Broadcasters to feel "a sense of mission" in dealing with television, which he described as the world's most dynamic medium of informa-
tion, education and entertainment.

By thus influencing the public, Mr. Weaver said, circulation will be stimulated and "we will be able to build and present attractions of highest cost which can be better advertising buys than our compe-
tition in TV and other media."

Program Development

NBC will far outdistance any other known medium, he said, by developing shows which all people like some of the time rather than shows which some people like all of the time. "We have advertising dynamite that is going to blow the media planning game wide open," he predicted. He cited predictions that national advertising will increase by $585 million in five years, with TV getting a goodly share.

Use Companion Media

Radio and TV used as companion media provide far lower cost than magazines, Sunday supplements and newspapers, he said. NBC's projected TV research survey, he said, will be based on a sample of a major TV market with 6,000 people participating in interviews covering three-fourths of all network programs and commercial announcements. Points to be studied are sales effectiveness, daytime sales facts, current and future program trends, efficient TV techniques for advertisers, comparisons with printed media and factual TV programming.

NBC will open television sales offices in Detroit and Hollywood and will institute a sales training program, he said.

RADIO PARTS DROP

Discussed at Pentagon

Material concerns, personnel problems resulting from stepped-up selective service operation and plans for plant expansion in some cases were of importance in a Pentagon meeting Thursday's session, which for the first time included representatives of the Commerce Dept.'s new National Production Authority.

McCoy, Parris for NPA

Representing NPA were H. B. McCoy, assistant to NPA Administra-
tor, and L. E. Parris, chief of industry operations, and Donald S. Parris, NPA communications specialist of the General Products Division. Latter is ex-
pected to head up NPA's electroni-
cs group when it materializes (Broadcasting, Oct. 9).

Other groups represented were the Joint Chiefs of Staff, the Signal Corps (charged with responsibility for Army electronics procurement), National Security Resources Board and Munitions Board. NSRB was represented by its director, MB, and communications director, MH. By Marvin Hobbs, chief, electronics division, and his assistant, James Pammell.

Need for number of tubes in TV receivers, plus the heavy demand for radio and television sets this year, were cited by the EIA sub-
committee chairman, John Peabody, director of radio- TV receivers. And NPA's green light for priority on top military orders has placed lesser items, such as capacitors, in short supply, it was pointed out.

Meanwhile, NPA Administrator Harrison has issued regulations covering priority-rated defense orders for steel.
IN IOWA

You get far more with the CBS Four

And it'll cost you less.

If you're interested in economical coverage
of four of Iowa's richest markets—you'll find it pays to put
your sales story on the four CBS hometown stations
in these cities . . . KSO Des Moines, WMT Cedar Rapids,
KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations,
their combined BMB weekly audience is 29% greater
than the audience of any other single station.
Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average
"inside" share of audience of 46.2—250% greater than
that of any other single station.

There are at least two reasons for this overwhelming
preference: the intense loyalty which listeners
have for their own hometown stations . . .
and the solid schedule of CBS stars and favorite local
personalities programmed by the CBS Four throughout
the week. To sell your product in the important
metropolitan centers of Iowa, get in touch with the four
stations listed below, or their national representatives.
You'll find you get more with the CBS Four . . .

All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery

October 23, 1950 • Page 33
RICHARDS’ WINDUP

L. A. Hearings End After 88 Days

THE FIRST PHASE of FCC’s hearing on the news policies of G. A. (Dick) Richards wound up last Thursday, its 88th day, after a round of charges that FCC had deliberately suppressed primary evidence that would prove the fairness of newscasts on Mr. Richards’ KMPC Los Angeles.

FCC Examiner James D. Cunningham, conducting the hearing in Los Angeles, told counsel for Mr. Richards Thursday that he had checked a transcript of testimony on which the charges were based, and that “there is no indication that the FCC has done this monstrous thing again.”

“I’m not deceived,” he continued, “by charges of Communism or by charges of suppression or destruction of evidence.”

With the Los Angeles phase finally at an end, Examiner Cunningham set Nov. 9 for the start of sessions in Detroit to consider Mr. Richards’ proposal to set up a trusteeship to control his three stations—KMPC, WJR Detroit and WGAR Cleveland, all of whose licenses are at stake in the proceeding.

Hugh Fulton, chief trial counsel for Mr. Richards, based his suppression charges on testimony of his employee Timmons, Los Angeles manager of Radio Reports Inc., who said she had made checking records and notes on KMPC newscasts since 1942.

Refuting news-slat charges against the station, Mrs. Timmons said she monitored the radio herself or supervised the monitoring of KMPC newscasts since 1944 to 1949 and never heard anything unfair to racial, religious or political groups during that time.

Lewis Investigation

She testified that Ray Lewis, FCC investigator, in March 1949 checked as far back as 1946 and also checked newscast discs as far back as 1942. In taking some of them, she said, Mr. Lewis contacted KMPC to make any available to KMPC.

She said that a little later Mr. Lewis subpoenaed all recordings of KMPC programs from 1942 to 1946, plus a number of discs for later years.

In June 1949, she said, FCC through General Counsel Benedict F. Cotton authorized Radio Reports to re-surface KMPC newscast records prior to 1947 and permitted them to destroy note sheets for that period also. She said Radio Reports had denied permission to do this because the space occupied by these checking records was needed.

Claiming the Commission had suppressed destruction of a large percentage of newscast evidence, and had known of the availability of this material without informing KMPC, Mr. Fulton moved to strike from the record all testimony by FCC witnesses as being improperly based on their oral versions when the Radio Reports material would have been evidence that was “complete as to subjects, infections, and tone.”

Under cross-examination Thursday, Mrs. Timmons indicated that material taken from Radio Reports by FCC investigators was taken under subpoena, and that Investigator Lewis explained to Mrs. Timmons that the subpoena required that the records be reserved for the use of counsel.

She said that when Mr. Cotton permitted re-surfacing the KMPC newscast discs she was not told, “You must destroy them.”

Although Mr. Fulton said he had only recently learned about the Radio Reports material, Mrs. Timmons said KMPC knew about her organization’s activities and purposes, having been in contact with Radio Reports since 1942. Her firm serviced several KMPC advertisers.

Earlier in the week, Examiner Cunningham admonished Mr. Fulton and Joseph Burns, associate counsel for Richards, that assertions to the effect that the news-slat charges against Mr. Richards were communist-inspired and must stop.

“Question . . . Sincerity”

Mr. Cunningham said he had reached the point “where I question the sincerity of such statements,” and that “they have no basis in fact.” After listening to some 14,000 pages of testimony, he said he had heard “not a shred of evidence that any communist organization is in any way connected with this hearing.”

“I’m satisfied with the testimony by Commission witnesses that the charges on which the Commission’s issues were based were substantial,” he continued. “They should be met by concrete evidence, not by charges that this hearing was inspired by a communist group.”

Mr. Fulton maintained that “the community had its own opinions as to how these matters arise,” and that “there is a feeling in the community that there would be great rejoicing in communist circles if Mr. Richards loses his stations.”

Disputes between Mr. Cotton and Mr. Fulton flared frequently. At one point Examiner Cunningham warned that their name-calling had amounted to “affectionate conduct in this proceeding.”

Rebuttal witnesses presented by FCC as the hearing neared an end included Ed Chandler, KMPC announcer, who testified under subpoena that when he joined the station in 1946 he was told the names of President Truman, Henry Wallace, and the late President Roosevelt were taboo, but that J. Edgar Hoover and Gen. Douglas MacArthur, among others, were to be built up.

Chester Huntley, CBS news analyst, testified that at an April 1949 meeting of the Radio News Club of Hollywood, when charges against KMPC were discussed, Larry Smith, then special affairs and news director of the station warned members they might be subject to legal action by Mr. Richards. Mr. Huntley quoted Mr. Smith as charging that the Radio News Club was subservient to communist influence and that KMPC had dossiers on members.

Since its start June 14, the Los Angeles phase of the hearing has consumed more than 14,700 pages of testimony—approximately 2,800,000 words. KMPC had 270 exhibits with supplements; FCC, 404 with supplements. Spokesmen for the station owner estimated transcripts of the proceedings has cost him more than $32,000.

WBBM vs. Long

Hearing Slated for Nov. 6

CBS-WBBM Chicago’s $1 million damage suit against W. E. Long Co., Chicago advertising agency, will go before the master in chancery of Chicago’s Superior Court Nov. 6 [Broadcasting, Oct. 9, 16].

CBS-WBBM last week abandoned the application for a temporary injunction against the agency, whereby it sought to restrain W. E. Long Co. from “soliciting and inducing” CBS-WBBM performers from working for the agency.

Earlier in Superior Court, CBS was granted a temporary injunction against three WBBM-CBS performers, Singer Elaine Rodgers, Announcer Faby PNynn and M.C. Jim Conway, enjoining them from working for the agency on agency-produced shows and commercials. CBS Chicago claims the artists violated exclusive station contracts, and that W. E. Long used the three persons without permission. Long asserts it was given permission to hire the three. Master in Chancery Gerard Conners will consider the case, on behalf of Judge Joseph Gruber. After he has heard arguments of CBS attorney, Art Morse, and W. E. Long attorney, Loy N. McIntosh, he will make recommendations to Judge Gruber.

New Representative

NATIONAL TIME SALES Inc. has been established by Pan American Broadcasting Co. as a subsidiary to represent domestic radio stations. New company plans to concentrate entirely on U.S. stations limiting its representation to 20, according to Arthur Gordon, sales manager.

Campus Clinic

A CLINIC for campus radio station representatives will be held Oct. 27-28 at Lindenwood College, St. Charles, Mo. Representatives from 110 schools in seven states are expected to attend. The clinic is being held under the auspices of Region Seven of the Intercollegiate Broadcasting System. Jean McConahay, WMU, MacMurray College, Jacksonville, Ill., will serve as general chairman.
YOUR STATION'S A BIGGGER MONEY MAKER
WITH STANDARD LIBRARY SERVICE!

Why does Standard hold the top spot in the transcribed library field? Because Standard is the most solidly commercial of all libraries—built to sell more sponsors . . . more time . . . at more profit to Standard Stations!

Here's what STANDARD has done for its stations in the past year

- Released 106 sixteen inch discs—nearly 9 a month—15 to 50 per cent more than any competitive service!
- Increased to 29 quarter hours a week, the Standard STAR SHOWS especially created for commercial sponsorship.
- Produced voice tracks of informal introductions and sign-offs by name stars and guests, to give STAR SHOWS "network quality."
- Added Tommy Dorsey and Jerry Gray to the list of greats already featured on STAR SHOWS, including Bob Crosby, Kay Starr, Curt Massey, Frankie Laine!
- Continued the exacting quality control no other library maintains—actually playing every 10th record before release.
- More than doubled the output of similar music by any other service, with the release of 17 new discs featuring 40-piece top concert orchestras!
- Provided a "bonus" of 60 Weather Jingles by famous Two-Ton Baker to all Standard stations. These Jingles alone are bringing stations 25 to 50 per cent of their library cost!
Feature
(Continued from page 14)

banquet hall of the San Diego Club.
Each tin contained a certificate
entitling the representative to pick
up an advertising schedule and
order from the agency. They were
presented by Harold Requa, ad-
vertising manager for Westgate-Harbor.

The agency announced that the
1961 program will use “greatly in-
creased” television time, with ex-
ansion fanning into 22 major
markets. Additionally, radio will
be used in several markets without
TV facilities.

Use of sound broadcasting will
support, on the local level, a na-
tional consumer magazine and local
newspaper campaign.

These revelations were indicated
within the confines of the tuna tins
—and opening them was a minor
problem in itself. Miss California
(Joanne Durant) contributed her
services as she circulated through
the gathering selling cigars, ciga-
rettes, candy—and can openers.

Cites Banner Year

Mr. Requa told radio, television
and newspaper representatives that
Breast-O-Chicken Tuna had com-
pleted “the most successful year in
its history,” and cited the expanded
program as “proof of our optimism
in the future.”

Special guests, who were equally
optimistic, included Jack Crivello,
executive vice president of West-
gate-Sun Harbor; Kenneth Berg-
lund, vice president; James B. Lane,
vice president in charge of sales;
Elmer Sindelar, treasurer, and
Fred Kunzel, a member of the board
of directors.

WASH TO MBS
First Major FM-Only Affiliate

MBS last week signed its first
affiliation contract with a major-
market FM-only station, WASH
(FM) Washington, adding the FM
audience to its capital coverage.

Contract was signed by E. M.
Johnson, MBS vice president in
charge of station relations and
engineering, and Everett L. Dill-
ard, owner of WASH. The deal
was made with cooperation of
Harold H. Thoms, president, and
Howard Stanley, general manager,
of WEAM Arlington, MBS AM
affiliate in the Washington area.

Also representing MBS in the ne-
gotiations was Robert Carpenter,
of the station relations depart-
ment.

Signing of the FM affiliation
pact came as American Research
Bureau, independent survey firm,
WASH becomes a Mutual affiliate
as the contract is approved by (1 to r): Mr. Johnson, Mr. Dillard and
Hudson Eldridge, WASH com-
mercial manager.

.. disclosed there are 114,000 FM-
equipped radio and TV sets in the
Washington metropolitan area
compared to 51,282 sets a year ago
and 78,000 six months ago.

The increase in the capital FM
audience amounts to 46%, accord-
ing to James W. Seiler, of ARB.
Mr. Dillard observed that the in-
crease in FM set ownership, as
shown by ARB’s survey, is faster
than the 36% increase in TV set
ownership in the last six months.

He said there are now two FM
homes for every three TV homes in
the Washington area.

ARB’s figures were compiled on
the basis of a diary study sampling
method using 1,000 diaries, with
ARB checking each home reporting
an FM set to verify ownership of
an FM tuning circuit and ascertain
if it was in operating condition.

In announcing the WASH-MBS
affiliation Mr. Dillard explained
the arrangement will in no way affect
the operation of Continental FM
Network, of which WASH is key
station. Continental programming
will continue to stress good music
and quality of reproduction, he said.

WASH carried Washington Sena-
tors baseball last season for
Chesterfield, cooperating with
WWDC Wash-
ington, and the
World Series.

“FM broadcasting has estab-
lished a firm position of its own
in the radio audience of the nation’s
capital,” he continued, “and has
grown to the point that it repre-
sesta definitely salable product to
the advertiser.”

All four major networks are
now heard by FM in the Washing-
town area.

WJIV ON AIR

New Savannah Day Outlet

WJIV Savannah, Ga., began regu-
lar operations Oct. 6. The new
daytime station, owned by E. D.
Rivers Jr., operates on 900 kc with
1 kw. Studios are located at 138
West Taylor St. and the trans-
mmitter is on Hutchinson Island in
the Savannah river.

Construction of the station was
under the supervision of William
H. Keller, chief engineer of WEAS
Decatur, Ga. Mr. Rivers also owns
WEAS.
The Headquarters Office of

WESTINGHOUSE RADIO STATIONS Inc
—in Philadelphia since June 1940—
has moved to

WASHINGTON, D.C.

Commonwealth Building
1625 K Street N.W., Washington 6
SEVENTEEN leading industrialists, economists and broadcasters comprising the NAB Business Trends Committee met last Monday at the Waldorf-Astoria, New York, to discuss general business conditions.

First meeting of the committee, appointed last spring by NAB President Justin Miller, went into economic developments and stations were exchanged on elements affecting business and industrial trends. The all-day session was opened by Judge E. P. With, Richard D. Dobson, NAB employee-employer relations director, leading the discussion. Economists submitted data on business trends after which the committee members took up the problems.

Meetings are to be held twice yearly. Minutes will be submitted to committee members. NAB has not yet decided what disposition it will make of the information derived from the discussions.

**WANT RICHMOND**

**Plans December Opening**

TARGET date for the appearance of WANT Richmond is set for December, according to Richard Eaton, president, The United Broadcasting Co., which operates WOOK Silver Spring, Md., and WSID Essex, Md. WANT will operate on 990 kc with 1 kw daytime.

Station has purchased land and tower formerly used by WXEE Richmond at 1705 Colorado Ave. where it plans to locate its tower and transmitter. Plans also are being made, Mr. Eaton said, for a Broad Street studio.

**Church Radio-TV Week**

THE WEEK of Oct. 25-Nov. 4 has been designated as National Lutheran Radio and Television Week, according to the Lutheran Church-Missouri Synod owned station KFUO St. Louis.

Special "Reformation Week" programs will be carried by the station. A pamphlet distributed by the station urges church groups to try and get time on the air over their local stations, and stresses the importance of the medium in church activities.

**Railroad Radio**

RADIO PROBLEMS of the railroads were canvassed by FCC Commissioner E. M. Webster in an address at the annual meeting of the Communications Section of the Assn. of American Railroads Thursday at French Lick, Ind. He reported that more than half of the larger railroad systems and many of the smaller roads are now using radio, and that the number of stations operating in the railroad service increased 64% during the past year.

**MISS AMERICA** Yolande Barbezot is interviewed on arrival in her home town, Mobile, Ala., by Walt Turner (1), special events announcer for WKRG Mobile, while F. E. Busby, WKRG general manager, extends the station's official welcome.
new source
of up-to-date market
facts and figures

The new 892-page 1950-1951 Edition of CONSUMER MARKETS reports the most comprehensive, complete and up-to-date local market statistics available. It covers every state, every county and every city of 5,000 and over in the U.S., the U.S. Territories and Possessions, Canada, and the Philippines. Its Retail Sales Estimates are adjusted to the current (1948) Census of Business.

Here are some of the uses advertisers, agencies and media are making of it:

- planning merchandising campaigns
- determining sales potentials
- checking sales franchise requests
- laying plans for market research projects
- determining specific markets for trials
- checking food, beverage, and other retail outlets
- checking media potential coverage
- market comparisons and selection
- checking retail sales figures for

- various products
- asssaying spending habits in communities
- evaluating research reports
- planning and preparing newspaper and radio schedules
- preparation of media recommendations
- analyzing markets for new products
- checking local media figures for population, home ownership, radio homes, farm homes
- determining sales and advertising quotas and budgets
- planning dealer cooperative budgets for local advertising
- preparing market data and coverage maps showing county populations and radio homes
- preparing presentations
- checking maps for town and county locations
- compiling market reports of buying power, population and retail sales
- defining trading areas of metropolitan markets.

One agency Director of Research says, "In my opinion, CONSUMER MARKETS is the most complete data book of its kind now available."

FAREWELL lunch honors Dorothy Ayres, timebuyer at Henri, Hurst & McDonald, Chicago, who is retiring to get married. Her host is NBC-TV salesman Howard Meyers. Miss Ayres will marry J. Southern Johnson, former football star. They will live in St. Louis.

SPORTS RIGHTS

Court Upholds Exclusive Pact

SCHOOL Upholds Exclusive Pact

Court officials have legal right to sell an exclusive franchise to broadcast football games in Fairmont, W. Va., Judge J. Harper Meredith, of Marion County Circuit Court, ruled Oct. 13 in denying petition of WVWW Fairmont for an injunction to restrain interference with its broadcasts.

J. Patrick Beacom, president of WVWW, said an appeal will be taken from the decision. It was considered possible that following denial of a temporary order the issues will be finally determined on the chancery side of the court docket in November.

WMMN Fairmont had filed a demurrer to the WVWW petition, along with school officials. WVWW contended it began broadcasting East High School games in 1948 under a verbal agreement and had not defaulted on what it called a continuing contract. Exclusive rights to games had been granted in September by school officials to WMMN, according to that station, under a 1949 state law.

STUDENTS interested in sports announcing at KVDU, Denver U. station, required to take courses in basketball and football fundamentals under university coaches.

NABET COUNCIL
Re-elects McDonnell Pres.

JOHN R. MCDONNELL, technical director at ABC San Francisco, was re-elected president of the National Assn. of Broadcast Engineers and Technicians (NABET) at the 17th annual council meeting in Chicago Oct. 13. Mr. McDonnell will serve another three-year term.

At the meeting, which took place at the Edgewater Beach Hotel, Edward B. Lynch, chairman of the NABET chapter in Rochester, N. Y., was re-elected vice president. New national executive board members elected for a one-year term are Ed Stolzenberger, chairman of the New York chapter; David B. Stewart, Detroit chapter chairman, and George W. Smith, head of the Chicago group. George Maher of Chicago was re-elected executive secretary for a three-year term.

National council, comprised of the executive board, full time NABET employees and chapter chairmen, met for seven days in Chicago. The council authorized money for hiring double the number of present national field representatives responsible for organizing and negotiating.

Field Offices Planned

Two more field offices will be set up in the upper New York state area and in the southeast. Operating policies were established to provide for organization on an industrial basis in commercial radio and television and "associated industries."

Council also reported that members of the Assn. of Documentary and Television Field Cameramen voted unanimously to affiliate with NABET.

AGENCY GUIDE
Discusses Business Phases

GUIDE designed to aid advertising agencies in the business administration of their financial affairs is being circulated by Lynn W. Ellis, Ellis Plan Foundation, Westport, Conn.

Titled Why Too Many Agencies Die Young—and Too Many Older Ones Lose Money, the publication is based on the premise that a large majority of agency owners and top management personnel are fundamentally "creative" advertising men, with little equipment to cope with purely "business" affairs. Work contains a management checklist on auditing, production, accounting, and sales organization, and sections on agency discounts, suggested reading references for agency management, art charges, agency layouts, etc. A topical cross-index of subjects also is included.

GUIDE New York extended broadcasting hours from midnight to 3 a.m. signoff, effective Oct. 9.

. . . star-filled cast and perfect direction. Smooth-as-silk script and a plot that's terrific. The angels are happy because it looks like a hit. But they aren't sure yet. That's still speculation—and will be until the final box-office score is in.

And that's how it is in show business. Whether you're backing a play—or buying radio, television, or motion picture stock. The risks are great—but the rewards are, too. And some of them you can measure.

So that's what we did in our latest booklet called RADIO, TELEVISION, AND MOTION PICTURES.

It starts by assuming a semi-war economy for some time to come, tells what should happen in the event of a change.

Then it takes up the movies . . . studies the "star-system", production costs, finances, and the shrinking foreign markets.

Both branches of the industry are covered . . . detailed reports on movie-making and movie-showing . . . a thorough discussion of just what television means to them now—and might mean tomorrow.

It does the same kind of job on the networks, too . . . explores TV both as a problem and a promise—and reviews the role that color might play.

And the survey ends with specific help for investors. Thumnbail descriptions of twenty-six leading companies give you current figures on sales, earnings, dividends, outlook—a good idea of just how each company stands.

If you own stock in these industries now, are thinking of buying or selling some any time soon, or just want to know a lot more about them, don't miss RADIO, TELEVISION, AND MOTION PICTURES. A copy is yours for the asking. Simply write—

Department SL 81

MERRILL LYNCH, PIERCE, FENNER & BEANE
70 PINE STREET
NEW YORK 5, N. Y.
Telephone: Whitneyall 4-1212

523 West 5th St. 6361 Hollywood Blvd.
LOS ANGELES 14
HOLLYWOOD 28

Tel: Mutual 4331
Tel: Hillside 0111

October 23, 1950 • Page 41
Lang-Worth's new and revolutionary transcribed program service is completed. The basic library of over 5000 selections lists 120 separate artists, orchestras and groups — 107 of these are "exclusively Lang-Worth." All of them are comparable in audience appeal to those illustrated.

Advertisers and agencies are right now giving earnest consideration to this new reservoir of outstanding talent and commercial program material for their 1951 campaigns.

Lang-Worth's Transcribed Program Service is now available at 650 affiliated broadcasting stations.
NARBA's Crossroads

MEXICO's regrettable and, we think, completely unjustifiable withdrawal from the NARBA conference last week obviously nullifies hopes of securing an all-inclusive agreement on North American AM allocations in the immediate future.

What may happen next was not within the realm of accurate prediction in the first hectic days following Mexico's mid-week action. The conference could blow up at any moment, or it might proceed to an amicable agreement among the remaining nations.

The first steps were wisely, we think—in the direction of a multi-lateral treaty which might be acceptable to all North American nations except Mexico. If anything, the Mexican action emphasizes the need for an agreement of this sort. Otherwise the nations will be confronted with two alternatives: A series of bilateral agreements, or the possibility of mutually destructive ether warfare.

In many respects Mexico's walk-out leaves the conference exactly where it started more than a year ago at Montreal. Mexico did not participate in those first sessions, either. The year that has passed, however, has made a fundamentally fair treaty even more urgent.

The conduct of the U.S. delegation during the negotiations has made clear that this country is bending backwards to work out an amicable settlement. Some of the offers which Mexico rejected would have created untold strife in the U.S. broadcasting field—particularly a last-minute offer to directionalize two U.S. 1-A clear channels, which Mexico turned down despite the fact that nobody wanted except as an absolutely last resort—was unknowable in the wake of the Mexican withdrawal. It seemed a long-range basis for agreement, at best.

Hopes for radio relations among the North American nations would get a much-needed boost if the Mexicans should reconsider and return. Despite their protestsations of friendliness and hope of later agreement, however, they can contribute most by abandoning their strange concept of "sacrifice," which to them appears to apply only to the other fellow. A treaty is urgently desirable. But, irrespective of the fact that neither party involved must be based on fairness, good engineering standards, protection of national service, and an allocation of channel rights in accordance with national needs.

R: Rating Relief

RELATIVE ACCURACY of program ratings is a question that has been puzzling everyone in radio for a long time. Several weeks ago Stanley Breyer, commercial manager of KJBS San Francisco, posed it again. Pointing to differences in his own surveys in his area, he asked which of the two systems was the more reliable. He proposed a way of finding out.

The KJBS challenge stirred the industry. To many station, agency and advertiser executives it seemed the opportunity to push for the answer to the question that had been puzzling each of them. After some debate a special committee was named under the chairmanship of Dr. Kenneth H. Baker, NAB research director, to study the whole situation.

Though the story has dropped from the headlines the past few weeks it is apparent that it has not dropped from the minds of the industry. After several meetings Dr. Baker prepares a report from his committee early next month (see this week's issue). It is expected that the report will recommend experimental tests to set up standards against which differences in research data can be measured.

The findings of this committee are awaited eagerly there can be no doubt. One broadcaster writes:

"I am a stockholder in two stations, one in a large market and one in a small. In one city we had research reports every month based on the aided recall technique; in the other we buy reports based on the coincidental method. We would much prefer to settle on a single type of audience research, which everybody would understand and accept. I believe there are thousands of others in the same position. Here is an excellent opportunity to settle the problem. Let's move on." There is the challenge so far. The problem has waited too long. Dr. Baker's committee can do all of radio an irremovable service if it can come up with a workable answer.

ANA Post-Mortem

NOW THAT the record is closed on the 41st annual convention of the Assn. of National Advertisers, a little shop talk is timely. Radio advertising, we think, has been given a bit of a push by the optimism which has been expressed about all advertising media.

As a matter of fact, all media took a lambasting this year to the radio rate spiral, which has undoubtedly been the most serious and ill-timed in a war-time economy.

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"Marshalling the forces of advertising to help solve national problems and to make democracy work better..."

Do you know that the forces of advertising are engaged today in one of the world's greatest jobs of mass education... in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business — advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and without... the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is your organization... The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations, will mean a lot to us. And remember... What helps America helps you!

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council... how it started... what it is... what it does... Or ask for material on specific campaigns. Address: The Advertising Council, 25 West 45th Street, New York 19, N. Y.

Published in the public interest by

Broadcasting

* A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD
DEAN FITZER, general manager WDAF-AM-TV Kansas City, unanimously elected to board of directors Kansas City Star company and becomes managing director radio-TV. Succeeds late E. E. Robertson, advertising manager and board member. Mr. Fitzer started with Star in 1920 as reporter and became WDAF manager in 1925.

ROBERT LEE, commercial manager CHUM Toronto, to manager, succeeding ROLY FORD, resigned.

FREDERICK A. CURRAN, assistant treasurer and comptroller WHLI-AM-FM Hempstead, L. I., resigns to become assistant deputy for civil defense, Hempstead, L. I.

CKLW Windsor appoints All-Canada Radio Facilities, Toronto, as exclusive representative in Canada.

JACK D. KELLY to general sales manager in charge of local and national sales WSRS Cleveland.

CY WAGNER, manager television and radio department Mutual Entertainment Agency, to ABC-TV as account executive to work with Manager Jerry Vernon. ARTHUR BING resigns as salesman at WGN-TV Chicago to join AM network sales division as account executive at ABC, headed by Robert McKee. Mr. Berg is former radio-TV director MacFaddan-Aveyard Adv. Agency, Chicago.

WGET Rochester, N. Y., names Bolling Co. as representative effective Nov. 1.

JACK MILLER, promotion department Hoffman Radio-Television Corp., Los Angeles, to KPOA Honolulu as account executive-promotion manager.

FRED REINHARDT, assistant sales manager KITO San Bernardino, appointed manager Riverside studios and offices KITO.

WILLIAM B. MacRAE, WPIX (TV) New York, and ROBERT ROBBINS, classified advertising manager Town and Village, to sales staff Headley-Reed Co., N. Y.

ROGER HARRISON, farm director WBZ-AM-TV Boston, appointed to radio-TV sales staff.

DEAN UPSON to national sales manager KTBS Shreveport, La. Was with NBC and CBS as producer. CHARLES F. WHITESIDES Jr. to local sales manager for KTBS. Was with WPBC Houston, Tex.

GENE THOMPSON to sales staff WSYR Syracuse, N. Y.

G. F. (Red) BAUER, sales manager WINN Louisville, Ky., retires to Ft. Lauderdale, Fla.

HAMILTON ROBINSON to assistant to George Frey, director NBC TV sales, succeeding JOHN WIL.

LIAMS [Broadcasting, Oct. 10].

Personals . . .

JOHN E. SURRICK, vice president and general manager WFBT Baltimore, elected 2d vice president 1951 Chesapeake Bay Fishing Fair Assn. . . . DAVID M. SEGAL, general manager Cotton Belt Group and KTFB Texarkan, Tex., visiting L. A. while recuperating from pneumonia.

FREDERICK A. KNORR, president and general manager WMH Dearborn-Detroit, elected vice president Dearborn Chamber of Commerce. . . . DANIEL W. KOPS, vice president and general manager WAVZ New Haven, Conn., appointed chairman of civic affairs committee of Jr. Chamber of Commerce. RICHARD (Moe) MONAHAN, commercial manager WAVZ, appointed New Haven and Connecticut chairman of Voice of Democracy contest.

FRANK SCOTT, veteran radio attorney and former congressman from Michigan, at Mayo Clinic, Rochester, for series of operations. Good progress reported. . . . PHILIP G. LASKY, general manager KPIX (TV) San Francisco, replaces DAVID CRANDALL as president S. F. chapter, Academy of Television Arts and Sciences. Mr. Crandall recently resigned as KGO-TV San Francisco program manager to join NBC-TV New York as director [Broadcasting, Oct. 9].

JOHN W. NEW, general sales manager WTAJ-AM-TV, Norfolk, is convalescing following illness due to overwork. Expected to be away from work about one month. JACK DAVIS, manager W S. Grant Co., station representative, N. Y. office, father of boy, Kenneth Steven, Oct. 3.

AAW EXPANDS

Increases Scope of Board

EXPANDING its sphere, Advertising Assn. of the West, which represents advertising agency groups in 11 Western States and Western Canada, has appointed to its board of directors representatives from other media, agency and advertiser groups.

Named to represent broadcasting was Robert J. McAndrews, managing director, Southern Calif. Broadcasters' Assn.; agencies, Carl K. Teter, vice president and general manager, Philip J. Meanye Co., Los Angeles, and governor, Pacific Council, American Assn. of Advertising Agencies. Other data from which representatives were named included direct mail, newspaper, magazines, outdoor advertising, and retail.

NEED MORE COVERAGE?

KFYR
350 KC 5000 WATTS
NDBC AFFILIATE
BISMARCK, N. D.

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

WEVD
117118 W. 46 ST.
HENRY GREENFIELD, Mgr. Director N.Y.19

Broadcasting * Telecasting
in a curbing automobile. The accident put him in the hospital where he underwent a series of leg operations the better part of a year. It left him with an ankle rebuilt of silver pins and plates which allow movement of the foot in only one direction.

Nearly penniless (the auto driver had no insurance, no assets), the indescribable "Red" Cross went to his own relief. He revived his piano-playing ability and entered the famed piano marathon craze of the era, winning himself the world championship.

When the stock market crash cranked the economy wide open, Mr. Cross found himself depression-stranded in Asheville, N. C., without a traveling expense sponsor. He went to work for WNNC there in June 1929 and met Gertrude Hills, whom he married one year later. He left Asheville to join WSB Atlanta as program director when the station dinned 5 kw power in 1930. A year later, he left WSB to turn up in the commercial field as station manager and then operations manager for Virgil W. Evans of Spartanburg, who was operating WSPA that city. WNOX Knoxville, WBHS Huntsville (Alabama's first).

To WMAZ in 1933

In 1933, Mr. Cross became a member of the WMAZ family, liked his new association and has been settled in Macon ever since.

As an executive in the radio commercial field, he has made his business to be a cog in the community's merchandising wheel. Many small concerns in the city look to him as their advertising director, aware that "Red" Cross never will hesitate to recommend other advertising media or other stations if he thinks it particularly wise for the firm's needs.

A community builder, Mr. Cross is director of the American Red Cross and the Community Chest in the local area. He has been named "Outstanding Exchangee" by the Macon Exchange Club. He has served as president of Georgia Assn. of Broadcasters and only recently became chairman of GAB's 1951 Radio Institute.

As a hard-hitting commercial manager, Mr. Cross would be the first to deny that he goes in for philosophy. But in the practical sense, radio to him is the neighbor who leans over the fence to tell a story. From where Mr. Cross views the medium, radio is meant to tell a story—"say it, don't play it," he says. He insists that radio is not the home folks' juke box or record player and while an entertainer, it is primarily the medium through which the listener wants to be "told something."

Public Service Views

WMAZ's "gentleman" executive—the station hasn't used contracts for local business since 1943 and the bad debt charge-off has been a rarity since then—also asserts: "No show is worthwhile unless it is commercial." To Mr. Cross, no station will spend the money for a sustainer that a sponsor will for a commercial. Equally strong is his feeling that putting a poor program on the air just because it is a bad practice. Both he and Wilton Cobb, WMAZ general manager, abide by the theory that a station can be 100% commercial and still do a good public service job. "It's what you give the listener that counts," they say.

Mr. Cross likes to remember his freighter trip to South America, cross-country drive in an early Kissell car, a summer on a Western ranch—all summer vacation experiences in his college days. Or he recalls when in 1932, Sen. Richard B. Russell of Georgia, then Governor, reduced his rank from "damn Yankee" to plain "Yankee," or when a few years later, Gene Talmadge, who was Governor at the time, made Mr. Cross "A Fellow Countryman."

But no matter where Mr. Cross may dip into his colorful background to recount a rich experience, it is bound to have reference to the art of broadcasting—because "Red" Cross helped to nourish it to full bloom.

LIBERTY SIGNS

KMPC New L. A. Affiliate

LIBERTY Broadcasting System has signed KMPC Los Angeles as an affiliate effective immediately, according to Benton Paschall, vice president in charge of LBS' western division operations. Deal was negotiated by Mr. Paschall with Robert O. Reynolds, KMPC vice president and general manager, and Loyd Sigmon, chief engineer.

Contract brings to 40 total number of Liberty West Coast affiliates. West Coast executive offices of Liberty will be moved to the KMPC building at 5939 Sunset Blvd., Hollywood, effective Nov. 1, according to Mr. Paschall.

CFOR Orilla, moves from 250 w on 1450 kc to 1 kw on 1570 kc Nov. 15. Tower was built for new frequency.

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Respects

(Continued from page 44)

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Static and Snow

By AWFREY QUINCY

"Titwillow"

(In Color)

On a bat-wing antenna a broadcaster saying "Color, oh color, oh color!" Then flapping his arms to the pavement he sprang with "Color, oh color, oh color!"

He cried, "You're not acting with propriety for 'interest, convenience and necessity'", But the poor dope just goggled and said wearily, "Color, oh color, oh color!"

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully because if this writer collects, we're in. At one time or another, we've had ideas on how to double the profits of. Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. We might even build a new asylum.

* * *

Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

---

Philip R. Irwin

PHILIP R. IRWIN, 38, staff announcer with KGW Portland, Ore., died Oct. 10 of polio. Mr. Irwin had been with the station for 16 years, with the exception of two years service in the Marine Corps during World War II. Surviving are his widow, Mrs. Eloise Irwin; two children, Priscilla, 3, and Mark, one; his parents and a sister.

WSBR to CBS

WSBR Pensacola, Fla., becomes an affiliate of CBS, effective Nov. 5, bringing total number of CBS affiliates to 193. Owned and operated by WBSR Inc., Pensacola, WBSR broadcasts with 250 w on 1460 kc. Don Lynch is vice president and general manager.

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COMING!

5000 WATTS

ON KWX

910 ON YOUR DIAL

TRIBUNE TOWER OAKLAND, CALIFORNIA

Represented Nationally by Burn-Smith

BROADCASTING • Telecasting

October 23, 1950 • Page 47
CHARLES LEWIS, WWJ Detroit announcer, named producer.
CHARLES PENMAN shifted from AM to TV production. JAMES LYNCH, CKLW Windsor, Ont., to WWJ as announcer.
MITCHELL BENSON, manager packaged programs and talent contract NBC, named assistant manager to director of talent and program procurement NBC-TV.
TED JAFFER, WNAV Annapolis, to announcing staff WAAM (TV) Baltimore.
ORVIS SHATTUCK, staff photographer, to active duty with Army.
JOHN KELLEY replaces him.
JIM HART, KTKT Tucson, announcer-operator, to KPRO Riverside, Calif., in same capacity.
THEODORE K. BROIOJO joins WMBT (TV) New York as merchandising supervisor. Was associate director radio-TV Al Paul Lafton Inc, N.Y. agency, and assistant to commercial program director MBS.
EDWARD W. QUINN to manager sales promotion and research WTAG-AM-FM Worcester, Mass.
ROBERT S. YEAGER, production manager WMTA Charleston, S. C., named assistant program director.
BEVERLY RUSH, promotion assistant and continuity writer KRON Omaha, named promotion manager.
GEORGE GOTTHIER, WMJO Cleveland, to WSRS same capacity.
JACK DAVIS منزل program director.
GEORGE ROURK, program director WAAB Worcester, Mass., to WSRS announcing staff.

KATHRYN CLARK, KOIL Omaha, to WOW-AM-TV same city, as traffic manager.
CLAIR WEIDENAAR, radio writer and director of NBC-TV's Fireside Star Theatre, and other network productions, to KIKI Honolulu, T.H., as program director.
MAURIE KIRK, disc jockey WABC Anderson, Ind., named chief announcer.

Mr. Weidenaaar

PHIL IRWIN, KGW Portland, Ore., staff announcer, suffering from polio.
JOHN EVANS, WCCO Columbia, S. C., to WIS same city as announcer. HELM HILL, music librarian WIS, resigns. RUTH STONE, pianist, succeeds her and conducts Back Stone Show.

RAY KUBLY, announcer-operator KAVR Havre, Mont., to KIST Santa Barbara, Calif., in same capacity.

CHUCK GROPP, KNAK Salt Lake City announcer-operator, to KORE Eugene, Ore., in same capacity.

JOHN SPEARS, KUBA Yuma City, Calif., announcer-engineer, and SUSAN GILBERT, in same capacity.

ERNEST GLEWWE to program director WQUA Moline, Ill. JACK DAVIS to promotion director.
WARREN ANDERSON, KBIZ Ottumwa, Iowa, to chief announcer and acting program director KSTT Davenport, Iowa. JOE GREAR, librarian WQUA Moline, Ill., to staff announcer and librarian KSTT. BOB ELSTON, WQUA, to night staff KSTT.

Where's a gnat's whisker worth?

When you're running with chameleons, you don't mind not being first. Particularly when you're just a gnat's whisker away.

WBBW is NOT Youngstown's first station in listeners. CBS station is. And well it should be for the cost involved. Then you look at the record and find your station...

• delivers a thousand listeners at 16.6% less than the CBS station and 10.5% less than ABC station
• ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere.
• presents the top disc jockeys and the greatest coverage of news in this market
• is acknowledged "the" sports station for a half million listeners
• showed out most outside-city listening (including 5 NBC, 50 wks.) captured most of their previous ratings

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modestly? We are the outstanding buy in Youngstown.

Of 3 Youngstown stations WBBB... First Choice of the Local Advertiser

So buy WBBB... Serving Ohio's Third Largest Market

The lowest cost per thousand in Youngstown. We, or Forje, can prove it.

BILL STEVENS, graduate Radio Operational Engineering School, L.A., to KKRM Spokane as announcer-operator.

JIM LANTON, KLMX Clayton, N. M., announcer-operator, to KCLF Clifton, Ariz., in same capacity.

PAUL BRESNIR, KWMD Mt. Shasta City, Calif., combination man, to KSBE Salinas, Calif., in same capacity.

JAY CHARLES, announcer-operator WUSN Charlestown, S. C., to KMOD Modesto, Calif., in same capacity.

BOB HAWKINS, recent graduate Radio Operation Engineering School, to KJWB Globe, Ariz., as announcer-operator.

ARTHUR DAVID HILTON, film editor, to direct first Buster Keaton TV film to be made at KTVV (TV) Los Angeles.

JACK WARE, KDFD Helena, Mont., announcer-engineer to KVOG Ogden, Utah, in same capacity.

HILLIARD MARKS, producer CBS Jack Benny Show, named producer comedian's television show debuting Oct. 28 on CBS-TV.

MARC HANAN and JACk GRAY, graduates Radio Operational Engineering School, L.A., to KSYY Yreka, Calif., as announcer-engineers.

ABERT SCHMIDT and WALTER DE PUT, graduates Columbia Institute School of Radio and Television, to WAY Wayneboro, Va., as announcer and copy writer, respectively.

JACK NEWMAN, KOTTV (TV) Tulsa, Okla., to announcing staff KOME same city.

News...

THOMAS J. HYNES, Broadcasing, to WBC-WNBW (TV) Washington news and special events department.
JEAN MONTGOMERY, ELEANOR BURTON, AL SIMONSON, cameraman, and JIM CURTIS to NBC-TV news and special events Washington office.

HAL MALONE to sports commentator CJOR Vancouver, B. C.

AL WOODRIDGE, news editor WAND Canton, Ohio, to news editor WCBC Anderson, Ind.

JACK BUTLER, Washington Times-Herald news staff, and Mrs. VIRGINIA N. MILLION, St. Louis Star-Times Washington bureau, to WWDC Washington news staff.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask

JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA CHNS

HALIFAX NOVA SCOTIA

BROADCASTING * Telecasting
MEDIA COSTS
Schroeder Backs Rate Jump

ADVERTISERS must spend more money today than they did 10 years ago to get the "same sales results" because the cost of advertising has increased along with other services, Willard Schroeder, general manager of WOOD Grand Rapids, Mich., told the city's Advertising Club a fortnight ago.

Noting that additional products and media compete for the consumer's dollar and attention, Mr. Schroeder pointed out that TV's availability to advertisers will continue to grow and that AM radio can be expected "to shrink rather than grow, mostly because there are simply too many stations in operation for all of us to make a profit." He attributed this in part to FCC policy regarding new AM stations and grants of hundreds of new AM outlets.

Mr. Schroeder told the group that it "is time for us to be completely honest with ourselves, and frank with our clients about the real cost" of advertising.

He cited a Pittsburgh radio station which in 1940 sold 15 minutes of nighttime for $190 and still adheres to that rate. But most businessmen, he continued, sense increased cost of advertising, and top-flight advertisers "know that a 1940 advertising budget can't do the job required of it in 1960." He observed that General Mills increased its 1940 budget 25% on the premise that the real cost had gone up "more than that percentage."

Mr. Schroeder also felt that "favorable statistics on cost-per-thousand" listeners do not present the picture accurately, nor do set sales mean listening or viewing. "Sales results are what count in advertising. You simply have to spend more money today than you did 10 years ago to get good results-regardless of what the rate cards and circulation data indicate," he said.

of the dangerous possibilities that lie ahead," and underscores the "gradual and insidious process" of withholding of information, decline of public opinion, expansion and centralization of government, rising government expenditures, weakening of political parties and the courts, and decline of Congress and civilian administrators.

Prof. Lasswell's book is the 13th full-length report written for CED, a non-profit organization of leading businessmen and educators engaged in non-partisan consideration of national policies. The book, published by McGraw-Hill Book Co., presents his own views and not necessarily those of CED, it was stressed.
KRMG WJOC BIDS
Changes Favored by FCC

IMPROVED facilities for KRMG Tulsa, Okla., and WJOC Jamestown, N. Y., were anticipated in two initial decisions issued last week by FCC Examiner Leo Resnick.

The decisions tentatively approved KRMG's application for an increase in nighttime power from 10 to 25 kw, directionalized, as well as WJOC's request for 1340 kw with 250 w, fulltime, in lieu of its present nighttime-only operation on 1740 kw with 1 kw.

Engineering conditions would be attached to each grant. The decisions become effective in 40 days unless the Commission is asked to hear oral argument or calls for it on its own motion.

Both applications had been set for hearing largely on engineering questions.

In the KRMG decision, Examiner Resnick said the station, which operates on 740 kc with 50 kw day and 10 kw night, would provide a new nighttime service for 54,143 persons in an area of 1,335 square miles by boosting night power to 25 kw. Its total nighttime service area would cover a population of 282,277 in 2,722 square miles.

In the WJOC case, Mr. Resnick said the proposed new fulltime operation would give Jamestown its second nighttime AM service, covering 44,500 persons within a 15.5 square mile area at night while serving 60,200 persons in an area of 642 square miles anytime.

It was the second initial decision anticipating a grant of the WJOC application. The first, issued by Examiner Resnick in February, was later set aside by the Commission for further hearing on the question of possible interference to CROX Woodstock, Ont. In his decision last week, Mr. Resnick held "it is clear that WJOC would not cause any objectionable interference whatsoever to CROX."

Transit Radio's Value
TRANSIT Radio is becoming "a most valuable emergency instrument of public safety," according to "Sie Gloria Transit Radio," an article by George W. Keith, published in the Sept. 28 issue of Public Utilities Fortnightly, Washington, D. C. Mr. Keith says not only have their eyes been cut, but the wisdom teeth are showing, and TR is here to stay, a permanent part of the national panorama. "

Hulbert Taft Jr. (WKRC-AM-TV WCTS (FM) Cincinnati), chairman of the board, Transit Radio Inc., is quoted extensively in the article which describes "progress and pitfalls" of the transit companies' "supplementary service."

Technical

JOHN PEFFER, chief engineer WTB TV Norfolk, Va., since 1946, promoted to newly created post of manager of operations.

Mr. Peffer

Mr. Lindell

Mr. Peffer

Mr. Lindell

Buy Christmas Seals

For the sake of your children, and your children's children, make sure you buy and use Christmas Seals.

Christmas Seal funds have fought tuberculosis since 1907. And today your children have a far greater chance of escaping TB than you did.

Yet tuberculosis still kills more people than all other infectious diseases. So give your children a still better chance. Send your contribution today.

Series of pictures depicting radio TV activities at WSYR-AM-TV Syracuse, N. Y., to be featured during fall in pictorial gravure supplement of Syracuse Sunday Post-Standard.
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Telefile: WFMY-TV
Page 62

Big Show Costs Blinding You to the Facts?

See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it.

Network or local—time and talent are modest—results are big.

We thought it up. We can make it work. For You.

TELEVISION
60 Stations
The Nation's Window on the World
515 Madison Avenue, New York 22, N. Y. • Phone: MURray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
WPTZ is proud to announce that the Atlantic Refining Company, through its agency, N. W. Ayer & Son, Inc., again is sponsoring its telecasts of the home games of the University of Pennsylvania football team. This marks the 11th consecutive year that Atlantic and WPTZ have combined to bring these games to Philadelphia television viewers. Not only is this the oldest series of football telecasts in America, but the Atlantic Refining-WPTZ association marks the longest, unbroken client-station relationship in the television industry.

Philco Television Broadcasting Corp. • 1800 Architects Building • Phila. 3, Penna. • Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC

TV-AFFILATE

Page 52 • October 23, 1950
THE AWAITED court test of FCC's adoption of CBS color television standards was launched on two fronts last week—by RCA in Federal District Court in Chicago, and by Pilot Radio Corp. in Brooklyn.

Both suits—which FCC said it will "vigorously oppose"—seek temporary restraining orders to prevent the execution of FCC's color decision pending trial for permanent injunctions.

Though no dates had been set for hearings. Pilot's suit charged the Commission was known to be expediting its responses in an effort to get early disposition of the cases. Unless stayed, approval of the CBS system becomes effective Nov. 30.

One of the Commission's first moves in the RCA case was expected to be an attempt to have the suit moved to New York, on grounds that the Chicago court lacks jurisdiction. With respect to the Pilot suit, FCC may claim the company lacks legal standing to appeal since it was not a party to the color TV proceedings.

RCA, whose dot-sequential compatible color TV system was the CBS technique's chief rival in the FCC hearings, was joined in its suit by NBC and the RCA Victor Distributing Corp., both wholly owned subsidiaries.

The case was assigned to Judge Philip L. Sullivan, and all other judges will be named to sit with him in hearing the suit.

FCC Order Hit

In its complaint, accompanied by some 80 pages of comment on the color question, RCA charged that FCC's order approving CBS color "is illegal, void and beyond the power, authority and jurisdiction of FCC," and "will impede the future growth of the television industry.'

Signed by RCA President Frank M. Folsom and filed by Weymouth Kirkland of the Chicago office of Kirkland, Fleming, Green, Martin & Ellis, with RCA's New York attorneys Cahill, Gordon, Zachry & Reidel appearing as counsel, the complaint charges the FCC order:

1. Is contrary to public interest, convenience and necessity, the "factual, statutory standard" of the Communications Act.

2. Is unsupported by substantial evidence, is arbitrary and capricious, and is an abuse of discretion.

3. Was adopted "before the FCC had discharged its statutory duty to inform itself adequately before issuing a final order in a rule-making proceeding. The FCC, wrongfully refused to consider additional evidence of determinative significance to its decision and wrongfully denied the RCA petition."

4. Was based on "rejection by the television industry" of FCC's proposal for adoption of bracket standards by manufacturers "without a hearing."

5. "Abuses plaintiffs of property without due process of law."

In addition, the complaint charged that an FCC engineer—E. W. Chapin, chief of the FCC Labs Division—was permitted to continue work on TV color tests and on the hearings after it was revealed he had invented a device (automatic adapter) "useable only on the CBS color system."

This engineer, RCA charged, "took the most active role throughout the hearings on the current's behalf and was in charge of the laboratory which tested the color systems." RCA said FCC relied on his advice "because the majority of the Commission have no engineering training and the decision is stated to be based entirely upon engineering considerations."

"Although the engineer fore- sawed any financial interest in his device, he did have professional prestige and reputation at stake which could be furthered only if the CBS system were adopted."

This charge provoked a prompt reply from the Commission—a reply quoting from the record at the time Mr. Chapin's development was disclosed.

Comments by Coy

When RCA counsel objected to an FCC move to put a description of Mr. Chapin's invention into the record last November, FCC pointed out, Chairman Coy answered that: "Mr. Chapin is...in no way involved to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. The Commission is perfectly competent and has the ability to determine between contesting forces in these hearings...and I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the vote of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings...

Pilot's suit charged that approval of the CBS system was "arbitrary and capricious" and was issued upon "hope and speculation and the nebulous belief that further experimentation and possible improvements would subsequently justify the Commission's decision."

Pilot claimed that as soon as the FCC decision was published, "plaintiff began to receive and has continued to receive cancellations of previously placed orders for its black-and-white television receivers."

"Plaintiff discovered that...products have been rendered unsaleable as a result of said decision."

RCA, which said it had manufactured more than 11 million TV sets since the fall of 1946, and NBC (Continued on page 51)

AT&T FACILITIES

FCC Probes TV Allocations

ON THE HEELS of its proposal to equalize television network competition [BROADCASTING, Oct. 9, 16], FCC last Thursday launched an investigation of the lawfulness of AT&T's allocation of the use of its video network facilities—coaxial cable and radio relay—among the four TV networks.

The question of FCC adopting regulations to govern such allocations was posed as one of the subjects to be explored. Another was whether FCC should classify customers for intercity video transmission service—"i.e., television networks, TV broadcast station licensees, persons engaged in theatre TV, etc."—and establish a "basis for allocating usage of facilities among such classes of customers."

Overlapping Questions

The answers to these questions would depend substantially, it appeared, upon the answers to other questions which the Commission raised—whether the telephone company's allocations for the current quarter are just and reasonable, for example, or whether they make "an unjust or unreasonable discrimination" among customers.

Giving the investigation high priority, FCC called for hearings to start Nov. 20. Examiner Hugh R. Hutchinson was designated to preside. FCC said he will certify the record to the Commission for a decision once the hearings are completed, instead of preparing an initial or recommended decision himself.

"Opportunity of customers for intercity video transmission service to compete effectively in the field of television broadcasting may be materially affected by allocations of usage of available facilities," FCC's order asserted.

Allocation Breakdown

The order noted that AT&T's current quarterly allocation of usage of 19 intercity video channels gives NBC-TV 160 out of 390 possible hours of usage per week in the "preferred" 8-11 p.m. segment; CBS-TV, 114 hours; ABC-TV, 49, and DuMont TV, 36, with the remaining 40 hours per week open for further assignment.

The allocation is for the period Sept. 30 to Dec. 31, and was made by AT&T after weeks of unsuccess-

fuelt efforts to secure voluntary agreements by the networks. Although initiated as separate proceedings, the investigation inevitably ties in with FCC's pending proposal to equalize TV network competition by limiting the number of program hours which stations in one-, two-, and three-station TV markets may take from a single network. The latter, however, was advanced as a temporary expedient "while the scarcity of television broadcast stations persists."

ABC-TV, DuMont Protest

Both Allen B. DuMont Labs and ABC-TV had protested AT&T's allocation of networking facilities, DuMont by filing a formal complaint and ABC-TV by charging in a petition that the allocation was not equitable and asking FCC to issue an interpretative rule that a pro rata allocation is required [TELECASTING, Oct. 2].

FCC's action on DuMont's petition raises "basic questions relating to the public interest which should be decided only after public notice and hearing." But the hearing date and the order of FCC's said, (Continued on page 64)

October 23, 1950 * Page 53
PRESS REACTION

IMMEDIATELY following the FCC's decision in favor of the CBS system of color television transmission [TELECASTING, Oct. 16], editorial writers on papers across the country started swinging with both sets.

In the New York Times of Oct. 18, an editorial pointed out that for present sets to receive even black-and-white pictures from a color transmitting station, would cost a vast amount of money. Stating that "the Commission has not contended itself with setting standards," the editorial said:

In the last [FCC] is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converter and in black-and-white with adapters. . . . This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction . . . The time for judicial interpretation of the phrase "to encourage the industry's present efforts" is at hand. . . .

The Washington Evening Star of Oct. 13 asked editorially: "Why All the Haste?" The paper agreed with the FCC contention that delaying the decision would only increase the number of sets to be converted and pointed out that "that argument would be valid if the television industry were ready today to start producing color TV receivers." Indications are [however] that it will take many months, perhaps several years, before quantity production of color TV equipment can be achieved.

After exploring the possibility of further development on another color system which might later prove superior, the editorial said:

This much is plain. The prospect of early transformation of the television industry from black-and-white to color is still as slim as ever . . . (and) . . . it is very difficult to believe that the public interest or the interest of an industry that is still in the pioneering stage has been served by this needlessly premature commitment to a particular color system.

The same day the New York Herald Tribune carried a dispassionate editorial which said FCC "faced up to a grave responsibility" in making its color decision. It pointed out that there are "admitted flaws in the CBS color system . . . [but] opposing systems, on the other hand, failed to match the fidelity of the CBS pictures, and the FCC showed no great confidence that they could eventually be made to work." Drawing its conclusion, the paper said: "The one certainty that stands out in the aftermath to the FCC decision is that the last word has not been spoken on this perplexing problem."

Reaction in Kentucky

In a blistering attack on the color decision, The Paducah (Ky.) Sun-Democrat of Oct. 13 said:

"This appears to be one of the worst recent examples of the abuse of authority by an over-enthusiastic bureaucracy." The paper also hit FCC for having "launched a large section of the population "because of the absurd freeze on new stations"; pointed out that the CBS system "cannot be used in black-and-white by the millions of TV sets already in the hands of the public"; and conveyed a vague "inability to arbitrate halt further research in color television along technical lines different from the CBS system, which is itself not perfect"; and bemoaned the fact that most color receivers already on the air face the prospect of having to make large new investments to accommodate their transmitting equipment so as to handle color . . ."

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Editors Hit Color Plan

The paper further stated: "Apparently this is what members of the Commission's staff . . . who are devoted to the idea that the public cannot be trusted to know what is best for it in the field color television." No government worker, whether official or mere employee, is entitled to hold that kind of opinion."

The Cincinnati Enquirer of Oct. 17 headed its editorial with the question "Confusion Compoundd."

"As far as its immediate impact on the industry and the public interest is concerned," the paper said, the FCC ruling "authorizing an immediate beginning of color television bears out the Commission's outstanding record of doing either the right thing at the wrong time or the wrong thing at the right time." The Enquirer said that possibly the Commission is "heading down the wrong road technically" and asked "if the FCC could hold the entire development up until next year, the nation was covered with black-and-white televisions. . . . There was more certainty that a final answer to the black-and-white problem had been found!"

"The problems of manufacture were covered and the paper pointed out that "manufacturers of black-and-white sets now in stock probably will be worn out in use before color TV attains a comparable vogue."

In his syndicated column of Oct. 19, Fred Othman pointed out that despite the confusion surrounding the FCC decision favoring CBS color the only beauty of it is that the darn thing works. He said:

CBS Accords Sprague Time to Answer

BOTH SIDES of the color television controversy were to be presented to CBS network listeners last week.

President Frank Stanton took to the air Oct. 15 to "clear up" confusion created by "the reaction of some of the television set manufacturers," the decision having " certified Columbia's incompatible color system."

His speech brought a demand from Radio-Television Mfrs. Assn.'s President Robert C. Sprague for time in which to reply. Mr. Stanton answered that "obviously CBS will apply its long-standing policy of presenting both sides of important public issues," and Mr. Sprague was scheduled to appear yesterday (Sunday) at 5:45-6 p.m. over the CBS radio network.

RTMA demands for 30 minutes on CBS to answer Mr. Stanton was issued Monday after the association's Television Committee, which held an all-day meeting in New York, asked FCC for equal time on both sides of controversial public issues.

Committe Set Up

RTMA's committee will set up a subcommittee to submit factual information to the public and trade in its defense. "The reason for it," the resolutions calling for equal time on both sides of controversial public issues.

Dr. Baker continued, "We are confident that once the public knows the facts it will have no hesitation about continuing to buy black and-white sets in large numbers while the industry works out the technical problems of future color television." Mr. Stanton in his speech reviewing some of the questions that he said were being asked by people (Continued on page 60)

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Color Debate

INVITATION to participate in a radio public debate on the current color controversy was declined last week by Frank Stanton, CBS president. Brig. Gen. David Sarnoff, chairman of the board of RCA, had not replied as of Friday. Idea had been advocated by Dr. Clinton H. Churchhill, president and general manager of WBKB Buffalo, who wired the offer stating that two hours of sustaining class A time, 5:30-7:30 p.m., Oct. 24 had been cleared by WBKB for presentation of case, rebuttal and questions from the floor. Pointing to the importance of this question to the public, Dr. Churchill declared the whole subject "should get a thorough airing . . . by qualified representatives of the interested parties. . . ."
THE BATTLE over FCC's approval of the CBS color television standards raged on last week, with political as well as manufacturing and broadcasting forces joining the fight.

While RCA-NBC and Pilot Radio Corp. went to separate courts to seek injunctions against the effectiveness of FCC's order (see story page 53), the week saw other developments:

Sen. ED C. Johnson (D-Col.), chairman of the Senate Commerce committee and one of Capitol Hill's most outspoken color advocates, defended FCC's decision and accused manufacturers of staging a "sit-down strike" in rejecting FCC's bracket-standards proposal. Chairman Robert Cros- (D-Ohio) of the House com- merce committee said he would put the color issue before his com- mittee when Congress reconvenes.

The major color manufacturers continued to criticize FCC's decision or questioned its practical effective- ness—among them spokesmen for Allen B. DuMont Labs, RCA, General Electric Co., Mo- toroa, Avo's Crosley Division, and Sightsmarter Corp., aside from others who had spoken out against the decision the previous week [Broadcasting, Oct. 15].

Companies planning to turn out CBS color equipment in- creased, with majors Majestic Radio & Television, Muntz TV, Television Equipment Corp., and, reluctantly, Belmont Radio Corp. (Raytheon) among those joining Tele-Tone Ra- dio Corp., Webster-Chicago Corp., Celomat Corp., and Hallcrafters Co., which had said earlier they would begin to market color con- verters at an early date.

Hallcrafters Co., which criti- cized the decision but planned to build sets on a limited basis, said a survey of 100 TV stores in the country indicated that TV stations brought 65 replies, with 54 reporting no plans to use the CBS system and only three reporting definite plans (story page 54).

WCAU-TV Philadelphia, however, announced it will begin colorcast- ing as soon as programs are available, and Humboldt J. Greig of WHUM Reading, Pa., said his sta- tion was prepared to notify FCC that it desires a color rather than monochrome TV grant.

The likelihood of a time that may be needed to develop a color service was emphasized—without the outspoken criticism that marked many statements—by major industry leaders, including Tele- vision Broadcasters Assn. President J. R. Poppele, of WOR-TV New York; former FCC Comr. E. K. Jett, of WNYC-TV New York; Storer of Port Port of Industry Co., and H. L. Hoffman of Hoffman Radio Corp.

RCA announced it would demonstrate improved versions of its compatible color system in a series of showings in Washington starting Dec. 5.

FCC ruled that tests of the RCA color system on RCA-NBC's WNBW (TV) Washington and WNBT (TV) New York—or any other TV experimentation on the VHF—must be made "during periods other than normal broadcast hours in accordance with the experimental rules."

First newspaper editorial rection to FCC's decision appeared to be largely adverse (story on opposite page).

RCA's plans to demonstrate improvements in its system were an- nounced Tuesday in telegrams sent throughout the radio-televising manufacturing industry by E. C. Anderson, vice president in charge of the commercial department of RCA Labs.

RCA System 'Improved'

Mr. Anderson noted that RCA had "clarified certain understandings" in its system since it was last demonstrated to licensees on March 30, and reiterated the company's position that by May 30, 1951, "we will show that the lab- oratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commer- cially, fully compatible, all-elec- tronic, high-definition color television available for im- mediate adoption of final standards."

He said the Dec. 5 demonstration will include a showing of a con- verter for the RCA system. (FCC's color decision had said that "no practical converter" was demon- stration to the Commission by RCA.)

Extension Granted

FCC meanwhile granted RCA- NBC 90-day extensions of special temporary authorizations for tests of the RCA system on WNBW and WNBT, on condition "that such experimentation shall be limited to programs that are part of the regular regular broadcast operation, whether commercial or..."ing programs."

The Commission said this is in line with FCC's prior statement that it will report approving CBS color stand- ards, and is "the policy which the Commission intends to follow with respect to all requests for experi- mental operations in the VHF band."

FCC also denied NBC's request for permission to charge for color TV broadcasts carried by WNBW Monday through Friday from 3-4 p.m. Experimenters forbid such charges, FCC noted. It as- signed experimental call letters KG2XDR to NBC's Washington color test station KE2XKV for the New York operations.

"These grants are subject to the further express condition that they are without prejudice to any action the Commission may take with respect to any of your pend- ing applications for renewal of lice- nses," FCC said.

Summaries of the week's reac- tions to the color decision—in the p o l i t i c a l , manufacturing, and broadcasting fields—follow:

Sen. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Com- mittee, emphasizing that both the FCC and the Condon Committee con- cluded their hearings ready now, charged that manufacturers "or- ganized a sit-down strike" instead of cooperating with FCC's "bracket-standards program.

The "obvious and sensible thing, of course, would be for them to abandon their political activity and their announced propaganda cam- paign and put their heads together to develop a color television system more to their liking," he said. "No one can make me believe that they cannot do so should they pool their great scientific resources."

He noted that FCC's decision provides that colorcasting "for the present in its permissive and not mandatory," and that the permis- sive arrangement will permit FCC "to see how color television is re- ceived by the public." FCC's de- cision "emphasizes" the Commis- sion will give "full consideration to improvements or new systems whenever they may be developed," he asserted.

With both black-and-white and color to choose from, and with black-and-white obviously re- maining the prevailing system on most stations," Sen. Johnson said, "the market is left wide open for a free choice by buyers giving the scientific, industrious, and competitive ele- ments free play to settle the issue. This is in the best tradi- tions of the American anti-monop- oly spirit."

He said the only way existing set owners are affected "is to make it possible for them to have color television if they want it." It is by so proceeding, he said, that the Commission's decision obviously is de- signed to give consideration to ap- proximately 75% of the popula- tion at once.

"The Commission is required by

(Broadcasting, Oct. 23, 1950)
Ghosts of FCC’s postwar FM relicensing and recent color decision haunted opening sessions last week of the Commission’s lengthy general allocation proceeding looking toward lifting of the now two-year old TV freeze.

Spectors of the former conflicts arose:

Consulting Engineer Paul A. deMars challenged the qualifications of Dr. Kenneth A. Norton, National Bureau of Standards radio propagation authority whose earlier FM work had been subject to similar attack.

Mr. deMars also questioned the qualifications of Edward W. Allen Jr., chief of FCC’s Technical Research Division, to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems.

FCC Counsel Harry Plotkin, attacking the request of Television Broadcasters Assn. for assignment of all 704 channels of VHF band to TV, indicated the Commission would not tolerate “broad general conclusions” drawn from unknown facts and data such as occurred, he charged, in the color TV case.

Other hearing developments included:

Indication by Philco and DuMont that regular UHF service is possible now, at least to limited extent.

Presentation by DuMont of revision of its earlier-presented nationwide VHF-UHF allocation plan.

“Unsound Allocations”

Mr. deMars charged “unsound allocations” would result if FCC relied upon the controversial reports of the Ad Hoc Committee. He said certain assumptions of Dr. Norton used in their calculations in the 1948 engineering conference on TV and FM propagation had necessitated formation of the Ad Hoc Committee to resolve the disagreements.

Mr. deMars said a number of engineers support his position and specifically named Prof. Edwin H. Armstrong as queried by Comm. Frieda B. Hennock.

He requested about 10 days to prepare data which he said would show Dr. Norton is “incompetent as an advisor on allocation matters to the Commission.” FCC indicated the examination will be permitted but no date was specified.

It was confirmed that Mr. deMars will carry out his wish to question Mr. Allen’s qualifications as chairman of the Ad Hoc group.

Mr. deMars said all the allocation processes was only tempers in a teapot argue, however, when Jay W. Wright, CBS chief radio engineer, stated he believed there really would be little practical use of the material which was the subject of most disagreement.

The present proceeding, held Monday, Tuesday, Thursday and Friday last week and scheduled Tuesday through Friday this week, seeks first to consider the revised general TV allocation proposals issued by the Commission in July 1949 [TELECASTING, July 11, 1949].

Revised Proposals

It was the first report of the Ad Hoc Committee which prepared the way for these revised proposals [TELECASTING, June 13]. As a result, the channel separation between TV stations would be increased from 160 miles to about 220 miles while adjacent channel separation would be raised from 75 miles to 110 miles. This reduces the number of possible stations.

Upon conclusion of the general allocation proposals, FCC will take up the individual community allocation requests. The specific community allocations also were proposed in revised form in July of last year.

It’s conservatively estimated the general and specific allocation phase of the present hearing will delay FCC’s ability to lift the freeze on new station construction until some time in mid-1951.

Initial consideration at the hearings includes FCC’s proposal to add 42 six-megacycle UHF channels with the balance of the UHF band allotted for TV experimentation.

The Commission proposes to employ VHF standards in the UHF. Further proposals to be considered relate to allocations priority methods, grades of service, permissible interference ratios, classes of stations, station service areas and directional antennas.

As the hearing continues, consideration will be given to FCC’s proposals on required field intensities, prediction of TV propagation and station separations as well as to non-FCC proposals relating to Strabonics, Polycasting, reservation of channels for noncommercial educational TV stations and “metered television.” Possible aid to improving service through synchronized or offset-carrier operation also will be explored.

Testing Monday before Comra. Hennock, Robert F. Jones, George E. Sterling and Paul A. Walker with Chairman Wayne Goy presiding, Mr. Allen detailed the history of the Ad Hoc Committee and activities leading up to issuance of its contested second report, Volume II [TELECASTING, Sept. 18]. Mr. Allen endorsed both Volumes I and without reservation.

Ad Hoc Reports

The ad hoc reports are the basis tools of technical definition and calculation by means of which FCC must determine its revised TV allocation policies. The June 1949 report, Volume I, specifies and evaluates troposphere and terrain factors as they relate to propagation problems and designates means to predict effects of one predominant interfering signal upon a desired signal, Mr. Allen indicated.

Volume II in principal presents frequency methods for evaluating TV service in the presence of multiple sources of interference. It recommends none of them. The present report explained multiple-interference predictions as “a very difficult theoretical problem” which the committee considered “extremely important” since it “might seriously affect the allocation process.”

Mr. Allen stated while data are too few in many cases for accurate predictions, Volume II particularly explains its own weaknesses in this regard. The assumptions made, Mr. Allen said, should be made, Mr. Allen said, should be made by people qualified to make them.

Ad hoc material presented to FCC by Mr. Allen disclosed that Dr. E. U. Condon, director of NBS, in a letter dated Oct. 9 explained the status of four unpublished references attached to Volume II which have been the object of opposition to the second report. Dr. Norton and certain other NBS and FCC staff members are authors of the references.

Dr. Condon wrote Mr. Allen, that the unpublished references (C, E, K and M) were never made the subject of editorial review and if “has not participated in any agreement that these papers in their present form are to be referred to as official proposals of NBS. They may be regarded as working papers prepared specifically for the use of your Ad Hoc Committee,” Dr. Condon stated.

“The editorial review indicates that the publications are free of the objectionable "inaccuracy" or "lack of freedom from technical errors," the white paper states. "The accuracy of these publications, however, in that clarity and precision of presentation, the Bureau’s position requires in its official publications."" It’s second point that was raised,” Dr. Condon said, “was that the analysis is based on incomplete data, a meager amount of observational data, some of which is not even being used.” It’s conclusion is “that the situation is inherently a complicated one, and that all the factors considered for the situations require much "quaint attention." He foresees possible modifications later "as a practical working matter.

Others Testify

Other members of the Ad Hoc Committee testified Monday and Tuesday on their views of the reports and supporting references. Those who endorsed Volume II without reservation included Ralph N. Harmon, engineering manager of Westinghouse Radio Stations Inc.; Robert P. Wakeman, Allen B. DuPont, and FCC engineers William C. Jones, W. V. Waldo and E. F. Vandivere Jr.

Endorsements with reservations were offered by Consulting Engineers Stuart L. Bailey, Albert F. Murray, Frank G. Kear and Raymond M. Wilmotte; Mr. Wright; Dr. George Jones, RCA Labs Division, and Dr. Norton. Those declining to endorse Volume II besides Mr. deMars were Dr. Thomas H. Carroll and Gistler H. Page, both NBS associates of Dr. Norton. Dr. Carroll strongly contested the Norton assumptions in both reports.

Mr. Harmon, who also endorsed Volume I without reservation, stated he originally complained about the complexity of Volume II but decided one couldn’t come up with a resolution if all the factors were to be considered. He urged a definite program of gathering more data through the 107 TV stations currently operating.

Mr. Wakeman, who also approved Volume I, presented a detailed answer to the criticism levied.

Presentation of a $100,000 check to Columbia U.’s Graduate School of Journalism by Joseph Schlitz Brewing Co., Milwaukee, was made along with the premier of the new television show Pullitzer Price Playhouse, sponsored by Schlitz over ABC-TV. At the ceremony are (l to r) Edward J. Noble, ABC board chairman; Edwin C. Uihlein, Schlitz president; Dean Carl W. Ackerman, Columbia U., and Joseph Pulitzer. The endowment is to be used for the support of the school and to continue the Pulitzer Awards.
On November 1, 1950, Blair-TV Inc. adds another great outlet, KEYL, San Antonio, in the heart of the rich and responsive Southwest. For full details on the importance of this station and this market to spot television advertisers, call Blair-TV today.
telestatus

ADVERTISERS of Food & Food Products were the largest product classification using television time in August, according to the latest Rorabaugh Reports on Telecasting Advertising. In all there were 650 such firms using the medium during the month (see table).

Out of 71 advertisers on the four networks, there were 422 firms which used TV to sell food products. This product classification had the largest number of network advertisers. In all 112 firms sponsored 16 different programs, several of them appearing several times a week.

Smoking Second

The second largest classification of network users was Smoking & Smoking Materials. In this group there were eight firms sponsoring 12 different programs. American Tobacco Co. and P. Lorillard Co. had three shows each during the month.

Food & Food Product advertisers also were the largest users of spot television during August. Rorabaugh reports, with 261 different firms using the medium for spot campaigns. Running a poor second in number of accounts were Beer & Wine advertisers. In this classification of spot accounts there were 133 active accounts in August on the reporting stations.

In the local field the largest number of accounts was placed by advertisers of Household Furnishings, Equipment & Supplies. During the month there were 2646 firms which placed local business. Food & Food Products was the second largest local classification with 433 accounts.

* TelePulse Reports

Belle Top for Six Months

MILTON BERLE'S Texaco Star Theatre was the top-rated program in the Multi-Market TelePulse reports for the six-month period from January to June 1950. The program received a rating of 54.9, according to a compilation just released by The Pulse Inc.

The top 10 programs during the period, with their ratings, were reported as follows:

- Texaco Star Theatre ............ 54.9
- Godfrey's Talent Scouts .......... 41.1
- Toast of the Town ............... 40.1
- Godfrey & His Friends .......... 39.7
- The Goldberg's .................. 36.7
- Fireside Theatre ................. 30.6
- Kraft TV Theatre ................. 18.9
- Saturday Night Revue ........... 28.9
- Studio One ........................ 28.3

Weekly Television Summary—October 23, 1950, TELECASTING Survey

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VOTED BEST AGAIN in Dayton's PULSE* Parade!

PULSE PROVES...
8 out of the 10 top rated weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
6 out of the 10 top rated multi-weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
2 of the Dayton's top rated multi-weekly shows are locally produced by WHIO-TV!

PULSE PROVES AGAIN...
WHIO-TV is Dayton's First and Favorite Television Station!

PULSE PROVES AGAIN...
WHIO-TV is the people's choice in the great Dayton market! It's your best TV buy!

Sell your product right in Miami Valley's living rooms... faster and at lower cost per viewer... on WHIO-TV!

Put your Product At The Head Of The Sales Parade In Dayton and the Miami Valley! Put It On WHIO-TV—Now!

*Proved by ratings published by The Pulse, Inc., Sept., 1950
RTMA Reply
(Continued from page 54)

who had been upset by the color controversy. He assured listeners that present TV sets will not be useless after Nov. 20, the date CBS color standards go into effect under the FCC decision.

"Despite the fact that some manufacturers are seeking to create the impression that the public’s investment in television sets is about to be wiped out," he said, "nothing could be further from the truth. As a practical matter, color programs will not, overnight, entirely replace black-and-white programs."

Mr. Stanton predicted that the number of color programs "will increase at an orderly rate as the number of sets capable of receiving them increases."

To Buy or Not?
Another question he thought was troubling non-owners of television sets was: "Should I buy an ordinary black-and-white television set at this time?"

Although he said he could not give a flat answer, Mr. Stanton did give "some facts which may help you make up your own mind." He pointed out that black-and-white sets now on the market "will continue to receive present black-and-white programs."

"These programs," he added, "will continue for a considerable period of time, although at a diminishing rate within a year or so."

Most sets now on the market, he said, can be adapted to receive color telecasts in black-and-white and can be converted to receive color in color. He continued:

"On the other hand, I want to point out that it will be somewhat cheaper and more satisfactory to buy a black-and-white set which is already adapted, so that it has built-in compatibility. Furthermore, a new combination color and black-and-white set may be somewhat less expensive and will be more satisfactory than an ordinary black-and-white set adapted and converted for color.

"Therefore, if you wait for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color.

"On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color."

Mr. Stanton said some "progressive" manufacturers were preparing to make color equipment, but he regretted that "this constructive attitude is not being displayed by all manufacturers."

He said he had telegraphed a request to the Radio-Television Manufacturers Assoc. to attend the meeting held Monday in New York to consider the RTMA's attitude toward color, but had been advised that the meeting was closed to CBS.

"If any statements come out of that meeting," said Mr. Stanton, "I hope you will read them in the light of these facts. We do not want the future of color television to fall into the hands of any self-appointed group meeting in secret behind closed doors. We know you do not want that either. We intend to do everything we can to prevent anyone, either television manufacturers or anyone else, from blocking color television and keeping it from the American public."

Mr. Stanton said that "some manufacturers are trying to create the impression that the Commission's decision is sudden and that, as a result, they are not prepared to build the necessary new color receivers, adapters, color converters and black-and-white sets internally equipped to receive color as well as black-and-white pictures."

The decision, he said, "was anything but sudden."

GARDEN EVENTS
Cheesebrough Part-Sponsor

CHEESEBROUGH Mfg. Co. (Vaseline hair tonic) will sponsor the 10:30-11 p.m. portion of the Saturday night Madison Square Garden events, telecast on DuMont Television Network. The series consists of 25 supporting events telecast every Saturday night through March 1951. Cayton Inc., New York, is the agency.

This marks the second television show for the sponsor.

TOA MEETING
TV Subjects High on Agenda

TELEVISION and theatre television will be the subjects of a number of speeches and discussions when the Theatre Owners of America hold their annual convention in Houston, Tex., Oct. 30-Nov. 2, at the Shamrock Hotel.

Speeches before the full convention include:

Mitchell Wolfson, chairman of the theatre committee of the Theatre Owners of America and owner of KTVJ (TV) Miami, Fla., will report on "Television Broadcasting." Bob C. Allen, secretary-treasurer of United Paramount Theatres, will cover "Theatre Television" and the results of the Big Ten television experiments. Marcus Cohen, television counsel to the theatre owners, will speak about the prospective hearings on theatre television now before the FCC, and other aspects of television in movie houses. Nathan Halpern, also TV consultant to the theatre owners, will detail the experiment of theatre television and its growth. Also scheduled is Stuart Bailey, of Jansky & Bailey, Washington engineering consultants, who will discuss the engineering problems of allocating frequencies for theatre TV.

Other small committee meetings will be held to discuss in greater detail the subject of television as it is related to the theatres.

At the close of the sessions Mr. Halpern will introduce a resolution urging the use of television advertising for promotion of movie television, which, according to Mr. Halpern, is proving very successful in building audiences.
Mr. Wright saw little practical need for Volume II since there are few cases of multiple co-channel interference in the present FCC plan. Station spacings would take care of adjacent channel situations, he said.

Dr. Norton testified that in view of methods evolved in Volume II he could now endorse Volume I without reservation. He believed the "most accurate and workable method presently available for evaluating the location probability of service" to be the log-normal method of combining interference from several sources, one of the four techniques suggested in Volume II.

Dr. Norton's Views

He also stated he did not believe it has been established "that the best location for a television station is necessarily always in a large city but . . . that a good case might be made for locating television stations half way between cities, at least in some cases." Dr. Norton also predicted "machine computation" may help in future TV service calculations.

Several "general principles" were given by Dr. Norton which he claimed will be true under any arrangement of TV stations, based on a study contained in unpublished Reference E ("A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 30 Mc" by Dr. Norton and Mr. Flieh). He also predicted "the effect on television service of transmitting antenna height, radiated power, the use of Offset or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received from Several Transmitters" by Harold Sarns of NBS.

One principle cited stated the "use of maximum available antenna heights guarantees appreciable power coverage of the maximum total area. Although a horizontal increase in power for a given geographical arrangement of television stations will increase the number of receiving locations at which interference between stations is noticeable, it will not increase the mutual station interference at any receiving location, and will reduce the interference arising from noise at all receiving locations. A horizontal increase in transmitting antenna height is even more advantageous since it will not only reduce the interference arising from noise at most receiving locations but it will also reduce the mutual station interference at most receiving locations."

To queries by Comr. Hennock as to the cause of the opposition to his work, Dr. Norton indicated it was the "earlier FM hearing, of course," and had nothing to do with the "substance and merit" of the ad hoc reports. He said he had "tried many months" unsuccessfully to find out the objections to the ad hoc conclusions.

Dr. Carroll reiterated his strong objections to both Volumes I and II, quoting a government report as made in the reports and noting one unpublished reference hasn't been made available to the whole committee. He termed Volume II as particularly vulnerable, complicated and confusing. Questioned closely by Comr. Hennock on his strong objection to Volume II, Dr. Carroll stated he proposed to submit his own simplified version in a week or so.

Asked by DuMont counsel, Col. William A. Roberts, if his statement had been reviewed by NBS before his appearance, Dr. Carroll indicated several portions had been deleted. One deletion referred to his own report, he stated, while another concerned a "simple way of computing service according to ad hoc definition found only the previous week by a colleague and which was said "not to exist" in Reference E.

Mr. Page, a mathematical physicist who stated he agreed with Messrs. deMars and Carroll "to some extent," testified he was "in agreement with the Committee's basic approach to the problem of determining television service" but felt that the analysis presented "is confusing" and the results are not "in practical form and do not give direct answers to the basic problems." Although not a propagation expert, Mr. Page indicated he had been named to the committee to assess the statistical and mathematical methods used.

Presents TBA Request

John Preston, chief allocations engineer for ABC and member of the TBA Engineering Committee, presented the TBA request for assignment of 70 UHF channels to provide "truly nationwide and competitive television system" as well as a minimum of four channels per market for the first 140 metropolitan districts.

He explained that in the interest of "efficiency, stability and economy" it was desirable to allocate all of the UHF band now to TV. This would allow set makers to incorporate these channels in their receivers at the conclusion of the hearing, Mr. Preston said, "thereby avoiding needless repetition of anoccasion which has been reviewed by NBS before his appearance, Dr. Carroll indicated several portions had been deleted. One deletion referred to his own report, he stated, while another concerned a "simple way of computing service according to ad hoc definition found only the previous week by a colleague and which was said "not to exist" in Reference E.

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A N ESTIMATED 225,000 Tar Heels held their breath as they watched the opening kickoff of the Notre Dame-North Carolina football game on Sept. 30. It was a dramatic moment for the thousands (10 viewers to one set owner) of Piedmont spectators seeing for the first time a direct telecast of a UNC game that was being played hundreds of miles away in South Bend, Ind.

And it was a momentous occasion for WFMY-TV Greensboro, N.C., for Sept. 30 marked the station's addition to coaxial cable service, an event dutifully logged in television history.

This period in WFMY-TV's service to the Piedmont area will linger in the memories of executives and staff for a good time to come. Only a week before, on Sept. 22, the station marked its first anniversary on the air.

The cable debut was the signal for WFMY-TV to close the "getting started" chapter and begin a new schedule of operation — full schedule of network and local programming. In only one week, the station's hours increased from 30 hours per week to over 60 hours. On Oct. 16, WFMY-TV began a new daytime schedule, adding 10 hours of extra afternoon programs each week.

Gaines Kelley, WFMY-TV's general manager, says the new jump in hours since "C-Day" means an increase in programs by some 250%. With this boost in programming, Mr. Kelley reports a concurrent increase in set sales. "Calls, cards, letters and visitors have weighed down our desks and sofas until I suppose our station is permanently settled for good in more ways than one," Mr. Kelley observes.

Greensboro is located in a heavily concentrated area. Within less than 30 miles lie Winston-Salem, High Point, and Burlington, a trio of important North Carolina population centers. WFMY-TV promotion must be extended to these cities. Efforts along this line by the station's promotion staff already have paid dividends in a set owner rise and greater TV-consciousness.

In the television sense of the word, this area was "frontier" land when WFMY-TV greeted Piedmont residents last fall. Literally starting from the ground up, WFMY-TV builders had welded the facilities of the sister station WFMY (FM) and solicited aid from the parent Greensboro Daily News and The Greensboro Record. Concentrating on speed, TV installations were completed and an all-out audience promotion campaign undertaken.

Set Ownership Increasing Rapidly

The count of sets in the area was about nil before the station went on the air. By the time the outlet began operating on Channel 2 (64-60 mc) with .8 kwaural and 1.67 kw visual power, set ownership had reached an estimated 2,000 to 3,000. The figure now has passed the 25,000 mark with an expected 30,000 or more by the first of the year.

This wide acceptance of television, heretofore confined to film and local programming, is the keynote upon which WFMY-TV is building its new schedule. With "live" network programs available from WCBS (its primary affiliate), NBC, ABC and DuMont, the station anticipates still greater success in its area.

On occasion of the cable bow, North Carolina's Gov. W. Kerr Scott said in his letter of congratulation: "In joining the national television network, your station will be making it possible to bring thousands of North Carolinians entertainment, sports, educational programs and news direct from all parts of our nation. This marks a new era of educational and cultural advancement and is another step forward in our march of progress."

At the ceremonies, dignitaries joined crowds of interested spectators invited to "come and see on television." Despite the chilly, misty day, the crowds were caught by the camera and the scenes transmitted to the thousands before their sets at home.

All spot announcements adjacent to commercial programs have been sold. But perhaps WFMY-TV's "secret weapon" is contained in its ability to draw a viewing audience by its local fare.

Despite the fact that WFMY-TV has the use of only one camera, a film chain and baloptican, its program department has been doing an outstanding job in local programming.

One of these features is the "Carolina Rangers," sponsored by a local furniture chain with stores in Greensboro, Burlington and Winston-Salem. The "Rangers" via TV, have earned themselves a top rating as a western-hillbilly-folk song group.

Another successful local show is the Tel-Tones bringing tune-fare...
to manage the firm's radio-TV operations.

Under his supervision are the following:

Robert M. Lamb, commercial manager, who had previous experience in AM operations in Asheville, N. C., and Memphis; George Currie, program director, who came to WMFY from WICU Erie, Pa.; and Cari Jeffress, business manager.

The tie-up between television programming and the station's news is logical. The firm started The Greensboro Record more than 60 years ago and now operates the only morning and evening newspapers in the Raleigh-Durham market.

WMFY-TV's tower lords 1,298 feet above sea level and is adjacent to the studios and transmitter. Three weeks prior to the opening date, an unexpected dose of excitement was added to preparation when the tower fell during its raising. It was righted in the nick of time.

Compact Layout
For All Studios

TV studios, and those of FM, are in a single building located beside the News structure. On the main floor are studios and program department offices; film editing rooms are on the lower floor. Control rooms of both FM and TV transmitters and control rooms.

Although the station is the only TV service in the productive market area, Mr. Kelley recalls, "We learned the hard way that television is big business." And that is the way WMFY-TV, with an estimated $400,000 investment, is operated.

Mr. Kelley reports 49 local advertisers from six cities in the area as station clients, with future commercial prospects more than a hope." Mr. Lamb adds: "This is not a local station, it's a regional sales job." The station's field sales staff is carrying that through.

Although only a year old, the station already has piled up a wealth of success stories. National business is at a level not equal. business growing in "leaps and bounds." The station estimates if conditions don't change radically, business will more than double in another year.

Piedmont advertising agencies now are adding TV to their campaigns.

The station is making commercial films for such firms as Fleetwood Coffee and Kingdown Mattresses.

Of the future, Mr. Kelley says the emphasis will continue on "the entertainment appeal to Piedmont televiewers," keeping sights on sports, religious and news events. Citing education as an important adjunct to its services, Mr. Kelley continues:

FREELANCERS

TV FREELANCE writer contract demands upon NBC-TV, CBS-TV and ABC-TV were announced in New York last week by the National Television Committee of the Authors League of America, representing the Authors Guild, Radio Writers Guild, Guild, Dramatists Guild and Screen Composers Assn., all league affiliates.

A one-year contract was prepared with provision for re-opening of minimums after six months and 100% union shop, and the following terms:

Bargaining unit to comprise all TV writers, except staff writers and "certain independent authentic music." Use of material except for television to be reserved to the writer, and copyright to be in his name. Except for syndication deals, "the writer is to be on a one-shot basis within specified time limits. Telecasting to be simultaneous over all affiliated stations, except in syndication and any license permitted to be used within 30 days of first telecast. Wage minimums are of $300 to $750, and additional use is $1,125. Commercials are $200 and $300, and musical procedures $200 and $300 and $100; and $300 to $700 commercial, and $50 for commercial use (up to 10 telecasts), plus 50 for each additional use; background to be $70 to $175, and to $250 commercial. (Forgoing amounts give range; specific amounts depend upon time. Wage minimums for syndicated 'son will be to the writer not to be required to it for individual telecast. For first telecast, the writer is to receive 50% within two days after contract is signed, and remainder within two weeks thereafter, but at least two weeks prior to telecast or photographing. For additional telecasts: 50% of amount payable for each telecast every 90 days but full payment prior to telecast; for additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast. For additional telecasts, the writer is entitled to a minimum of one day's telecast.

Other provisions: Omission of the telecast for Optimist Club for showing on 60 stations during National Optimist Week Nov. 12-18. Marian Bichman, radio actres, and David Butler, TV actor, did voice work on four TV films, Chumplack Huna, series recently completed for Bing Crosby Enterprises by Courtenay Productions, Los Angeles.

ABC-TV Adds

IN ORDER to accommodate the rapidly growing number of stations, ABC is expanding its New York TV Center to include two new studios and three film preview rooms. This brings the total of TV studios in New York, and will enable ABC to eliminate "parcelling out" of TV production in network studios. Additions should be in operation by Nov. 1.
have an approximate $100 million dollar investment in television, the complaint asserted. NBC's television broadcast operations represent more than $5 million investment and RCA Television manufacturing plants, equipment and real estate represent more than $35 million investment, the court was told. RCA's gross income last year was $56 million, and telecasting being a large enough audience, so that shows can be sold and telecast without a loss to the broadcaster. Differentializing between black-and-white standards and the CBS color standards, the brief contended acceptance of black-and-white, which FCC approved in 1941, "has been inequitable to the RCA Victor Distributing Corp. Inc., a TV set market inventory approximating $1 million — an assertion the demoralization of the market resulting from [FCC's] order will seriously impair" RCA's opportunities to sell these receivers.

**Investment Cited**

With its $8 million investment in TV, the court was told, NBC "was just beginning to reach the point where some of [its] losses could be recouped" when FCC's order was announced. The order will serve either "substantially to dilute the television audience" or "to require NBC to commence incompatible color broadcasting," RCA asserted. The order would "will irreparably injure NBC's television broadcasting business." Approval of the CBS system will also deter the future adoption of the RCA system, without which RCA's "large investment in the development of its compatible color television system" will be "substantially impaired," the complaint asserted.

**Referring to the possible loss of TV audiences, the complaint said:**

There is a reciprocal relationship between the number of telecasting receivers in the hands of the public (the television audience) and the number of telecasting stations which the broadcaster is able to render to the public. The broadcasting of television programs is supplied to advertisers, and the value of such time [and the revenue derived from the] is dependent primarily upon the size of the audience which may be reached by the broadcaster.

**Claims Enough Sets**

RCA claimed there are enough sets operating now, consisting of a large enough audience, so that shows can be sold and telecast without a loss to the broadcaster. Differentializing between black-and-white standards and the CBS color standards, the brief contended acceptance of black-and-white, which FCC approved in 1941, "has been inequitable to the RCA Victor Distributing Corp. Inc., a TV set market inventory approximating $1 million — an assertion the demoralization of the market resulting from [FCC's] order will seriously impair" RCA's opportunities to sell these receivers.

**Complaint Alleged FCC's Notice**

Of the hearing preceding its bracket standards proposal made no mention of such standards. RCA quoted a Commissioner as saying in his dissent: "The subject of bracket standards was not at issue in the hearing. The subject... was a new concept in field and line scanning proposed after the hearing record closed. It came as a surprise to the industry and was not based on information appearing in the record of this proceeding."

RCA asserted FCC based the decision on recent correct conclusions, at variance with evidence submitted and contrary to the public interest, convenience and necessity.

**The FCC report showed the Commission did not understand various aspects of the RCA system,** RCA contended.

**RCA Challenged Enforcement of FCC's Order**

It will affect results:

- **All television sets will be capable of getting some of the television board**
- **Web color shows will not be received on sets now in use unless sets are modified, and in many cases modification is impractical**;
- **The question of whether a color receiver is capable of receiving both black-and-white and CBS color** will take time to produce, "and could be substantially more expensive;"
- **CBS color sets will be expensive;**
- **Broadcasters will have virtually no choice at all for their new transmitters in accordance with CBS standards, either black-and-white or color audiences, for a considerable period

**Who Will Carry Color?**

**Most Stations Say 'No' to Hallicrafters Query**

FIFTY-FOUR of the nation's 107 television stations have no plans to use the CBS color system recently approved by the FCC, according to a poll conducted by the Hallicrafters Co., Chicago.

William J. Halligan, president of the company which manufactures radio, TV and other communications equipment, sent a wire to each TV operation inquiring when it would commence CBS colorcasting. He received 63 replies, three of which revealed stations are planning to carry CBS colorcasts if and when colorcasts should be made available in their area. The remaining 60 that replied declined comment.

Forty-five of the stations responding, he said, "the demoralization of the market resulting from [FCC's] order will seriously impair" RCA's opportunities to sell these receivers.

**Approval of the CBS System**

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**of time, if ever;**

- **The order will impair the existing market and force broadcasters, web and white, and CBS color when requested by FCC to do so.**

"We are in favor of color but we have been urging that it be on a comparable basis. Our first obligation is to get color on the air," one of the operators said. "We have bought black-and-white receivers and are happy with them."

"No public clamor hereabouts for TV color," said another, "we are neat happy with black-and-white. Color premiere and implementation means whatever . . . and do not contemplate any CBS color broadcast equipment to do so by October 1st, then the FCC's order."

"We made no plans. Plans we would arrange to do so on Commission's order."

**AT&T Facilities**

(Continued from page 58)

"should not await the filing of further pleadings" in connection with DuMont's formal complaint, copies of which have been sent to AT&T and the affected Bell System companies together with a notice demanding satisfaction of the complaint or submission of an answer not later than Oct. 30.

The phrase "all TV broadcast station permittees and licensees who are now, or may be, customers for intercity video service" were given permission to "intervene and participate fully" in the hearing, provided they notify FCC by Nov. 1 that they intend to do so.

Some 20 Bell System companies as well as AT&T were made respondents in the proceedings, along with "all other carriers concurring in AT&T Tariff FCC No. 216," under which which the usage allocation was made.

**Networks Have No Comment**

The networks had no immediate comment on the FCC's investigation. It was assumed that both DuMont and ABC-TV would support this move by the Commission as well as the networks' efforts to come to rules to balance network competition. By the same reasoning strong resistance was expected from NBC-TV, which would be hardest hit by the competition-equilization plan, and CBS-TV, which would be the secondary victim.

AT&T reiterated the position it took when the proposal to equalize network competition was issued — that is, that AT&T's role is to provide circuits; that the difficulty does not arise primarily from lack of circuits; but that AT&T expects the networks, and stations to make mutually satisfactory arrangements and that the telephone company make the present allocation only on the condition that "works" failure to agree among themselves.

Promising to cooperate fully in any effort to improve the situation, AT&T pointed out that its network facilities "have been expanded very rapidly," now serving 72 stations in 42 communities. "The facilities devoted to television service cost over $70 million and serve an area popu-
luted by over 70 million people,” the company said.

Subjects which FCC spelt out for consideration included the basis, justification, and reasonableness or unreasonableness of allocations; and the basis upon which future allocations would be made by AT&T and the respondent Bells System Companies; the “impact of network facilities allocations upon present and future competitive operations in the field of network television broadcasting.”

Text of Tentative Issues

Portion of the FCC order designating “specific matters to be considered”—“without in any way limiting the scope of this investigation”—is as follows:

(1) The bases set forth in Sections 201 and 202 of the Communications Act of 1934, as amended, of the above tariff schedules of the Bell System Companies, providing for allocation of usage of available intercity video transmission facilities to meet the requirements of all interstate customers for monthly service;

(2) The allocations of usage of available intercity video transmission facilities by assigned channels, as made by respondent, AT&T, for the calendar quarter, Sept. 30 to Dec. 31, 1956, pursuant to Paragraph II-A.2 of AT&T Tariff No. 216; the bases upon which such allocations were made, and respondent’s justification for such allocations; and, the bases upon which future allocations would be made by all respondent carriers, and respondents’ justification therefor;

(3) Whether, in the light of the findings made in (2) above, the tariff schedules or policies therefor fail (a) to properly reflect the practices followed or that will be followed by said carriers with respect to the allocation of usage of intercity video channels, in violation of Section 203 of the Communications Act, 61.55(f) of the Commission’s Rules and Regulations;

(4) Whether, by virtue of the allocations referred to in (2) above, and in (3) above, and the findings of fact made by the Commission, AT&T, in violation of Section 212(a) of the Communications Act, has failed or refused to furnish intercity video transmission service on reasonable request therefor to customers of said carriers, and unreasonably discriminates among customers, or any locality to any unkee or unreasonable prejudice or disadvantage.

(5) The impact of the allocations of usage of intercity video transmission channels made by the Commission and upon the basis determined in (2) above, upon present and future competitive operations in the field of network television broadcasting;

(6) Whether, in the light of the facts developed by the Commission and otherwise, the Commission, pursuant to the provisions of Section 205 of the Communications Act, should prescribe new, additional or modified tariff regulations governing the allocation of usage of intercity video transmission facilities of the Bell System Companies, and, if so, the nature of such regulations;

(7) Whether, pursuant to the provisions of Section 205 of the Communications Act, the Commission should prescribe traffic classifications for persons or organizations who are, or may be, customers for intercity video transmission, (i.e., television networks, TV broadcast station licences, persons engaged in theatre TV, etc.), and bases for allocating usage of facilities among such classes of customers; and if so, the nature of such regulations.

**NIELSEN INDEX**

**TV Report 100% Audimeter**

BEGINNING with its first report for September, the National Nielsen Television Index is being produced 100% by Audimeters, A. C. Nielsen, president of the Market Research Co., disclosed Thursday.

"The important developments in the broadcasting industry, shall by fact that now, for the first time, advertisers just getting into television, or sponsors with both radio and TV commitments, need a service which measures both advertising media by the same methods, at the same time, by a proper blending of all radio and TV homes in the U. S." Mr. Nielsen declared.

In the first September report are included:

1. Two TV network reports monthly, each based on two weeks of sampling; 2. Four weeks of network telecasting covered each month with individual week ratings available on most shows—optional and at nominal cost; 3. Faster delivery, with a one-week improvement in the September market delivery time and two to three-weeks improvement on subsequent reports; 4. Reliable projections of number of TV homes having proper color reproduction, and proper viewing conditions for the first time based on proper sampling of all TV homes in the statistical sample; 5. More complete radio and TV ratings with NRI network radio data comparable with NTI network television program effective ratings.

Mr. Nielsen said that beginning in January important analytical data will be available through an NTI selected, fixed sample, and Audimeter-produced minute-by-minute records for viewing:

(a) Ratings in cable connected station areas only or in special combinations of cities chosen for reason of popularity measurement under identical competition; (b) minute-by-minute audience; (c) cumulative audience; (d) duration and frequency of viewing; (e) duplication of audience between network TV programs or between network TV and network radio programs. (The latter are measured by identical means in a common sample of home.)

The NRI president said there would be no change in the national NTI rate structure through December 1957, but that by the next year both complete and ratings services would be available on a "fair contractual basis, the latter on the two reports per month basis and at rates only increased over present price structures."

**PHONENECTION**

**FCC Grants Test Delay**

FCC last week granted Zenith Radio Corp.'s request for a 30-day delay in the scheduled Oct. 1 commencement of its Phonenection tests [TELECASTING, Oct. 9].

The tests, covering 300 Phonenection-equipped homes in Chicago, are now slated to start Nov. 1 and continue through Jan. 29, 1951.

The 30-day delay was sought because Zenith had been unable to secure "enough good film to conduct the test properly for 90 days."

But Zenith officials said "recent developments" made it likely that "a new cross-section of Hollywood production" would be available by Nov. 1.

**Borden on NBC-TV**

BORDEN Co., New York, effective Nov. 22 will sponsor Peter Lind Hayes and Mary Healy on NBC-TV, Thursday 8:30-9 p.m. Show previously was expected to go on CBS starting Oct. 31, but that network was unable to clear stations and thus the agency, Kenyon & Eckhardt, New York, bought the NBC time.

**Texas Buys Opera**

OPENING performance of the Metropolitan Opera will be telecast for the third year over ABC-TV under sponsorship of The Texas Co., which also sponsors Saturday matinee telecasts of the opera over ABC-TV. First opera performance of the season will be the evening of Nov. 6.
Making a nerve-wracking job easier for spot time buyers

Selecting stations is a nerve-wracking job for any time buyer, when he can't get the station information he wants. Or when it takes too long to get it.

Many stations are making it easier by running Service-Ads that supplement and expand their STANDARD RATE LISTINGS. The Service-Ad shown here, for instance, indexes useful information on Station WHK’s coverage, audience, cost, production quality, and program promotion.

STDARD RATE & DATA SERVICE
The National Authority / Walter E. Somlo
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

TV Allocations
(Continued from page 61)

in which the buying public need have the added expense and inconvenience of adding adaptors in order to receive additional channels on marketed television receivers.”

FCC Counsel Plotkin, however, wanted to know if TBA had survey-manufacturers to find out if they would incorporate these changes in their sets. Mr. Preston said no such survey had been made. Mr. Plotkin further attacked TBA’s generalization that it now is “feasible” to establish transmission standards in the UHF. While TBA supported use of VHF standards for the UHF, Mr. Plotkin told this did not include the new color TV standards.

TBA further urged FCC to maintain a separation of 75 miles between stations where oscillator interference would be expected and separations of 58 miles and 75 miles in cases where image interference may be expected.

Mr. Plotkin here challenged TBA’s basis for assuming the Radio-Television Mfrs. Assn. has recommended an intermediate frequency of 41.5 mc for sound and 45.5 mc for picture carrier to reduce radiation. He doubted RTMA had authority to stabilize the industry use of the IF on the “high side.”

In a verbal tussle with Mr. Plotkin concerning the FCC counsel’s attack on the failure of TBA to provide supporting evidence with its conclusions, Thad H. Brown Jr., TBA counsel, commented, “We thought you’d like to hear from us.” Mr. Plotkin replied affirmatively but observed, “Only it doesn’t mean much to us.”

Mr. Plotkin also asked TBA if it thought it was “being helpful” when it failed to study what effects its plan to solve oscillator radiation would have on services other than TV, such as those pertaining to safety of life. “How can you make a recommendation if you didn’t study it?” he asked.

Similarly he criticized TBA’s failure to consider FCC’s proposal to assign five channels below 500 mc to common carriers as well as proposals on Stratovision and Poly-casting.

Mr. Plotkin observed that the TBA evidence was not supported or qualified and not in the personal knowledge of the witness, but upon the protest of TBA counsel, he withdrew the observation and moved the full TBA presentation be stricken from the record. FCC denied this motion but admitted the FCC presentation which also included a “sample” East Coast allocation plan, with realization of its “limitations.”

Frank J. Bingley, in charge of TV research for Philco Corp., outlined Philco’s experience in measurement of UHF signals in Bridgeport, Conn. and Washington, D.C. He said Philco believes that “fundamentally there is no reason why the UHF band cannot provide a satisfactory broadcasting service. He said Philco’s results show that UHF service in Bridgeport is good although its range is “somewhat limited.”

Mr. Bingley stated that at his home in Meadowbrook, Pa., 125 miles from Philadelphia, he could receive and identify the NBC experimental station W3XSB. No signals were picked up in Washington, 25 miles away, he stated.

Mr. Bingley observed that Washington with reception of the lower power NBC UHF station W1XEL, had no satisfactory “service” as Bridgeport, Mr. Bingley testified. The larger, metropolitan service area is 10 miles from Washington and Mr. Bingley is not sure about the suitability of UHF for service by metropolitan areas and there is some possibility that New York, with its many high buildings, would present a “difficult problem.”

Mr. Bingley contended oscillator radiation was a receiver problem and not one of allocations. He asked favored off-set carrier operation to reduce co-channel interference.

Murray Testimony

Albert F. Murray, consulting engineer, presented details of the Bridgeport and Washington UHF reception tests which he conducted or supervised for Philco. He said his experiments appeared to be no great difference between UHF and VHF as far as ghosts are concerned; receiving antenna positions were critical in UHF, shadow effect of obstructions in UHF is more pronounced; absorption of buildings and trees is greater in UHF, and to secure the desired voltage input at the transmitter from a UHF signal of given intensity a higher gain antenna is required than VHF. He also found UHF home installations no more difficult than VHF.

To questioning by Comm. Hennock, Mr. Murray stated “we have reached the creative and development stage in UHF” and that without the RCA experimental station in Bridgeport, attempts wouldn’t be made where in the UHF field today.” He considered the Bridgeport transmitter, one of three experimenting in UHF, as the only one approaching commercial operation.

After further extensive questioning, Comm. Hennock observed that apparently the proposed allocations mean nothing to the layman.” He said, “Again we are creating and giving things about which we know little because of lack of information.”

Dr. Thomas T. Goldsmith Jr., DuMont director of research, under took presentation of the extensive DuMont evidence Thursday afternoon which he was expected to complete on Friday.

DuMont’s revised nation-wide allocation plan was introduced Thursday afternoon by Dr. Goldsmith, who continued presenting the extensive DuMont evidence on Friday.

Dr. Goldsmith, although noting discrepancies in both basic and specific allocation plans of the FCC, agreed with the Commission plan to separate co-channel VHF stations by 220 miles and UHF outlets.

The revised DuMont plan, Dr. Goldsmith stated, is based on eight major factors:

1. The 12 present VHF channels are utilized to fullest extent, four channels per city where possible. 2. Forty-eight additional high quality channels are selected to supplement the VHF national allocation plan. 3. Twelve additional UHF channels are reserved to take care of “forgotten man” in smaller cities not included in general plan. 4. Nine more additional proposed for non-commercial, educational stations. 5. VHF and UHF frequencies are employed in manner to provide efficient channels in most major markets for both VHF and UHF. 6. VHF and UHF intermodulation is minimized. 7. In order to give new plan in present situation it has been necessary to earmark certain limited VHF cities as future UHF cities until with certainty of extension of proposal. 8. Plan takes cognizance of interference factors not previously considered, including local oscillator radiation and protection against image interference.

SMPTE Award

Conferred on Zworykin

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Laboratories Division, RCA, last week was awarded the 1960 Progress Medal of the Society of Motion Picture and Television Engineers. The announcement was made at the SMPTE’s 68th semi-annual convention, Oct. 16-20, at Lake Placid, N. Y., and cited Dr. Zworykin’s basic research and developments that contributed to present day television’s status.

Other major awards given by the society were the Samuel L. Warner Memorial Award Medal to Charles R. Fordyce, Eastman-Kodak Co., for research and development leading to commercial adoption of safety film; and the Journal Award to Dr. Frederick J. Kolb Jr., Eastman-Kodak, for his technical paper, “Air Cooling of Motion Picture Film for Higher Screen Illumination,” adjudged the best to be published in the society’s Journal in 1949.

Election of Officers

In elections prior to the opening of the convention last Monday, Peter Moel, Mole-Richardson Co., Hollywood, was elected SMPTE president-elect, Earl I. Spangenberg, current president. Herbert Barnett, General Precision Labs, Pleasantville, N. Y., was named executive vice president, and John G. Frawne, Westrex Corp., Hollywood, was elected editorial vice president.

They will take office Jan. 1, 1951.

Officers re-elected were William C. Kinneman as convention vice president and Robert M. Corbin as secretary-treasurer.

Other officers of SMPTE include: Fred T. Bowditch, engineering vice president; Ralph B. Austrain, financial vice president, and Frank Cahill, treasurer.

New board of governors, also to take office Jan. 1, includes: William B. Lodge, CBS; Oscar F. Neu, Neumade Products Co.; Frank E. Carlson, General Electric; Malcolm G. Townley, Bell & Howell; Thomas T. Moulton, 20th-Century Fox; Norwood L. Simmons, Eastman-Kodak; Lloyd Thompson, Calvin Co.
FM AUDIENCE DISSECTED

Survey of WFLN (FM) Shows ‘High-Buying’

COMPLETE dissection of an FM-only station’s audience, from ear habits to reading preferences, shows the typical listener is a high-buying individual, enjoying most of life’s comforts, particularly his FM receiver.

The audience of WFLN (FM) Philadelphia is laid bare in intricate detail in a survey conducted by Lee Randsell & Co., advertising agency. The survey is described by Raymond S. Green, WFLN general manager, as the first “depth audience profile of its kind in the radio industry, AM or FM.”

Based on what Gerald F. Selinger, agency vice president, calls a “startling 46.6% response,” the 71-question survey produced a vast fund of information on 1,960 families.

Penetrating Study

“Although such data are regularly obtained by printed media, up to now no radio station has made the attempt to delve so deeply into the private life of its audience,” said Mr. Green. This audience is portrayed in the survey as representing Philadelphia’s select-upper-income families. Shown in detail is the story of how and where they work, bank and invest; shopping; leisure and living habits, along with a host of other facts.

Suspecting that its audience would respond to a questionnaire—even a 71-question document—WFLN contacted 3,776 homes. The largest group, 76%, consisted of subscribers of WFLN’s monthly program guide. Another 5% included persons who had written to the station within the year. The remaining 19% comprised names from general selected lists.

Sure enough, the first group’s response was 83.7%. The second group delivered a return of 42.7% and surprisingly the general list pulled an 18.5% response. Respondents answered an average of 85% of the questions.

The 19-county Philadelphia audience of WFLN, according to the survey, has a median family income of $7,125 and head-of-family income of $5,950. The median age of the audience is 34 years and more than half of the survey audience over 18 years of age—51.6%—are college graduates, with 82.9% of all adults having completed high school.

Ninety percent of house dwellers own their homes, with 42.8% of the homes valued at $16,000 or more. Of the survey respondents, 71.5% live in a house. As to banking habits, the data show 91% have checking and savings accounts; 14.6% used loan services; 29.7% maintain bank vault facilities; 40.4% maintain bank safe deposit facilities.

Eighty-one percent own life insurance and 50.1% buy their insurance or investments according to a planned program; 40% own stocks; 46.4% own bonds; 31.2% bought a stock or bond within six months; 79.2% own or more cars; 76% have department store charge accounts.

Skill Classification

Over half of family heads hold positions in the professional or semi-professional fields, with occupations rated in this order: Engineer, executive, sales, teaching (college or public school) and chemist.

Magazine reading habits were analyzed, showing these five magazines read most regularly: Life, 49.6%; Time, 37.1%; Readers’ Digest, 34.8%; Saturday Evening Post, 37.4%; New Yorker, 25.1%

Respondents indicated they spent an average of 3.6 hours a day listening to the station or 22.5 hours a week, with 12.2% saying they listen between 40 and 70 hours a week.

Vast quantities of information are provided on buying habits of the audience, including names of banks, stores and other business places where listeners spend their money. Home appliances and equipment are covered in detail.

The survey shows that 50.7% buy more records as a result of listening to the station. In the case of those having record players (85.5% of all replies), 64.4% buy more records and 25.1% fewer, with 9.1% answering in time.

Only 21.4% of respondents own TV sets, well under the Philadelphia average, but 16.2% said they planned to buy a new set.

Analyzing movie attendance, the survey showed 10.3% go weekly, 17.5% twice monthly and 34.6% monthly. In the case of legitimate theatres, 1.4% attend weekly, 5% twice monthly and 35.7% monthly. Those who attend concert and opera events listed Academy of Music 60.1% and Robin Hood Dell 11.1%.

WHBF Moves Studios

STUDIOS and offices of WHBF-AM-FM-TV Rock Island, Ill., have been moved to the Telco Bldg., adjoining the station’s 485-ft. TV tower at Third Ave. and 18th St. in the downtown district. Sales and general offices will occupy the second floor of the building, while AM-FM-TV control rooms, studio and TV transmitters will be housed on the third floor.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negros in the Greater Atlanta Trading Area

According to the Hoover Radio Audience Index for June, 8 A.M. to 12 Noon...

Network Station A

26.0%

INDEPENDENT WERD

17.5%

Network Station B

16.0%

Network Station C

12.0%

WERD, America’s first and only Negro owned radio station, offers YOU the lowest “cost per thousand” in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:

 Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

October 23, 1950 • Page 67
Mr. Petree had been president of James McCreery & Co., a department store, and vice president of Associated Dry Goods Corp., a department store holding company, both in New York. He also served as president of the New York Retail Dry Goods Asso., which certainly has been radio-minded, and vice president of the New York State Council of Merchants. In these capacities he consistently espoused the cause of radio.

Among his other associations were: Scarsdale National Bank & Trust Co.; Better Business Bureau; Fifth Avenue Asso. (all of which he served as director).

Neil Petree was born in Norborne, Mo., on March 18, 1899, and his family moved to the West Coast in his early years. After graduation from San Jose High School in 1916, from Stanford U. in 1919, and a year's service during World War I with rank of first lieutenant in the U. S. Air Corps, Mr. Petree took his first job as men's furnishings buyer for Weinstock Lubin Co., Sacramento, in 1920, and later was named merchandising manager.

In 1924 he went to San Francisco and joined Hade Bros. Department Store as general merchandise manager. He remained there five years, then headed for the East Coast. When Mr. Petree returned west in 1938, he was instrumental in helping Barker Bros. plan a program that would appeal to those interested in building and decorating new homes or in redecorating old ones. Thoughts were continually aimed at a "selective audience," the program, Background for Living, maintained a high rating among afternoon listeners.

The show was conducted by an experienced lecturer and decorating artist, Edgar H. Willemen, who heads up Barker Bros. Home Advisory Bureau. Each session touched on some phase of interior decoration or closely allied subject, and contained a straight commercial, sometimes relating to an item of merchandise or to some store activity.

Last year, in July, Mr. Petree and Barker Bros. felt the time had arrived to show visually on television what they had promoted orally on radio. And so each week, for 15 minutes, Mr. Willemen conducts a television program complete with room settings and interesting merchandise. Additionally, the show features a "Television Special" of which accrued some "phenomenal results."

Cognizant of TV's display power, Mr. Petree has indicated that Barker Bros. may well expand its use of video in the foreseeable future.

Earned Cavalier Award

Mr. Petree's record may be succinctly appraised in noting that he won the Cavalier Award in 1942 as the outstanding merchant who did the most to improve the medium that year. He likewise has established himself as a champion of retailers' radio through the years.

His achievements and appointments also have fanned out so much as to represent an individual of Who's Who. From April to November 1942 he acted as Southern California's representative of OPA, and then was named assistant regional administrator for OPA's eighth region.

Mr. Petree has served variously as vice president and director of the Los Angeles Chamber of Commerce, president of the Downtown Business Men's Asso., president of Stanford U. Alumni Asso., and president of the Los Angeles Area War Chest, as well as Southern California director of the Committee for Economic Development.


Other associations include the Hollywood Turf Club Associated Charities, of which he is president; Stanford Graduate School of Business, where he serves as consulting professor of merchandising; and the Southern California Committee for the Hoover Report, of which he is chairman.

In his "spare" time, Mr. Petree also joins in activities of the California Club, Bel Air Bay Club, University College, Los Angeles Country Club, Sunset Club and Chaparral Club.

WLAP OPERATION

Goes 5 kw, Starts FM POWER increase from 250 w to 5 kw day, 1 kw night and inauguration of regular FM programming have been announced by WLAP Lexington, Ky., one of four stations owned and operated by GM. More & J. Lindsay Nunn. Station is changing from 1450 ke to 630 kc, a regional frequency.

Coincident with the 5 kw AM operation, WLAP-FM is offering simultaneous programming, day and night, with 4.5 kw ERP on 94.5 mc, to its newly-drawn regional contour. FCC gave its final approval last Feb. 24, and construction work on the new grant was completed within 139 days. WLAP is an ABC affiliate headed up by J. Ed Willis as general manager and Miller Welch as assistant manager. Both are directors and stockholders in the company.

BORTON ADDRESS

Keynotes Pa. Ad Sessions

ADVERTISING is the "key" to the twin goals of production and sales in the present government mobilization program. Elton Borton, president and general manager of the Advertising Federation of America, told the second annual Northeastern Pennsylvania Advertising and Sales Promotion Conference in Wilkes-Barre, Pa., Oct. 14, Sessions were conducted by the city's Advertising Club.

Mr. Borton's address keynoted panel discussions on radio and newspaper advertising, public relations programs and other subjects.


Miss Nelson stressed responsibility of stations in development of local programs for local audiences and problems in maintaining TV time. Mr. Mitchell emphasized new techniques for local community advertising and urged representatives to devise their own approaches rather than accept standard copy. The advertising pattern, he told the group, is returning to the community level with respect to creation of new techniques.

Panel Heads

Presiding over various panel discussions were such radio executives as D. Morgan, WILK Wilkes-Barre; Vic Diehm, WAZL Hazleton; David Baltimore, WBBR, and William Dawson, WARM Scranton.

Mr. Borton warned against possible limitations on advertising by national and state legislatures, and declared that imposition of taxes would be "illlogical and uneconomic" because advertising is merely a 'tool of distribution. He urged advertisers to clean up any untruthful copy, watch for illogical restrictions before they became effective, and advise legislators of potential harmful effects. Additionally, they must help "sell the public" to government causes, he added.
EVENING SHOPPING ● ● ●
WTAG-AM-FM, Worcester, Mass., cooperating with Worcester Telegram-Gazette, Chamber of Commerce and local merchants in promoting city's Wednesday night shopping facilities. Amateur show, Talent Shop, aired Wednesday evenings from stage of Loew's Poli Theatre. Talent is four acts of vaudeville given by workers at industrial plants. Prizes are donated by Chamber members. Show begins at 9 p.m., immediately after stores have closed, and is followed by main feature.

MERRY MUSIC ● ● ●
WNOX Knoxville, Tenn., sends trade small yellow and black folder promoting its Midday Music-Go-Round show. Program has been eneemed by Lowell Blanchard for past 15 years. Pictures of talent and audiences illustrate folder. Lineup of other promotions covers back of folder.

IMPORTANT DJ. ● ● ●
WBZ Boston, Quiz-Show, Oct. 13, 7-9 a.m. Disc show featured Mayor John B. Hynes, who spun records, chatted and urged listeners to donate to special Christmas fund for Boston soldiers in Korea. Purpose of fund is to send boys large parcel of gifts from their home town.

CONTEST CLIMAX ● ● ●
KPOA Honolulu, T. H., sponsored weekly scoring contest during summer broadcasts of Mutual's Major League Game of the Day. All winners in weekly contest were eligible to enter World Series scoring contest. First prize was 1950 Hudson convertible. Beauty contest was held, and winner made public appearances in car during Series week. Over 20,000 mail pieces resulted, station reports.

MEETINGS REPORTED ● ● ●
WHAT-AM-FM Philadelphia exclusively broadcasts, by delayed recording, all meetings of Women's National Press Club of Washington, D. C. Programs are featured as part of station's morning commentaries on news. Each meeting features a guest speaker, whose address will be part of WHAT'S show.

STORM MAP ● ● ●
WLRD (FM) Miami Beach, Fla., promotes its storecasting service with hurricane map. Map shows East Coast and Gulf of Mexico with markings signifying previous storm paths. Range of damage done by storms in 1949 is included as well as frequency table of hurricanes. Station's call letters are carried in upper left-hand corner.

COLUMNIST'S HOST ● ● ●
WBT Charlotte, N. C., What's Cookin'! Show's m.c., Kurt Webster, recently played host to Earl Wilson and his wife. Famous columnist was interviewed while in Charlotte for opening of annual Southern States Fair.

SHOESTRING TIES ● ● ●
WGRG Louisville sending radio timebuyers "Kentucky Colonel" black shoestring ties. On inside back of its oversize card—where station's call letters are in white type nearly an inch high—tie also carries announcement that WGRG now has 5 kw on 790 kc.

BALTIMORE SERIES ● ● ●
WMAR-TV Baltimore, This Is Baltimore, Mon., 7:15 p.m. Series documented by station's staff and sponsored by Savings Bank of Baltimore. City's port, libraries, schools, museums and industries are featured in shows. Agency is Mahool Adv.

WIDA MAILING ● ● ●
WIDA Memphis, Tenn., sends trade orange oversize card. Back of card introduces two of station's Negro stars, Nat Williams and "Hot Rod" Hulbert. Hoover ratings for stars and station's BMI data are tallied with Negro population and buying power figures. Advertisers who have successfully used station are named.

FRATERNITY ROW ● ● ●
WASK Lafayette, Ind., WASK Makes Fraternity Row, Wed., 7-7:15 p.m. Gerry Mohlman & Son Jeweler, sponsor. Each of Purdue's social fraternities is allotted 11 minutes of 15-minute spot for singing of its songs, and discussions of its history, size, outstanding members, programs and other material.

WSTAR RELEASES ● ● ●
WSTAR-FM-TV Norfolk, Va., sends trade small booklet complete with colored drawings. Titled "That the people may hear... and see..." illustrations and text tell history of stations, pointing up their service to Norfolk market. Copy of WSTAR's second contribution to local time capsule, including letters from Congressmen and stations' president, also sent to trade. Capsule will be opened in year 2000.

SELLING BONDS ● ● ●
U. S. Savings Bonds Div., Treasury Dept., announces series of four 15-minute radio shows recorded by Barnee Breskin and Barnee-Lee Shoreham Hotel orchestra. Shows have Christmas theme and are open-end for local commercial sponsorship. Platters being distributed to 1,000 stations, but are not included in Guest Star series.

STARRING STATION ● ● ●
KDAL Duluth, Minn., Station's participation in annual Duluth Fall Festival played up station's and network's theme — "KDAL and CBS... where the brightest stars shine." Small boys marched in parade covered by four-foot stars— a foot thick from front to back. Only the boys' legs were visible. Across front and back of each star was name of CBS program or star. Station wagon accompanied marchers and tags were broadcast by KDAL announcers.

SINGING SALESMAN ● ● ●
WMAC Chicago distributes sepia and white folder to folder introducing its "Singing Salesman," Skip Farrell. Cover is adorned with musical notes and small arrows, urging reader to turn page. Large picture of Mr. Farrell and statement on his hold on regional audience complete offering.

SPOTS ILLUSTRATE ● ● ●
WWJIL TV Detroit, Kroger grocery chain, Detroit office, places series of one-minute films on station. Films illustrate advantages of working for Kroger with pictures of employe training school opera-
October 12 Applications

ACCEP'TED FOR FILING

Modification of License

KEMI, W. Memphis, Ark.; Mod. - li-
cense to change from 1,000 w to 1,500 w
AM, Jan. 1 to June 30, 1961.

License Renewal

KGJ, Bakersfield, Calif.; Request for
license renewal AM station.

License for CP

WSYJ, Harrisonburg, Va.; License for
commercial AM station.

APPLICATIONS RETURNED

KGMA, McCalla, Ala.; - CP new AM
station.

License for CP

WDTN, Merrill, Wis.; License for AM
station.

October 13 Applications

ACCEP'TED FOR FILING

Modification of CP

KOKX, Kokomo, Ind.; - CP AM
station to increase power, change hours
etc. for extension of completion date.

License Renewal

KWMW, Fort Worth, Tex.; License for
new AM station.

APPLICATIONS RETURNED

Selma, Ala.; - AM station to increase
power, change pattern, change frequency,
change hours, delete tower.

License for CP

WNLK, Gulfport, Miss. - CP new AM
station.

October 14 Applications

ACCEP'TED FOR FILING

Modification of CP

KBFD, Indianapolis, Ind.; - CP AM
station to increase power, change
pattern, change frequency, change hours
etc. for extension of completion date.

License Renewal

KIRO, Seattle, Wash.; License for
new AM station.

APPLICATIONS RETURNED

Selma, Ala.; - AM station to increase
power, change pattern, change frequency,
change hours, delete tower.

October 15 Applications

ACCEP'TED FOR FILING

Modification of CP

KUFS, Jackson, Miss.; - CP AM
station to increase power, change
pattern, change frequency, change hours
etc. for extension of completion date.

License Renewal

KQW, Los Angeles, Calif.; License for
new AM station.

APPLICATIONS RETURNED

Selma, Ala.; - AM station to increase
power, change pattern, change frequency,
change hours, delete tower.

October 16 Applications

ALL STATION SUPPLIES

We have the most complete stock of the
most complete station supplies and acces-
sories. Complete lines of equipment from
small to the largest are offered. ALLIED
for their station supplies and accessories.

PERSONAL EXPERIMENT HANDLING. You
get exactly what you want—when you want it! All
stations, new or small, get preferred handling. Our
Broadcast Division is headed by the manufacturer who
cooperates intelligently with our engineers to design your
station running at top efficiency at all times.

GET THIS CATALOG

Send for ALLIED'S 212-page Buying
Guide, listing thousands of new and
supplies ready for immediate
shippers. Mail order service.

ALLIED RADIO

833 W. JACKSON BLVD., CHICAGO 7
Call: WARKY 1-8800

FOR DEPENDABLE SERVICE
look to ALLIED

SPECIAL SERVICES OFFERED

- Full Stock of Station Supplies and Accessories
- Complete Lines of Equipment
- Installation and Service of New and Used Equipment
- Consulting Services
- Specialized Training Programs

BROADCASTING • Telemarking

KBBK, Pullman, Wash. - Granted CP for change of type trans.
WIRR, Baton Rouge, La. - Granted CP to change of type trans.
BCW, Chaska, Minn. - Granted CP to change of type trans.
KFW, Bristol, Va. - Granted CP, change of type trans.
KABA, Hilo, H. - Granted CP for change of type trans.
WKOY, Louisville, Ky. - Granted CP for change of type trans.
KBOO, Portland, Oreg. - Granted CP for change of type trans.
NLRB on SAG

NATIONAL LABOR Relations Board (Los Angeles) hearing on Screen Actors Guild request for election and certification of Guild's exclusive collective bargaining representative of motion picture actors employed by producers in Southern California area has been called for Wednesday, Nov. 23. It was announced last week by SAG. One hundred and twenty-one producers are listed in the petition. Daniel J. Harrington, SAG William Berger, SAG legal counsel, will present Guild's case.

Similar petition was filed by the Guild in New York seven weeks ago. Certification of Guild's exclusive collective bargaining representative of motion picture actors employed by group of New York producers. Informal conference was held on the case. Petition Oct. 17 in NLRB New York offices, but no formal hearing is scheduled as yet for it.

Following certification of Los Angeles hearing, transcript will be sent to NLRB headquarters in Washington, D. C., where decision will be made as to whether actors in Los Angeles can, in any event, be determined by or one or the other unions. In either case, unless Television Authority, the other union, seeking jurisdiction, is withdrawn in a case, election will be held to determine choice of actors of bargaining representative.

GIVES YOU TWICE AS MUCH
POWER PER DOLLAR
New Multi-V.F. Antennas
More Antenna, More Power, More
Performance

NEW ANDROMA Antennas
As low as $99.95

(Continued on page 76)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

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

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

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

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

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

JOHN C. KEAN
Formerly Colton & Foss, Inc.
WASHINGTON, D. C.
Member AFCCE

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

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

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

KEAR & KENNEDY
1703 K St., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

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

Chambers & Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4743 W. Ruffner
Member AFCCE

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

John Creutz
319 BOND BLDG. REPUBLIC 2161
WASHINGTON, D. C.
Member AFCCE

Guy C. Hutcheson
1100 W. ABRAM ST. AB 4-8721
Arlington, Texas

SILLMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 3-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Rd.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

BROADCASTING * Telecasting

October 23, 1950 * Page 71
Help Wanted

Managerial

Station manager. Newspaper owned and operated. Prefer good commercial man, fully experienced, who proves himself. Permanent. Box 69IG, BROADCASTING.

Salem

Experienced, reliable, effective salesmen for California network station in medium sized market. Lucrative prospects for position. Minimum competition. Box 718G, BROADCASTING.

Situations Wanted

Help Wanted


Successful salesman looking for opportunity to increase home and family. Send personal snapshot and photo. Will prove ability. Car essential. Car expense. Ref: Bert, 250 E. 72nd Street, New York 21, N.Y.

All-round announcer, at least two years experience in good DJ who knows how to sell with his voice. Must have experience in 1 kW daytime independent, WOKZ, in Fort Worth, Texas. Send all details, disc, photo and when available. Box 694G, WOKZ, Fort Worth, Texas.

Announcer-engineer, combination for new 250 watt daytime in Pennsylvania small market station. Must have disc, photo and salary required in first reply. Box 769G, BROADCASTING.

Commercial copywriter. One man department. No announcement, program copy other than background and outline and copy samples. Offer will be based on present earnings. Contact Dave Taylor, WFLR, Freeport, Illinois.

Wanted: Young lady to direct traffic, write some copy, along with other station details. State and manager's experience and photo. Radio Station WIXN, Box 964, Mississippi.

Punch writer. Well paying position outdoor copy. Will sell commercial copy stand up and sell! Send references and salary required to Program Director, WKUL, Key West, Florida.

Situations Wanted

Managerial

Manager over 15 years experience and industrial and sales ability. Permanent. Box 654G, BROADCASTING.

Manager on sales, desires contact with owner whose station is located in main metropolitan area. Must be willing to participate in rate setting. Box 764D, BROADCASTING.

Manager of record. 14 years successful management small stations, desires to locate best representative west. Box 764G, BROADCASTING.

Manager, bottom to top background, all phases of radio. Experienced in development and field work with good future. Send resume, photo, advise experience and references. Box 718G, BROADCASTING.

Wanted: Engineer; prefer combination engineer-anouncer. 250 watt middle-east network affiliate. Rush references, full information. Box 718G, BROADCASTING.

Manager, BOTTOM to top background, all phases of radio. Experienced in development and field work with good future. Send resume, photo, advise experience and references. Box 718G, BROADCASTING.

Manager, BOTTOM to top background, all phases of radio. Experienced in development and field work with good future. Send resume, photo, advise experience and references. Box 718G, BROADCASTING.

Engineer-anouncer, combination for Mutual. Must have 5 years experience. Must be available to report for work immediately. Box 769G, WKBW, Key West, Florida.

Engineer with first phone. No experience necessary. Box 718G, WKBW, Key West, Florida.

Young man or young lady to take over writing, copy work at successful, progressive station. Box 769G, BROADCASTING.

California small market network station seeking experienced program director. Excellent opportunity for creative and energetic. N-V experience required. Full details Box 718G, BROADCASTING.

Program director-anouncer for new 250 watt daytime in Pennsylvania small market station. Must have disc, photo and salary required in first reply. Box 769G, BROADCASTING.

To illustrate your point, you might start with a brief introduction, then follow with specific examples or quotes from the text. If you need more information or have any questions, feel free to ask! Help Wanted

Radio station in major market of 250,000 desires experienced saleswoman. Box 718G, BROADCASTING.

Announcer-engineer, top quality experience desired. Must be able to produce morning personality show, unexperienced must apply. Box 776G, BROADCASTING.

Announcer-engineered. Engineering ability important. Some type writing. KJBC, Midland, Texas.

Experienced announcer-reporter KBBC, El Paso, Texas. Now seeking early morning position. Must be able to produce morning personality show, unexperienced must apply. Box 776G, BROADCASTING.

Announcer-engineer, top quality experience desired. Must be able to produce morning personality show, unexperienced must apply. Box 776G, BROADCASTING.

WANTED: Good announcer-engineer. Has 3 years experience in large top market newspaper station grinding out fill-in shows. Formerly KFRC, San Francisco, California. Now desires good opportunity. Box 500G, BROADCASTING.

WANTED: Experienced announcer-engineer. Must have work in newspaper industry to full-time. Will have choice at commercial management. Must have experience with sales, plus insurance. Complete details. Radio Station WSP, Los Angeles, California.

WANTED: Salesman, ad sales experience desired and availability. Box 718G, BROADCASTING.

Sports announcer. Hill Billy and/or Latin American required. Experience in play-by-play, sales, field work and public appearance. Will prove ability. Box 776G, BROADCASTING.
Situations Wanted (Cont'd)

ANNOUNCER: young, capable, experienced, two years acting-announcing radio-television. First position assigning, acting or producing in or around N. Y. Will settle. Box 7176, BROADCASTING.

 huis. Excellent opportunity for experienced combo engineer-announcer. First class license necessary. 40 hour week.$60.00, plus expense. Send recent photograph, disc, and background material to WMW, Portland, Maine.

Situations Wanted (Cont'd)

First phone license. Age 24. TV school grad, 3 years NYU, will relocate. Write John Hollywood, 2339 East 17 St, Brooklyn 5, N. Y.

First phone, experienced transmitter operator. Want permanent job. James E. Young, 4756 Palisades, New York 5, N. Y.

Production-Programming, others

PD, newsmen. A.P. experience. 2 married, military exempt. Got red tape? Box 686G, BROADCASTING.

Perhaps I'm the man you've been looking for. 11 years of experience. Chief qualifications: honesty, industriousness, and a strong will to succeed. Experienced in all phases of broadcasting. Highest references. Desires first-class location. Box 731G, BROADCASTING.


Program director, experienced successful station manager. Excellent references. Available immediately. Box 762G, BROADCASTING.

Television

Production-Programming, others

Television writer-engineer, 1st class phone. Experienced in studio, production, network, and control room. AM and TV studio programmer. Member EBU, Box 785G, BROADCASTING.

For Sale

Best offer RCA BTF 356A FM transmitter, complete spare parts. Cheap. Box 765G, BROADCASTING.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric, with 30 kw input. Used for hotspots. January 1. Two 354A, two 314, four 9700. Box 768G, BROADCASTING.

Used Prexte model Y-4 recorder in new condition. Excellent condition. Original cost $375. Box 769G, BROADCASTING.

MCN. RCA 1050-B transmitter 50 kw modified with factory built overall feedback. Complete package. Will buy it FOB Des Moines, Iowa. Will pay good price for complete transmitter station including lighting fixtures and auxiliary parts. Also Blaw-Knox diamond 300 kw transmitter, complete station including lighting fixture and auxiliaries. Will pay good price for complete station. Willing to accept payment in the following amounts: Des Moines, 314, H. P. 730; Klan-Ak, 10 kw, Des Moines, 250; IS, 20 kw; WAND, 30 kw, Des Moines, 295; WWDC, 5 kw, Des Moines, 290; WHO, Des Moines, 225.

For sale: Gates 10-11-A antenna tuning tubes, complete with 3 sections. Will sell for $125.00. Box 768G, BROADCASTING.

Help Wanted (Cont'd)

Technical

For Sale

Equipment, etc.

M O B I L  T V U N I T E

Announcers

WSTA, St. Thomas, Virgin Islands needs a combination with first phone, experience announcing. Want's broadcast work during initial months, but the right man will find opportunities in this field, comparable to that effected in States. Disc, photograph, salary requirements, first letter please.

Want Ads

Situations Wanted

Managerial

Help Wanted

Salesmen

WANTED (Cont'd)

Equipment, etc.

For Sale

Radio Advertising Services

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

- J. R. Hoffmann & Associates 1219 F St., N.W., Suite 505 Washington, D. C.

Executive 9728

FOR SALE

MAJOR NETWORK AFFILIATE IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top gorer in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets.

TV application on file, all preliminary engineering and legal fees paid. Original construction loan still outstanding. Complete new transmitter and supervised TV operation under one roof to provide for cost-conscious construction and fast, pay-as-you-go operation.

An Opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 740G, BROADCASTING

FOR SALE
PUBLIC MORALE

Wright Calls on Radio

PUBLIC MORALE is the broadcasters' battle in the event of disaster, according to Ralph Wright, assistant area planning director of the California Disaster Council. Mr. Wright, along with other state, federal, county, city and industrial executives, spoke at a recent Southern California Broadcasters Assn. meeting in Hollywood.

Speakers included Merle Jones, manager, Columbia Pacific Network and KNX Hollywood; Donn R. Tatum, president, California State Broadcasters Assn. and vice president-legal counsel of Don Lee network; Arthur Hohmann, head of Bureau of Internal Affairs, Los Angeles Police Dept. Mr. Jones is a Southern California member of the Utilities Advisory Committee of the disaster council.

Mr. Tatum said SCBA and the networks have given formal assurance that broadcasting facilities are at the disposal of the governor to meet any emergency and invited individual stations to give similar assurances. He reminded, however, that although broadcasting—"in its communications aspect"—is at the disposal of the government in time of disaster, it must retain all traditional rights of freedom of speech. Named advisors to UAC's communications sub-committee were Mr. Tatum and Robert J. McAndrews, SCBA manager.

Retail Sales Index


FIRST edition of this large format book gives retail sales in 20 categories for each Canadian county, subdivision and main cities, with figures based on government estimated 1949 retail sales and corrected population figures based on the 1941 census and 1949 Bureau of Broadcast Measurement radio homes. Also given for each county, city and subdivision are population, households, percent radio and radio homes. Sum total of retail sales estimates for 1949 total $7,755,776,000, according to this book.

Midwest

$37,500.00

Very successful daytime operation located in an excellent industrial, farming college market. Only station in a growing city which has been operated profitably without the benefit of resident ownership.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C. James W. Blackham 319 Post Office Bldg. WASHINGTON, D. C.

CHICAGO Harold R. Mabury 360 N. Mich. Ave. CHICAGO, ILLINOIS

BROADCASTING 431N-1

RADIO STATION AND NEWSPAPER BROKERS

SAN FRANCISCO Edward C. Kirkham 235 Montgomery St. SAN FRANCISCO, CALIFORNIA

Exbrooks 2-8782

Eastern

$100,000.00

An outstanding fulltime independent operation located in an important eastern market within 200 miles of New York City. This facility is very well equipped, has shown constant progress and reasonable profits. Excellent opportunity for further development and profits.

SIGNIFYING radio’s good will, WGBI Scranton, Pa., turns over its old building to Electric City Amateur Radio Club for use as headquarters. Marking the memorial presentation—the building is called “The Frank Megargee Memorial Station” in honor of WGBI’s founder—are (1 to r) Madge Megargee, WGBI vice president; Chester Kaufman, ex-president of the club; Mrs. M. E. Megargee, WGBI president; John For’r Club’s president; Mrs. F. O. Megargee, mother of the late founder, and Kenneth Cooke, WGBI chief engineer. Station now is housed at a new site.

HONOR RICHARDS

Vets Cite Stations Owner

DUAL honors were conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGR Canandaigua, in Los Angeles Oct. 12 when newly elected National Commander Erle Cooke Jr. of the American Legion, and Boniface Maille, national commander of the Disabled American Veterans, presented him with citations for distinguished service rendered to veterans by the three stations.

This marks the 10th time within the past 16 months that Mr. Richards or his stations have been cited for distinguished service to veterans groups.

KIRO Seattle inaugurating program aimed at getting all potential voters to register, calling attention to candidates in various districts and airing commentaries on issues.

4A SESSIONS

Two Day N. Y. Agenda Set

PANEL discussions on the role of advertising agencies in production of radio and television programs and commercials and exploration of research principles in testing both media will highlight media sessions at the 1950 Eastern Annual Conference of the American Assn. of Advertising Agencies in New York Oct. 31-Nov. 1.

More than 1,000 agency representatives are expected to attend meetings, to be held at the Hotel Roosevelt, on the general theme, “Advertising During an Emergent Period.” The New York area, New England and Atlantic councils will be represented.

Myron P. Kirk, Kudner Agency Inc., will preside as chairman over the Monday morning session on radio and TV programs and commercials. Other panel members comprise Leonid Besh, Compton Advertising; William Chalmers, Kenyon &amp; Kenyon; Nicholas Thompson, Lemen &amp; Mitchell; Arthur Pryor, BBDO, and Wilson Tuttle, Rathrauf &amp; Ryan.

Herta Herzog, McCann-Erickson, will delve into “Some Principles in Radio and TV Testing” during the research meeting, which also is to include talks on readership measurements. She will be joined by Dodge, Foote, Cone &amp; Belding, who will preside over the panels, one of three to be held concurrently that morning. Others are creative and market research techniques.

Media meeting the following day will lead off with a panel discussion of radio-TV timebuying, headed by Linnea Nelson, J. Walter Thompson Co. Assisting her will be Elizabeth Black, Joseph Katz Co.; George C. Castleman, Bermingham, Castleman &amp; Penrose; B. H. Croker, Campbell-Ewald; George Kern, Benton &amp; Bowles.

Main event of the conference will be a Town Meeting Nov. 1 for agency personnel led by J. J. O’Shea, Doner, BBDO, chairman of the AAAA New York Council and general conference chairman. Fairfax M. Cone, chairman of the AAAA board of directors, will speak on “Copy—Still Our No. 1 Job.”

An address on “Your Future in Advertising” by AAAA President Frederick R. Gamble and panel discussion on current agency problems will round out the concluding session.

Canada Set Sales

SALES of radio receivers in Canada for the first eight months of 1950 totalled 403,975 sets valued at $29,310,784, according to the Radio Manufacturers Association of Canada. In the same period of 1949 a total of 395,945 sets was sold. There was no breakdown given as to how many TV sets were sold in the period.
Fuel for BAB
(Continued from page 19)

able for the post because it would conflict with the interests of certain of his clients, which include General Mills, Westinghouse, McGraw-Hill.

Mr. Kobak, who issued the statement upon query from Broadcasting, was slated to assume the directorship temporarily before it became known that appointment of a president would not be necessary to conform with New York State's corporation laws. It was decided that the bureau need list only the incorporators, so the issue was dropped.

It was learned, also, that the NAB BAB group tried to draft Mr. Swezey for the post, but that he was "unavailable. Reason given was that Mr. Swezey felt he would be unable to leave WDSU at this time because Edgar B. Stern Jr., president of WDSU Broadcasting Service, had been called to active duty.

The name of Paul W. Kesten, former executive vice president of CBS, also cropped up in draft discussion, it was understood. Mr. Kesten, now retired, reportedly was interested but unavailable, though it was believed that he might consent to serve as an advisor.

Legal Steps Taken

Completion of all necessary steps for organization of BAB as a membership corporation under New York State laws was announced by Mr. Swezey last Wednesday. The new corporation will be known as Broadcast Advertising Bureau Inc. and maintain principal offices at 270 Park Ave., New York, present BAB headquarters.

"The membership form was adopted," Mr. Swezey said, "because it was regarded as the most applicable in the circumstances and would not involve the issuance of stock and other complications inherent in the standard stock corporation."

Attending the two-day meeting were Charles C. Caley, WMWD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen B. Woodall, WDAK Columbus, Ga., and Mr. Kobak. They comprise the NAB BAB group

WOR's Day to Shine

CIVIC honors for Theodore C. Streibert, president of WOR New York, and John B. Gambling, announcer for WOR, will be proclaimed in two cities on Oct. 19. Mr. Streibert will be made an honorary deputy sheriff by the city of New York during WOR's "Western Week Celebration," while Mr. Gambling receives the key to the city of Reading, Pa., which is celebrating "John B. Gambling Day."

which last summer began mapping the super-BAB project after the NAB board gave approval in June for full separation by April 1962.

Committee members, headed by Mr. Swezey, have presented the BAB program, envisioning continuation of present sales services, to broadcasters assembled for 14 of the 17 scheduled NAB district meetings. All unanimously endorsed the proposal which would promote aural broadcasting as favorably as projects maintained by other advertising media. Other districts are expected to follow suit in late October and early November.

Still hanging in the air is the extent to which television will be pushed by the super-broadcast bureau. This question doubtless will be pursued when BAB meets to work on its operational structure, etc.

For the present, however, it was known that the TV services would be retained.

Initial Fund

The new independent operation will be staked to an initial $200,000 fund, according to NAB board hopes, when BAB embarks on its interim or semi-autonomous course next spring. By April 1, 1962, the bureau will be on its own, without benefit of a 30% share of all NAB members' dues. NAB members who elect to remain outside the BAB fold will receive a 30% discount in fees (Broadcasting, Aug. 14).

BAB's ultimate goal is a $1 million operation.

Expansion of its present skeleton crew, now limited to assistant directors Lee Hart and Meg Zahr, and plans for bringing in memberships from network, station, transcription, radio station representative and other groups with a stake in radio advertising will be discussed at the BAB Washington session.

BAB's dues structure, as proposed originally by Mr. Swezey's committee, also will draw tentative consideration. As it stands now, non-NAB stations would be asked to pay a monthly fee equal to half the highest hourly broadcast rate prior to April 1, 1952. Later, this rate would apply to all BAB members.

Fee schedule for miscellaneous industry groups and networks also are in the blueprint stage, with distinctions likely to be drawn between parent networks and their O&O stations.

Hurricane

(Continued from page 1)$

engage and warning service through Tuesday, but was unable to sign on Wednesday because of power failure. Broadcasts were resumed Thursday at noon when lines were repaired. WTTT Coral Gables lost its mast. Tower was down a 200-mile-an-hour wind but collapsed at 11:30 p.m. at the height of the storm.

Two transmitter towers on Cameo Island belonging to WIOD Miami bowed to the wind at 11:50 p.m., during the time when gusts were reported at 125 miles per hour. M. C. Scott, WIOD chief engineer, had the station back on the air at 1:40 a.m. Wednesday. The station was on the air all night Monday when the hurricane was first reported over Cuba, giving weather reports and other vital information every half-hour.

On Air 41 Hours

On the air for 41 consecutive hours, WIRA Fort Pierce broadcast advisories every half-hour and acted as Red Cross communications center for St. Lucie, Indian River and Martin Counties. Storm advisories were broadcast direct from the Miami weather bureau via shortwave station WJJP set up by the Florida Assn. of Broadcasters, through the efforts of John Prosser, WKAT Miami. WKAT lost its tower and was still silent 12 hours after the storm.

In an unprecedented telecast, WTVJ (TV) Miami in cooperation with the U. S. Navy was able to give its viewers a "look" at the hurricane seven hours before the eye of the storm swept over that city. The scenes were shot by the Navy's "Hurricane Hunters" when the storm was still approximately 100 miles from the mainland. One of the shots showed the actual storm on a radar screen.

A remote chain set-up on the roof of the Everglades Hotel on

Biscayne Bay brought scenes of the growing intensity of the storm in downtown Miami to the TV screen. Allen Marshall, of the Miami weather station, appeared on the Ralph Renick news show to plot the course of the hurricane's path on a huge map of the area. Appeals were made hourly asking the public to stay indoors. WTVJ's three-leaf antenna, 308-ft. above the street, gallantly rode out the storm.

In Fort Lauderdale, daytime station WBRD stayed on the air around the clock at the request of the Red Cross disaster chairman. The station's staff of six was augmented by local reporters. WBRD tracked the storm from the first reports in the Caribbean to Key West with a direct broadcast from WKWF Key West. Roger Sherman was on the air at 3 a.m. Wednesday to give a description of havoc wrought by a tornado within the hurricane in West Hollywood.

Myer Names Katz

MYER 1890 Beverage Co. Inc. has appointed Joseph Katz Co., New York, as its agency to handle advertising for its full line of fruit beverages, club soda and pale dry ginger ale. The firm is buying spots on The Eleanor Roosevelt Show, WNBC New York, 12:30-1:15 p.m., Mon.-Fri., and is considering the use of TV in local areas.

October 25, 1950 * Page 75
October 17 Applications...

APPROVED FOR FILING

AN—4100 kc
WXYW Sarasota, Fla.—CP AM station to change from 1560 kc to 1560 kc w/ 500 w.

License for CP

License for CP new AM station: WTVI-TV San Diego, Calif. to 5798 kc.—WTVI-TV Bloomington, Ind. to 1431 kc.


Used By

October 18 Decisions...

ACTION ON MOTIONS

By Commissioner Freda B. Henneck, Commissioner Bunker Hill Best Co., Boston, Mass., General Counsel for station WJBC, whereby Motion for consideration of request for license for AM station...to be granted...in accordance with various requests indicated in petition.

October 19 Applications...

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station WQHT Chicago—WQHT Chicago.

License for CP

License for CP new AM station: WTVI-TV San Diego, Calif. to 5798 kc.—WTVI-TV Bloomington, Ind. to 1431 kc.


License for CP

License for CP new AM station: WTVI-TV San Diego, Calif. to 5798 kc.—WTVI-TV Bloomington, Ind. to 1431 kc.

October 20 Decisions...

Renewals Granted


KUSD Magneto, Idaho

COMMERCIAL RADIO Monitoring Company

PERCISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONIC JACOCC 5302
P. O. Box 7037 Kansas City, Mo.
Docket Actions...

**FINAL DECISION**

WTUX Winona, Minn. - Adopted decision to deny application for Port au Choix, Que., renewal of license. Commission also issued a non-commencement letter to the applicant, WJAO, to the effect that the license fee would be deemed to be paid upon the expiration of the license.

KRMG Tulsa, Okla. - Initial decision issued by Commission, based on the petition for grant of the application of All-Oklahoma Broadcasting Co. to give notice of the issuance of a license permitting the station to operate with a power of 10 kW to 25 kW on 1460 kHz for the benefit of listeners.

KMSM Greensboro, N.C. - Initial decision by Commission, based on the petition for grant of the application of WQEM, to issue notice to the public stating that the license fee for the station would be deemed paid upon the expiration of the license.

**INITIAL DECISIONS**

WJOQ Knoxville, Tenn. - Initial decision issued by Counsel for the Commission, based on the petition for grant of the application of WJOQ, to issue notice to the public stating that the license fee for the station would be deemed paid upon the expiration of the license.

NONCOMMERCIAL FM GRANT

Fort Worth, Tex. - Initial decision regarding the request for non-commercial educational FM station Class A 101.5 MHz, granted for the benefit of listeners.

**NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS**

SUMMARY TO OCTOBER 19

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**On the air**

- WJOQ Knoxville, Tenn.

**AM GRANTS**

New Smyrna Beach, Fla. - Initial decision regarding the request for AM station 100.5 MHz, granted for the benefit of listeners.

**FM GRANTS**

Lebanon, Ind. - Initial decision regarding the request for FM station Class C1, granted for the benefit of listeners.

**TRANSFER GRANTS**

WQEM, Inc., and John E. Powell, Inc., for the benefit of listeners.

**NONCOMMERCIAL FM GRANT**

Fort Worth, Tex. - Initial decision regarding the request for non-commercial educational FM station Class A, granted for the benefit of listeners.

**NEW GRANTS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW APPLICATIONS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW TRANSFERS**

Las Vegas, Nev. - Initial decision regarding the request for transfer of the license for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW CHANGES**

Las Vegas, Nev. - Initial decision regarding the request for change of the license for AM station 101.5 MHz, granted for the benefit of listeners.

**FCC TOWNE**

New Grants, Transfers, Changes, Applications

Box Score

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**On the air**

- WJOQ Knoxville, Tenn.

**AM GRANTS**

New Smyrna Beach, Fla. - Initial decision regarding the request for AM station 100.5 MHz, granted for the benefit of listeners.

**FM GRANTS**

Lebanon, Ind. - Initial decision regarding the request for FM station Class C1, granted for the benefit of listeners.

**TRANSFER GRANTS**

WQEM, Inc., and John E. Powell, Inc., for the benefit of listeners.

**NONCOMMERCIAL FM GRANT**

Fort Worth, Tex. - Initial decision regarding the request for non-commercial educational FM station Class A, granted for the benefit of listeners.

**NEW GRANTS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW APPLICATIONS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW TRANSFERS**

Las Vegas, Nev. - Initial decision regarding the request for transfer of the license for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW CHANGES**

Las Vegas, Nev. - Initial decision regarding the request for change of the license for AM station 101.5 MHz, granted for the benefit of listeners.

**FCC TOWNE**

New Grants, Transfers, Changes, Applications

Box Score

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**TRANSFER GRANTS**

WQEM, Inc., and John E. Powell, Inc., for the benefit of listeners.

**NONCOMMERCIAL FM GRANT**

Fort Worth, Tex. - Initial decision regarding the request for non-commercial educational FM station Class A, granted for the benefit of listeners.

**NEW GRANTS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW APPLICATIONS**

Las Vegas, Nev. - Initial decision regarding the request for grant of the application for AM station 101.5 MHz, granted for the benefit of listeners.

**NEW TRANSFERS**

Las Vegas, Nev. - Initial decision regarding the request for transfer of the license for AM station 101.5 MHz, granted for the benefit of listeners.

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New Grants, Transfers, Changes, Applications

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**NEW CHANGES**

Las Vegas, Nev. - Initial decision regarding the request for change of the license for AM station 101.5 MHz, granted for the benefit of listeners.
in Washington, where Arrow had a stand, the firm sold 55 new typewriters. Most of the customers, Mr. O'Donnell points out, declared they had heard of the store over the radio. Some of the people came from miles away, both in Virginia and the District of Columbia, he recalls, "lived close to Baltimore."

Arrow Typewriter sold 166 portables from March 1949 to the first of this year. Mr. O'Donnell attributes 75% of these sales to radio, 21% to "phone book" listing, 6% to people passing by. In rentals that year, 10% to radio, 80% to telephone listing, 10% to passers-by. Repairs: 14% radio, 22% phone book, 62% direct mail, 12% passers-by.

As of July 1950, Arrow sold 140 typewriters with expectations that the number will be 200 by the first of next year. In the use of media, Arrow allots only 10% of the gross to advertising. Of this amount, radio gets 90%, newspapers 10%.

Here is a quick view of that all-important sales chart: In March 1948, sales amounted to $320. By March 1949, they had jumped to $700; November 1949, to $2,000; December 1949, an all-time peak of $3,500. Each figure quoted represents the total sales in the month. All increases were attributed to radio.

Good Return

Mr. O'Donnell pays about $175 per month for his advertising on the radio. A return of $200 plus goodwill is an appreciable dividend from any insurance company. As Mr. O'Donnell puts it:

"I can spot a radio customer the way he comes into my store. He has been acquainted with a product and he has come to buy. Radio brings customers through the door. It is to the salesmen what he's any good, to make the sale."

Mr. O'Donnell feels that he's doing an exceptional job in Washington in his approach to radio advertising. It's no secret to his competitors, he explains. "Many store owners have come to me asking how I do it. Some of them have tried to duplicate my radio advertising. But they have given up."

Reason why many owners of individual shops run into trouble, Mr. O'Donnell says, is "they don't give radio a chance. They expect to sell their product immediately. Only by long-range, continual planning and advertising can the goods be moved.

"A fundamental that all of them forget to apply is: Tell your listeners about one item and show them why it will serve their purpose. When they respond to the appeal, it is up to you to sell your product in good faith. Then, and only then, can you emphasize another item."

Because of Mr. O'Donnell's unique manner of advertising for results—and attacking them—the Royal Typewriter Co. wrote him a letter commending his record and asking for samples of copy. But Mr. O'Donnell says there is no magic in his treatment "just common sense."

For point-of-sale, treatment of customer, conversion of leads into sales, for copy ideas and their treatment, Arrow has shot through radio's air straight to the target.

Shipley Opens Office

CARL L. SHIPLEY, for the past 2 1/2 years with the Washington radio law office of Arthur W. Scharfeld, has established his own office at 1103 National Press Bldg., Washington 4, D. C. Telephone, Sterling 2242. Mr. Shipley is engaged now in general practice but continues to handle radio matters. He was graduated from Harvard Law School in 1948 and prior to that had studied at Georgetown U., graduating in 1942. During the war Mr. Shipley was head of communications on the battleship Nevada. He left Navy service in 1946 as lieutenant.

GF Names Garver

ROBERT I. GARVER, account executive with Lynn Baker Adv., New York, and author of Successful Radio Advertising With Sponsorship Participation Programs, has been named associate sales and advertising manager of the Certo Division of General Foods Corp.

Libel Damages

(Continued from page 24)

abuse of the right of free speech.

However, the court said it agreed with the defendant who "contends that radio as a means of communication, as provided for in Sec. 9 [State Constitution] does not confer on a person defamed a right to the remedy of damages, but merely specifies that the constitutional right of free speech and expression does not automatically carry with it freedom from responsibility for such abuses as were recognized by the common law and defined by the [California] legislature.

"To hold otherwise would result in freeing the law of defamation as it was when the constitutional provision was originally adopted in 1849."

The court is expected to schedule arguments soon and hand down its written opinion later in the session.

A case involving broadcasters and libel was decided by the Federal District Court in Philadelphia last week (KDKA, Jan. 20). In that case, a federal judge ruled a radio broadcaster is not liable for libel in the broadcast of an unaccurate or libelous speech. It involved a suit against KYW Philadelphia by Attorney David H. Felix, of Philadelphia, charging the airing of a political speech which allegedly was a "false and malicious publication by broadcast."

Movie Question

The U. S. Supreme Court Oct. 16 also declined to rule whether a newspaper should have the same constitutional protection afforded to newspapers and the radio, thus reaffirming a 1915 decision (the Mutual Film case). At that time, the high court had expressly ruled that the making of motion pictures is primarily a profit-making business and thus not included in the "freedom of the press." The decision was unanymous by the First Amendment. The court's position in the current case was refusal to review a decision of a circuit court upholding the decision of the right of American censors to ban the movie, "Lost Boundaries," which explored the racial issue.

Attorneys familiar with the industry contend Pennsylvania TV censorship is one area that shows the movie decision doesn't alter the issue in the telecasters fight against the attempt by the Pennsylvania State Board of Censors to ban the use of a film for which there is no federal regulation. This would be a situation under which the Telcasting is unconstitutional. This was affirmed by a federal district court ruling last September.

Your Nearest AVERY-KNEDOL office has all the facts on WIBA

MADISON, WIS.

They'll show the Hoopers, Conlans, 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

ENGINE is a little fun making. CBS's Ralph Edwards is about to apply the pie treatment to the face of Hugh B. Terry, general manager of KLZ Denver. Mr. Edwards was in Colorado early this month when he paid a two-day visit to his birthplace of Merino, Col.

Badger Law?

(Continued from page 23)

chants who advertise over the radio station involved or by writing direct to the station.

Food for Thought calls for viewers at the studio station to identify a prominent or historic person from clues "but to get on the quiz panel, participants have to request the station to invite them, constituting consideration."

Mr. Tierney was quoted as saying no plans have been made to prosecute the stations, but added that the ruling speaks for itself—station and broadcast programs that violate the law will have to stop.

On hearing of the ruling, H. Ellis Saxon, president of the Milwaukee advertising agency bearing his name, told BROADCASTING he would go before the next session of the Wisconsin Legislature with a plea that press and radio lotteries be amended "to permit business men to engage in ordinarily accepted advertising promotion in this state without being held up as common criminals." One of Mr. Saxon's clients, Roth Appliance Distributors of Milwaukee, was sponsor of the WMAW show ordered off the air last July.

Gridcasts Sold Out

COMPLETE schedule of football broadcasts on WTRF-AM-FM Belts- more, Ohio, including all special features before and after games and all adjacent spot time, has been sold, the station announced last week. On WTRF-FM, Wheeling Steel Corp. is sponsoring 19 Ohio Valley high school games; King's Jewelry has signed for 15 Cleveland Brown pro games, and other sponsors have taken the seven additional games at local high schools. On AM only, United Packing Co. is sponsoring Mutual's Game-of-the-Week.

THIRTY-FIVE home games of Boston Bruins hockey team to be carried by WHDH Boston.

KOOL Tulare, Cali., joins Southern Calif. Broadcasters' Assn. as 49th member.
NARBA on Rocks
(Continued from page 21)
9 kc, he asserted, a lengthening of the term of the agreement should be considered in order to assure stability.

Dr. Jose Ramon Gutierrez, Cuban delegation chairman, said his delegation had little information on the 9 kc separations and could take no position until the conference answered two questions: (1) Have efforts to reach an agreement based on the present 10 kc separations failed? (2) Will 9 kc formula solve the problems?

Commander Edwards canvassed the delegations and concluded that the only alternative to conference failure is exploration of narrowing the channels—"what I call deterioration in the separation of the channels."

The heads of delegations said they favored studying the possibilities of reduced channel separation, Cuba again questioning whether it would prove a real solution but agreeing to cooperate in whatever studies the conference might authorize.

Mexico’s Dr. Espejel, who had expressed himself earlier as feeling that the conference had "absolutely failed" insofar as agreement based on the present channel system is concerned and that 9 kc therefore must be considered, now expressed doubts.

Separation Problem
He pointed out that Central American broadcasters use the 10 kc system and that therefore an Inter-American agreement on 9 kc would be necessary to prevent interference between the 9 and 10 kc nations. The next Inter-American conference is scheduled for 1952. On the other hand, Dr. Espejel noted, unless a new NARBA is agreed upon this month, Mexico would not be able to ratify it until 1952.

With the delegates’ agreement, a Steering Committee meeting was scheduled for the next day to discuss procedures for handling a 9 kc survey. But in the meantime, the U. S. and Mexican groups met again in hopes of reaching fundamental agreement.

The U. S. time offered Mexico rights on 660 and 880 kc, both U. S. 1-A’s, on condition that both nations directive operations. Again the Mexicans refused, and signified they would withdraw from the conference.

The formal withdrawal, amid iterations of regret, friendship and cooperation, came at a plenary session called for the purpose Wednesday afternoon.

Happy Mouse
NORM HEYNE, vice president of Ruthrauff & Ryan, Chicago, and a radio and television producer, is showing radio row his latest gimmick for his office desk. It’s a small glass fish bowl, which harbors a slight white mouse who munches happily throughout the day on sunflower seeds. His name is Manor—Manor Mouse, that is.

Open Mike
(Continued from page 10)
is well satisfied spending $200 a month with us, might suddenly decide, on the influence of a transcription salesman, to start spending $100 a month with the station, and $150 a month for a record.

Why don’t the transcription companies leave the local advertisers to the local stations? Or at least give the station the opportunity to go along on the call?

Thad M. Sandstrom
General Manager
KSEK Pittsburg, Kan.

Keeps ‘Up to Date’
EDITOR, BROADCASTING:
I know I need not tell you that I look forward to every copy of BROADCASTING. One can easily keep up to date in this industry if he reads it carefully.

Harry E. Cummings
Station Representative
Jacksonville, Fla.

No License Scarcity
EDITOR, BROADCASTING:
Regarding the resolution passed by District 11 NAB meeting, seeking authorization to use restricted licenses as broadcast transmitters [BROADCASTING, Oct. 2].

After reading the attendance list, which contains the names of many people I know, I am amazed that such a resolution could be approved unanimously at this time. If there is a shortage of regular licenses, or if such a shortage is more than a very remote possibility, this information is indeed enlightening.

With the fantastic number of operator licenses issued since World War II technical radio has, in most places, been insanely competitive since 1946. This includes District 11, as I very well know.

Perhaps, Mr. Doherty and the membership of District 11 should get the figures on how many licenses—operator and station—have been issued in the last five years and compare the ratio. Could anything short of total mobilization mean shortage of technical personnel?

It appears that Mr. Doherty and the members of District 11 want to use baby sitters in lieu of a technical department. But, why not admit it, boys?

Lewis Sherlock
Box 51
Plainview, Tex.

Young at 52
EDITOR, BROADCASTING:
The enclosed is a picture of a 52-year old broadcaster who still boasts of the fact he can put his "fanny" slightly high in the air. Also it’s a picture of my backyard with pool.

I. R. Lounaberry
President
WGR Buffalo, N. Y.

Mr. Lounaberry flips backward from the diving board.

WHIG JG DENIES
Hits NABET Complaint
WHIG Fort Wayne, Ind., last week denied it has failed to comply with a decision of the National Labor Relations Board as charged by the National Assn. of Broadcast Engineers in a complaint to FCC [BROADCASTING, Oct. 9].

WHIG General Manager Edward G. Thomas released the following letter from Karl W. Filter, NLRB field examiner, concerning the NLRB decision issued last March in the station’s labor dispute with NABET:

... Shortly after the issuance of the order you were contacted by me and expressed your wholehearted willingness to comply in any manner required by the terms of the Order. After that time numerous delays in settling forth the question of whether compliance were requested by [NABET], and consequently was sent to same further correspondence, the matter of compliance was held in abeyance pending such further correspondence from NABET.

These discussions were resolved this past summer and we are now in the process of determining just what we desire to do and send a letter to the Company indicating the size of the pay package may be due to each of the individual discharges. The Company, up to date at rate has at no time called or refused to follow any of the recommendations of this Board aimed at directing compliance with the order of the Board.

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Bill & Range
FROSTY THE SNOWMAN
On Records: Vaughn Monroe (Victor); Red Foley (Decca); Gene Autry (Columbia); Guy Lombardo (Decca); Roy Rogers (Victor); Jimmy Durante (MGM); Billie Ray, Sillie, etc.

On Transmission: Bob Eberly—World; Sattler—Associated; George Wright—Thesaurus; Lawrence Welk—Standard; Claude Gird—Capitol; Langworth—(Non-exclusively licensed by BMI)

BROADCASTING • Telecasting

October 23, 1950 • Page 79
Battle Lines on Color  
(Continued from page 55)

law to protect the public interest and promote technical advances in the communications art. In my opinion, in this case it has met these responsibilities to the fullest extent possible."

Sen. Johnson noted that FCC is proceeding with hearings looking toward lifting the licensing freeze. "This will open up a vast new market six to 12 months hence when hundreds of new stations will begin operation in areas where there is no television," he said.

"The viewers in those sections are entitled to be able to buy sets which will allow them to enjoy RCA color programs if they want that kind of a set and the new broadcasters in the new areas are entitled to be able to buy and install color broadcasting equipment if that is their wish."

He concluded:

"Stripped of all the cooked-up hurricane of confusion the Commission's order must insist upon a 'buyer's choice.' Always there has been resistance to new things by selfish interests, but always, thanks be to progress and Providence, that opposition has been brushed aside and the people have been served."

REP. ROBERT CROSSLER (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, reserved personal judgment on the color issue, but said he would place the matter before his full committee when Congress returns Nov. 27. He said it would be for the committee to decide whether a hearing or any other action is taken.

DR. THOMAS T. GOLDSMITH Jr., director of research for ALLEN B. DuMONT LABS, said that it would be difficult, if not impossible, for independent stations to operate soon on the CBS color TV system. He pointed out that non-interconnected television stations, relying heavily upon film for their programming, will find it difficult to obtain color films suitable for color telecasting. Only 15 percent of the entire film supply is in color, he said. No equipment is now available for transmission of color film even if such film were abundant, he said, predicting equipment capable of handling standard 24-frame per-second film for color telecasts might not be available for a long time.

WALTER A. BUCK, vice president and general manager, RCA VICTOR Division, said in a letter to FCC, that the decision allowing "an incompatible, degraded color television system has created confusion and uncertainty in the public mind. It is clear that you can continue to offer RCA Victor TV sets to the public with complete confidence . . . they will get years of satisfactory service entertainment." He continued, with a description of the color system adopted as "scientifically unsound and against the public interest," that the development of its all-electronic color television to full commercial stature, he said, "will demonstrate the progress it is making in this development and prove that the sound future of color can be built and will be built on bedrock principles."

"It may take some years before color television can attain the magnitude of the present black-and-white picture business."

"Adoption by the FCC of standards for color television in no way interferes with the continued broadcast of black-and-white television programs by the nation's 107 television stations . . . ."

"At the present time only one of the 107 television stations is equipped to transmit color images on the basis of the new standards. The number of color television sets or converters and adapters (which are required for color reception on present sets) currently on the market are less than 100 . . . ."

"Philo believes "such a color system is at least two years away . . . . if and when color programs may warrant the expenditure," equipment will be required only for black-and-white sets to receive color "can be made available."

E. K. JEFF, director of television, WMAR-TV Baltimore and former chief engineer and member FCC, answered the question "Shall I buy a TV set now?" with an emphatic "Yes." Later, but not soon, he added, "you might have to buy a small attachment to receive color programs as black and white pictures."

"No station has been ordered to transmit color, but if no color equipment, transmitting or receiving, is available at this time in the Baltimore area. However, people may be able to find, for all three of Baltimore's TV stations to transmit color programs from New York where CBS is equipped to originate and feed color signals to Baltimore by coaxial cable."

GEORGE B. STORER, president, FORT INDUSTRY CO., warned a group of television dealers and distributors that color television is a long way in the future and the "color situation should not stop them (the public) from buying a receiver now if they want one."

"We don't mean to close the store doors to those who want color telecasting," he continued, "but every effort will be made for better black and white pictures for local set owners. The very limited number of programs we will carry will be for the 'hams' or amateurs who want to experiment with their own receivers, but in no way will we be preparing programming in black and white pictures for the 'hams' on the other."

JOHN E. MCCOY, attorney for FORT INDUSTRY CO. who resigned as chief of the FCC law bureau's TV section in September, reviewed the arguments leading to the decision and pointed out that color TV needed only a color camera on the transmission end and a color receiver on the other.

WILLIAM BALDERSTON, president PHILCO Corp., advised Philco distributors the company intends to continue full scale production of black-and-white television sets and will hold on to its present black-and-white television system. He concluded: "Color television has not arrived. . . ."

"Black-and-white is and will continue to be the basic system of television in the United States." He said that "Color television will be in the early part of the century, proved a "distinct failure" because of inherent effects of excessive flicker."

ARTHUR A. BRANDT, general sales manager, GENERAL ELECTRIC Receiver Division, told dealers black and white television programs would be the backbone of the TV business for many years to come and color television will be supplementary and probably limited to "satellite station in New York City for an indefinite period."

No one knows how long it will take to engineer, develop and produce the highly complicated television station equipment needed to originate color telecasts outside New York, he continued. "While conversion is possible we do not believe that the public wants to convert their sets until color broadcast is available."

"We believe it is better to offer a real added service," he said. "Color sets will be considerably higher in cost, he pointed out."

"Unwise Decision"

ROBERT W. GALVIN, executive vice president, MOTOROLA Inc., told dealers "prospects for color television were dealt a lethal blow by the 'premature and unwise decision' of the FCC in favor of CBS color standards." The "CBS color system is so impractical that it will die as soon as the public gets a chance to be converted."

"The majority of the 8,000 sets now in the hands of the public will never be converted, he said, pointing out the difficulty of such a task. If they were, the large screen sets could present only black and white which would be a "substantially poorer" picture than that of the public sees now, he continued. "When the public finally starts to understand the complexities," Mr. Galvin added, "interest in this kind of color reception will quickly die."

"In this case, by answering one response to the problem: 'That the FCC will review the suitant, RCA LABS, said the RCA dot-interface color television system had achieved the "final objective of confining a perfectly compatible color system with resolution compared to that of black-and-white television in a standard television channel." He said experiments of 20 and 30 years ago to develop color television employing the same basic electronic system with its rotating mechanical disk (the CBS system) had shown the method was not "good enough for public acceptance." He said that when Kinecolor, a field-sequential color movie system tried in the early part of the century, proved a "distinct failure" because of inherent effects of excessive flicker."

"Two Years Away"

Philo believes "such a color system is at least two years away . . . . if and when color programs may warrant the expenditure," equipment will be required only for black-and-white sets to receive color "can be made available."

JOHN W. CRAIG, vice president, AVCO MFG. Corp. and general manager of its Crosby division, said the entire television industry regards the CBS color system as "impractical."

"There is serious question as to whether [the CBS system] can overcome its limitations sufficiently to be put to practical use. And unless it is practical—especially unless it is compatible—the public cannot be expected to accept it."

The present black and white system will continue to be the "backbone of television" for years, he predicted.

"From Philadelphia Bulletin

...
LEONARD ASHBACH, president, MAJESTIC RADIO & TELEVISION, said his company would build adapters and converters as soon as there is public demand for them and as soon as components are available. Mr. Ashbach said there was no need for haste in the matter because "even if CBS color goes on the air next year we will not be ready for the next three years before color telecasts will measure up with the quality of entertainment that we now enjoy in black and white."

The said prospective television buyers need not hesitate to purchase present black and white sets "because TV stations will continue to telecast black and white programs as long as sponsors are willing to pay for same."

The unit contains a 10-inch picture tube with magnifier to give the effect of a 12½-inch picture.

WCAU-TV Plans Color
DONALD W. THORNBURGH, president, WCAU Stations, Philadelphia, said his station plans to begin color transmission as soon as it is made available to it. It "represents still another challenge which the station will meet in the public's interests, the advertiser and the broadcasting industry," he continued. It will be necessary for us to delay any definite announcement until we know the network schedule of broadcasting and until we are able to obtain some receiving sets for demonstration purposes," he said. He reminded the industry that it was a WCAU-TV viewer, Forrest W. Killy, Roselle, N.J., electrician, who startled the country by constructing his own color adapter from $4.30 worth of material to pick up the January-February color telecasts via the snow.

HUMBOLDT J. GREIG, president, WHUM Reading, Pa., a CBS radio affiliate, wired Frank Stanton, CBS president, that WHUM was "a complete believer in the future of color" and that the station was prepared to advise the FCC of its desire to carry a VHF color telecasting grant instead of black and white. Mr. Greig's wire was promptly requested by Mr. Sprague, RTMA president, for the answer.

.... We have no reason to donate time to Sprague for his purpose," Mr. Greig wired. We can understand transmitter manufacturer's desire to sell color until they can sell all successful new applicants for VHF transmitted black and white set up. WHUM is a believer in color in one station that can see no point in building black and white transmitter. WHUM is prepared to advise FCC of desire for VHF color instead of black and white.

TELE-TONE Corp., which said earlier that it would produce converters, announced in full-page newspaper advertisements that CBS President Frank Stanton called attention to the first responsibility to the consumer. "We will make it our duty to be within the immediate reach of every television set owner." Each unit will have its own cabinet, tube, screen, and attaching device.

The FCC decision included the following footnote:

"The decision noted that the public and Commerce's decision in using the following language in the Oct. 16 issue:

"The decision noted that "some or several persons along the line have confused WPEN in its minds with at least one and perhaps two other Philadelphia stations when queried on racing by the FCC.

Kaplan Asks Reply
MICHAEL L. KAPLAN, president, SIGHTMASTER Corp., New Rochelle, N.Y., wrote to Frank Stanton, CBS president, inviting "your public reply" to Mr. Kaplan's claim that the FCC decision "carries with it the threat of forcing the wall nearly every medium size manufacturer who cannot withstand the economic pressure of sales stoppage in the industry."

Mr. Kaplan earlier had wired FCC Chairman Wayne Coy that the Television Manufacturers Assn., a group which has no connection with the RTMA, and of which Mr. Kaplan is president, would like to know "whether CBS shares one hundredth the confidence in their incompatible system that your Commission does." The official comment by a CBS spokesman was: "It's too ridiculous to merit a comment."

FRANK MOCH, president TELEVISION INSTALLATION SERVICE Assoc., Chicago, said the new FCC decision will be "an economic and technically nor economically feasible. "It will add a greater expense to the initial cost and service maintenance of TV sets," he said.

The FCC decision is contrary to the public interest and, if necessary TISA will ask an injunction to nullify it," he added.

WPEN PROTEST
Hits Race Results Story
MEETING of WPEN Philadelphia in connection with the FCC's decision deny new renewal of license to WTUX Wilmington, Del., on the ground it broadcast racing information last week by Edward C. Oberst, WPEN general manager.

The FCC's decision included the following footnote:

"The decision noted that the public and Commerce's decision in using the following language in the Oct. 16 issue:

"The decision noted that "some or several persons along the line have confused WPEN in its minds with at least one and perhaps two other Philadelphia stations when queried on racing by the FCC.

Mr. Oberst contended BROADCASTING took liberties with the Commission's decision in using the following language in the Oct. 16 issue:

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PILOT DROPS SUIT TO UPSET COLOR DECISION
PILOT RADIO Corp. announced Friday withdrawal of its suit against FCC, filed Oct. 17 in Federal court in Brooklyn, and its intervention in action brought by RCA and NBC against FCC in Federal court in Chicago. Isadore Goldberg, president of Pilot, said:
As both suits involved the same issues, I feel that the interest of the public will be best served by a single action, rather than two separate suits. Thereby a single and speedy adjudication may be obtained. The pilot station awaits in two different courts, on the other hand, might possibly result in contrary adjudications, and add to the public confusion and to the chaos which has already resulted from the order of the Commission approving CBE color.

Pilot’s decision was disclosed shortly after FCC released copies of motion it was preparing to file seeking transfer of RCA suit from Chicago to New York, on grounds RCA should have filed in New York and also that fighting suits in both New York and Chicago would cause “substantial inconvenience to the Government.” Commission announced that because of Pilot’s new move “FCC will not file particular papers which have previously been released.”

SCHETCHER TAKES POST WITH CROWELL-COLLIER

A. A. SCHETCHER, who resigned as MBS vice president in charge of news, special events and publicity fortnight ago, leaving radio to become executive of Crowell-Collier Publishing Co., publisher of Collier’s, Woman’s Home Companion, and American Magazine. He has been in radio since 1931 when he joined NBC as director of news and special events. He left NBC in 1942 to join Army and served as lieutenant colonel and radio chief of Gen. MacArthur’s public relations section.

He joined MBS as vice president and news chief July 1, 1944. Announcement of new assignment made by Albert E. Winger, president of Crowell-Collier, who said Mr. Schechter was joining “the executive staff.” It is understood Mr. Schechter will receive a considerable increase in compensation over his position with MBS.

TOP STAFF CHANGES ANNOUNCED BY ABC

ABC promotions and realignments announced Friday: Ernest L. Jahncke, assistant to vice president in charge of stations, appointed vice president in charge of all ABC radio, including network and stations. Joseph A. MacDonald, vice president of ABC network and its ancillary activities, and William S. Saudek, vice president in charge of public relations, appointed assistants to president. Mr. MacDonald will continue in charge of legal matters and labor relations. Mr. Saudek, in addition to present duties, will handle advertising, promotion, and research. Theodor L. Oberfelder, head of advertising-promotion, becomes manager of WJZ New York, with Clarence D. Doty named manager of WJZ-TV. Both report to Murray Grabhorn, vice president in charge of O&O stations. Mitchell DeGroot appointed acting manager of advertising and promotion. Benjamin Gedaleica continues as manager of research.

CONFERENCE HELD ON LOTTERY DECISION

WALTER EMERSON, ABC Central Division attorney, went to Madison, Wis., Friday to confer with officials of WMWA and WTMJ-TV Milwaukee on Wisconsin ruling which cited ABC Stop the Music and six other radio-TV shows aired in Milwaukee as “lotteries.” ABC New York awaited official notification from state attorney general’s office (see story page 23).

Attorney Harry Sauthoff, minority stockholder in WISCO Madison, which carries ABC program, planned conference with Madison County district attorney to forestall possible ban at WISC. He suggested to ABC officials that, if ban were extended to Madison, network would promptly seek 30-day stay of proceedings from court. Mr. Sauthoff felt ruling is discriminatory.

LIBERTY SIGNS SWING

RAYMOND SWING, commentator, signed by Liberty Broadcasting to broadcast exclusively over network Mon.-Fri., 5:30 p.m. (EST) beginning Nov. 6.

NEW YORK TV GUILD VOTES NETWORK STRIKE

STRIKE against television networks at discretion of Television Authority negotiators authorized by New York membership of TVA with similar votes to be taken this week by Chicago and Los Angeles memberships.

No agreement for agreement set by TVA, which has been negotiating with networks since Sept. 80. However, there have been no prior agreements between parties so union is not required to wait 30 days before calling strike.

FULTON CRITICIZES FCC HANDLING OF RICHARDS CASE

FCC’s proceeding against G. A. (Dick) Richards would have been brought in first place, Hugh Fulton, his attorney, charged Friday as FCC concluded Los Angeles phase of inquiry (early story page 34).

Mr. Fulton charged Benedict Cottone, FCC general counsel, disregarded recordings of all KMPC newscasts back to 1942.

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Closed Circuit

(Continued from page 4)

Cann-Erickson, Chicago, and Petroleum Group head and Standard Oil of Ind. account executive will resign Dec. 31 to go into real estate business in Florida. He will be replaced by Sidney Wells, new agency’s creative director. Mr. Wells’ job will be taken over by George Bowman Kreer, copy group head at J. Walter Thompson, Chicago.

NBC AFFILIATES DISCUSS OVERALL RATE INCREASES

NBC affiliated stations recommended Friday that network use “all its facilities” to editorialize against rate decision. Recommendation, made at NBC convention in White Sulphur Springs under advisement by management (early convention story page 19).

Both AM and TV rates discussed but no formal resolution taken by stations. Both NBC President Joseph H. McConnell and Executive Vice President Charles R. Denny said entire rate picture being studied with view toward adjustments. Increased network day-time radio rates were indicated. Many affiliates advocated overall boosts arguing radio has been underpriced for decade.

Radio network adopted urging network to substitute dollar value of free television hours to defray interconnection and sustaining charges. Network took this under advisement.

Majority of affiliates objected to proposed FCC rule making. Stations are pressing for network programs in less than four-station markets.

SPAC committee to be reorganized from eight to 10 members, two new TV members to be picked by Reilly to provide one new TV director for each 10 stations added.

John A. Kennedy, WSAZ-AM-TV Huntington, W. Va.; George B. Storer, Fort Industry Co., and George Norton, WAVE-AM-TV Louisville, named to handle profit tax matters for TV as new art.

Next NBC convention to be held in New Orleans if hotel space available.

Easton Woolley, station director who is going to KDYL Salt Lake City as vice president, to be presented by affiliates with paid order for DeSoto car and antique sterling ray. Affiliates noted proposal of P. A. Sugg, WKY Oklahoma City, to establish television industry-wide fund to provide scholarship in honor of late John J. Gillin Jr., WOW Omaha, at Creighton U., his alma mater.

EDUCATION’S PLACE IN TV CONSIDERED

FURTHER details of DuMont’s revised VHF-UHF TV allocation plan presented to FCC Friday by Dr. Thomas T. Goldsmith Jr., firm’s director of research (early story page 66). Comr. Frieda B. Hennocq concerned a DuMont’s plan to provide for educational TV only above 800 mc, indicated she’d ask all parties about education’s place in VHF. Asked by Comr. Frank E. WLAB and Ken Koch, asks if “both.” Asked status of DuMont, he said firm is “not exclusively an educational institution.”

Economic effects of allocation were discussed by Christian J. Whiting, general manager of DuMont TV Network, in support of DuMont plan. He said DuMont believes if FCC allocation proposal is adopted that: “Monopolistic control” of TV broadcasting could be fixed by only one official FCC. Number of outlets are provided in major markets; incentive toward better programming, normally resulting from competition, would diminish; limited number of network advertisers would enjoy “an impressive advertising advantage” in TV.

BROADCASTING • Telecasting
Central New England families are wide awake and eager to buy, thanks to three unique WTAG-produced morning shows.

"Morning Parade," with John Wrisley, is music to everybody's ears, including the long, impressive list of advertisers.

"The Julie 'n Johnny Show," another participating show long established but with a new twist, originates and is a sellout day after day in the Sheraton Hotel. With an audience from every section of Central New England, Julie 'n Johnny move merchandise, too. When, for example, they first personalized a Worcester bank's announcement, a listener promptly opened six $1,250 accounts, one for every member of his family, and credited this show on WTAG.

As hostess on "Modern Kitchen," Lyda Flanders capitalizes on her extraordinary cooking heritage—30 years as cooking authority of Central New England. Housewives almost eat out of her hand. Over 100 clubs and organizations a year in the WTAG market, call on her for speaking engagements.

Put the "merchandise-moving" power of these shows to work for you in the prosperous Central New England Market. To get results in all of Central New England, buy a buying audience with WTAG.

May we place your order on the current waiting list?

See Raymer for all details
Don’t pull the wool over their ears

They’ll spot you as an outsider every time you try to dress up your sales story with “local color.” But customers will flock your way if you let a real, dyed-in-the-wool local personality do your talking for you. He knows the best approach … talks the language of the people thereabouts … knows how to make them buy. Take local personalities like WBT’s Grady Cole in the Southeast … WCCO’s Cedric Adams in the Northwest … WEEI’s Carl Moore or E. B. Rideout down Boston way. They do it all the time. In each of 13 of your best markets, you’ll find the favorite local talent on the radio station that’s represented by Radio Sales. So when you want the pick of the local flock, just call Radio Sales. We can put you in green pastures.

Radio Sales
Radio and Television Stations Representative…CBS