A NEW IOWA SURVEY
WITH RELIABILITY PLUS!

COMBINES LARGE SAMPLE "INTERVIEW"
AND "DIARY" TECHNIQUES

For years, the Iowa Radio Audience Surveys have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as "How much do people listen to car radios?" . . . "How much extra listening takes place in multiple-set homes as compared with single-set homes?" . . . and "What is the listener attitude toward commercials?", as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the "interview" method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new "diary" method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

**INTERVIEW TECHNIQUE**

The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State's population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the "recall" of the person being interviewed and it usually reaches only one member of the family.

**DIARY TECHNIQUE**

The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides each radio set in the home with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

**COMBINED INTERVIEW-DIARY TECHNIQUE**

The 1950 Survey combines the best features of both techniques by making every seventh selected home a "diary home," as well as an "interview home." This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of Iowa listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, today!
VA'

WHAS offers the only complete farm programming service for Kentucky and Southern Indiana. Kentuckiana farmers depend on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

Recent U.S.D.A. figures show Kentucky has more cattle and calves, more hogs and pigs, more sheep and lambs, more horses and colts, and more chickens on farms than any other state south of the Ohio and east of the Mississippi Rivers.

It takes the proved selling power of WHAS...

...to reach the record buying power of Kentuckiana

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

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director ★ NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
the meat
of the nut...

Why buy the shell?
In this billion-dollar Tri-Cities market, WTRY neatly tucks in its coverage where the sales are, leaving the fringe counties for the station with the oversized reach and the costs to match. We can send you a book-full of figures to prove it, but here is the meat...

WTRY (5 kw) .......... 110,690 radio families
Station A (10 kw) .... 79,510 radio families
Station B (5-1 kw) .... 79,340 radio families
Station C (50 kw) .... 116,390 radio families

(BMB Total Weekly Audience in the Tri-City Counties of Albany, Schenectady, Rensselaer)

Now—let's scan station C. This 50,000-watter spreads its coverage over mountain and dale, pours it out to less populated areas. But, of 16 markets claimed by Station C, five counties represent more than two-thirds or 67% of the total 360,700 radio families. And, in these five counties, WTRY delivers a larger audience than Station C. Yet, Station C's cost for an announcement, for instance, is 2½ times that of WTRY.

ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts

Represented by Headley-Reed Company • Columbia Broadcasting System
NEGOTIATIONS with Esty, Gerald to development, also advertising in color sponsoring effective to production costs of product. FITCH SHAMPOO (Grove Labs) canceling its MBS show, The Shadow, effective Dec. 3, and will probably buy spots in selected markets. Reason for cancellation increasing production costs of product. Harry B. Cohen, New York, is agency.

KENYON & ECKHARDT, New York, expected to resign Sylvanian Electric Products account, effective Jan. 1.

FIRST CBS commercial color account well be Tintair, hair color restorative, now sponsoring Sinatra on CBS-AM. Company, parochially, is owned largely by Martin Strauss, formerly of Eversharp, and Carl Byoir, public relations expert just retained by RCA in color fight. Don Nathanson, former advertising head of Toni during its phenomenal development, also is with Tintair. They hope to land Arthur Godfrey.

SAM SUTTER, vice president, Dancer-Fitzgerald-Sample, New York, moving to William Esty, New York, as copy chief.

WITH TV freeze limiting their television station representation possibilities, certain key station representative firms are exploring possibilities of expanding their revenues by selling syndicated films to stations, along lines of activities of Radio Sales, Radio and Television Stations Representative, CBS.

NEGOTIATIONS of George B. Storer, president of Fort Industry Co., with Cuban Banker Jose Menanos for acquisition of Television de Caribe, temporarily at standstill pending resolution of a mix-up over allocation of permanent TV channel to Cuban company.

ONE large midwestern agency began shooting all television commercials on color film day after FCC decision adopting CBS stand-

REPORTS persisted Friday that United Paramount Theatres is bidding for acquisition of ABC, despite through denials. Portrait in divornment of Paramount Pictures' production and exhibition activities, theatre firm has long-pending FCC applications to take over old picture company's control of WBCK (TV) Chicago and half interest in WSMB New Orleans. FCC action on this application has been held up while FCC tries to arrive at "anti-trust policy"—which may come soon.

ONE of first results of Mexico's withdrawal from NARBA conference [BROADCASTING, Oct. 23] will be reactivation of Daytime Petitioners Association's effort to secure FCC authorization for full-time use of six Mexican 1-A channels currently used in U. S. on daytime-only basis.

POTENCY of radio, television and newspapers to be tested in 13-market survey by Emil Mogul Agency, New York, on behalf of its client National Shores. Campaign starts this week.

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(Continued on page 82)

BROADCASTING  TELECASTING  ... at deadline

Upcoming

Oct. 29-Nov. 4: National Radio & Television Week.
Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
Nov. 2-3: NAB District 4, Williamsburg Inn and Lodge, Williamsburg, Va.

(Other Upcoming on page 67)

Bulletins

DEMAND that CBS avoid controversial color TV discussion on Arthur Godfrey's Talent Scout-the only CBS-TV submitted to President Frank Stanton by William Brooks Smith, advertising manager of Lipton Tea Co., Lever subsidiary. Protest arose from Mr. Godfrey's desire to set buyers on Oct. 23 program.

SOME SET MAKERS FORECAST CUTBACK IN PRODUCTION

PORING over National Production Authority's plans for up to 20 or 30% cutback in basic metals (story page 19), some radio-TV manufacturers Friday forecast substantial curtailment in civilian output, though most withheld comment pending more thorough studies.

John B. Huarisa, executive vice president of Admiral Corp., felt "apparently new restrictions are just beginning," and said that though next year's outlook is "not clear," he thought production may be off 25% to 30% or more.

Leonard Ashbach, president of Majestic Radio & TV Division of Waco-Gay Corp., on basis of newspaper accounts of NPA plan said idea of 20-30% cutback is "ridiculous"—even now, he said, it's hard to get components for dealers in 50% of firm's capacity. Another manufacturing representative felt NPA cutback, coupled with color TV decision, 10% excess profits tax on TV sets, etc., poses serious threat to TV manufacturer.

Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, termed cutback "no surprise," said Zenith is preparing for future shortages and production cuts. Pilot Radio Corp. President Isadore Goldberg forecast ultimate cut in civilian production to about 50%. He foresaw no effect until present inventories run out, which he estimated at one or two months. Spokesman for John Meck Industries and Scott Radio Labs termed NPA move "no thunderbolt of news." Admiral's Mr. Huarisa called for shelving of color and UHF TV "until the nation can return to a peacetime economy." He said "we would much prefer to let our engineers work on government military orders than have them devote time to a color TV system which is primarily for the use of a handful of CBS executives."

Among manufacturers withholding comment pending further study of NPA action were RCA, General Electric, Westinghouse, Emerson.

Business Briefly

THAYER NAMES — Thayer Inc., Gardner, Mass. (baby furniture), appoints McCann-Erickson, Boston and New York, as agency. Radio and TV considered.

CLUB CONTINUES — Phillip Morris Joe. rebranching for 52 weeks Johnny Olsen's Luncheon Club, Monday, Nov. 12-25 p.m. on ABC and One Man's Opinion, 8:55 p.m., over ABC, Mon.-Fri. Agency, Cecil & Presbrey, New York.


HARRISON EXPLAINS CONSTRUCTION BAN

NO "specific assurance" can be given that non-defense building projects already begun may be completed, William H. Harrison, NPA administrator, reiterated Friday. Mr. Harrison made statement in reply to telegram from Associated General Contractors of America. Officials said this would apply to radio-TV construction, terming this "more essential" at present time than types prohibited in original order (story page 18). Mr. Harrison said:

Possibly further types of construction would have to be limited in the future... No specific assurance could be given that these projects started could be completed. Within the past few weeks we have had requests for assurance on this particular point and in the public interest it seemed important to make reference to it in the order. Appeals procedures are specifically provided for. . .

We are mindful of the extreme importance of the broad question... and should it later be found necessary because of increased demands of the defense program to limit further types... it will be our intent to avoid interruption of projects already under way as was done in the order. On the other hand, we cannot give assurance that circumstances in the future will permit adherence to this policy.

FALSTAFF MAY EXPAND

FALSTAFF BREWING Co. considering expansion of sponsorship of late evening movies in New York. Falstaff already owns 50% of St. Louis' AAAA, and now bought another show in Omaha because of successful results of free offer of salt and pepper sets. Falstaff also switching its transistorized Meredith Wilson Show in more than 60 radio markets to local shows relying on station's programs to reach its audience best. Dancer-Fitzgerald-Sample, New York, is agency.

AAA TV DISCUSSION

FRANK STANTON, CBS president, and Fred Rickey, CBS-TV producer in charge of color, will discuss program production for color TV Tuesday afternoon at radio and television production session of eastern meeting of AAAA, to be held at Waldorf-Astoria, New York. Mark Woods, ABC vice chairman; Brig. Gen. Edward Lyman Munson Jr., director of NBC's TV film division, and Jerry Lester, General Electric also speak, following panel discussion conducted by Myron Kirk, radio-TV vice president of Knudsen Agency.

LEVER MAY ADAPT SHOW

LEVER BROTHERS considering daytime television version of its Aunt Jemmy radio show. Rathrauff & Ryan, New York, is agency.
this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell your product. Write for information and rates.

Represented by
ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.
From local to guns—its breaking traffic records!

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

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

More than 1/3 of All Kids in Cullman*, Alabama

Voted for

"Cisco Kid"

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

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

Here's the Sensational Low-Price Western That Should Be On Your Station!

Broadcasting

The Newsweekly of Radio and Television
Published Weekly by Broadcasting Publications, Inc.

Low-Priced Western

Sensational

That Should Be On Your Station!
This is CBS in 1950...

creator of great radio programs

The CBS Packages Program operates/transforms the most effective in all time through designing programming programs fitted to every economic need and budget.

New CBS Packages, ranging the whole range of successful big-time programming, are available today. The Best in Plays, Shows, Songs and More. Underwrappes. Rate Your Mate.
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In New York 6 of the top 8 participation programs are on WCBS

Represented by Radio Sales

There are 28 vehicles for minute commercials on New York's four major stations. But Pulse proves the best buys are all on the station New York listens to most. These WCBS shows give participating sponsors their biggest audiences and greatest sales impacts. Ask us or Radio Sales which of these stars will get you top billing in the nation's #1 market.

*Pulse of N.Y., avg. 5 show ratings, Sept. 1945
new business

U. S. INDUSTRIAL CHEMICALS Inc. (U.S.I. Permanent and Super Pyro anti-freeze products) launches intensive radio spot announce-
ment campaign. Spots featuring "talking automobile horn" will be
broadcast 15 times weekly over approximately 100 leading stations in
small, medium and large markets. In N. Y. and Chicago, 30 spots will be
heard. Campaign will run through December on staggered basis keyed
to arrival of colder weather. Agency: Geyer, Newell & Ganger Inc., N. Y.

KIRSCH BEVERAGES Inc., Brooklyn, N. Y., planning TV spot cam-
paign to begin as soon as satisfactory time clearances can be arranged.
Agency: Grey Adv., N. Y.

LADY'S CHOICE FOODS, I. A. (packer James grocery products), ap-
points Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign
planned in 11 western states. First spots to get underway on KFRC San
Francisco Nov. 27; rest Jan. 1. Account executive is Jere Bayard.

FALSTAFF BEER, St. Louis, preparing to buy number of baseball sched-
ules including one on Liberty Broadcasting System. Agency: Dancer-
Fitzgerald-Sample, N. Y.

CANADIAN FUR Corp. to launch TV campaign in addition to present
radio activities. Programs being planned on WATV (TV) Newark (full-
length one-hour film, Tues., 6-7 p.m.) and WPIX (TV) New York (daily
participation in Ted Steele Show, 2-5 p.m.). Agency: Emil Mogul Co.,
N. Y. Agency's TV director, Ely Landau, supervises production.

GROVE LABS, St. Louis (Four-Way cold tablets), running radio spot
schedules nationally, "blanketing the nation," through cold season.

CHICAGO WESTERN Corp., Chicago, for Pinafore chicken, continuing
series of TV spots in eight markets. Schedules call for as many as 30
announcements per week per market. Agency: Phil Gordon, Chicago.

COMET RICE MILLS, Beaumont, Tex., begins one-minute radio spot

HELBRORS WATCH Co., N. Y., appoints Ray-Hirsch Co., same city, to
direct its advertising. Radio-TV will be used.

W. K. BUCKLEY Ltd., Toronto (proprietary), starts campaign of spot
announcements, weather forecasts, five and ten minute shows on large
number of Canadian stations. Agency: Grant Adv. of Canada, Toronto.

Network Accounts . . .

LUCKY LAGER BREWING Co., S. F. (Lucky Lager beer, ale), starts
26 weeks Ira Blue Sports Show on all ABC Pacific coast stations directly
following Gillette sponsored fights Fri., 7 p.m., PST. Agency: McCann-
Erickson, S. F.

ADMIRAL Corp. renews Lights Out, dramatic series, NBC-TV, Mon.,
9-9:30 p.m., for 13 weeks. Agency: Kudner Adv., N. Y.

GENERAL MILLS Inc. (Gold Medal Kitchen Tested flour) will sponsor
Cal Tinnin's On, over ABC Midwest and southwest network, Mon.-Fri.,
7-15-7:30 a.m., CST. Program will be recorded for other parts of country.
Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

BRISTOL MYERS Co. renews Break the Bank, NBC-TV, 10 p.m. Wed.,
for another 32 weeks. Agency: Doherty, Clifford & Shenfield Inc., N. Y.

Broadcasting • Telecasting

Don't merely WISH, mr. sponsor!

Indianapolis Audience
that Promotion Follow-Thru
that Buying Response
that Sales Increase
you expect in this potent
Indianapolis Market

Wish

Free & Peters—National Representatives
George J. Higgins—General Manager
ABC—Indianapolis Affiliate

October 30, 1950 • Page 11
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
WHO IN THE WORLD
ARE YOU TALKING TO?

You know when you use Spot Radio.

Men, women, children . . . farmers, city folks, families . . . pick the prospects you want and need. Then pick the station, the time, the program that carries your message direct to your specific customers.

Spot and spot alone delivers your advertising at precisely the right time . . . to precisely the right people . . . in precisely the right words. Day in, day out, in one market or as many as you choose.

Spot works even better on great stations like these . . .
Melvin Tenebaum, director radio-TV Ohio Adv. Agency Inc., Cleveland, named vice president in charge of radio-TV.


Kent S. Putnam and Edgar M. Yaxley to staff G. M. Basford Co., N. Y.

Robert E. Bradham, manager WTMA Charleston, S. C., opens agency in that city. Firm will deal in radio accounts.

H. Austin Peterson, partner Ted Bates Inc. and head of Hollywood office, transferred to N. Y. office as supervisor of radio-TV for agency, effective Nov. 1.


Lester Vail, Dancer-Fitzgerald-Sample radio department, returns to radio-TV department Young & Rubicam, N. Y., as producer-director Aldrich Family, NBC-TV.

On all accounts

When La Guardia was running in New York, and Glenn Cunningham was doing the same in the Olympics, John Francis Henry was doing a modest bit of sprinting on his own over a path that was to lead directly to his present job as New York account executive on Nash-Kelinvar and Leonard Appliance for Geyer, Newell & Ganger, New York.

Mr. Henry began his industrial career as a runner for a typographical service, a part-time supplement to his work at New York U. where he majored in advertising and marketing.

One of the stops on his route was the advertising agency, Benton & Bowles, which quickly recognized the potential mileage in the motive youngster and hired him to work in the production department there.

Mr. Henry advanced with the agency to the post of traffic manager, the job he left in 1942 to join the Navy. As a navigator in the service he logged more than 2,000 flying hours in trans-Atlantic flights.

In December 1945, he returned to earth to join the traffic and production department of Geyer, Newell & Ganger. In March of this year was named to his current post as New York account executive on the Nash-Kelinvar account.

In Detroit John McQuagg is office manager supervising the group on the Nash-Kelinvar account, while Walker Graham is account executive on Nash and Ralph Wolfe account executive on Kelinvar.

The company sponsors Morton Downey, Star of the Family on CBS-TV, Friday, 10:10-11:30 p.m. to promote Kelinvar and the Nash-Air-flute Theatre on CBS-TV, Thursday.


W. A. Hammond and Mack Chrysler to Brooke, Smith, French & Dorrance, Detroit, in administrative and creative capacities, respectively.

Douglas Coyle, Vicks Chemical Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of merchandising department.

Edward J. Montagne, motion picture director and writer, to William Eddy Co., N. Y., as TV producer. First assignment is Max Against Crime.

Robert Carley, Donahue & Coe, N. Y., to Geyer, Newell & Ganger, N. Y., as account executive.


Dina Migliori, to copy department Federal Adv. Inc., N. Y., was with Kenyon & Eckhardt and J. Walter Thompson, same city.

Louis A. Smith, Adv., Chicago, moves to new offices at 161 E. Grand Ave., after recent incorporation. Mr. Smith (see Front Office) sold firm, which he owned exclusively, to James Bowden, Taylor Co., Chicago, and George Bentley, Presba, Fellers & Presba, Chicago. Mr. Bowden is in charge of radio-TV activities.


Rol Rider, producer advertising manager Albers Div., Carnation Co., L. A., contact staff Young & Rubicam Inc., L. A.

Thaine A. Youst, assistant merchandising director Doherty, Clifford & Shenfield, N. Y., to Lennen & Mitchell, N. Y., as merchandising executive.

Ruthrauff & Ryan, N. Y., moves radio-TV department to larger quarters on 82d floor of Chrysler Bldg. to accommodate expanded staff covering new programs agency is producing.

Ward Wheelock Co. moves Hollywood offices to California Bank Bldg., Vine St. and Selma Ave.

Meeting for the first time in their new executive offices in New York, directors of Brand Names Foundation get together for their regular October meeting (1 to 9): R. E. McKee, McCann-Erickson, who presented the Foundation’s 1950-51 advertising campaign; Frank White, MBS president; William H. Eaton, president of the American Home Magazine Corp., and Paul S. Willis, Grocery Mfrs. of America Inc. president. The last three are Brand Names Foundation directors.

Broadcasting * Telecasting
WTOP daytime shows are 72% more-listened-to* than the next station's

And WTOP's total week share is 60% larger!

*6 AM to 6 PM, entire week, July-August 1950 Pulse Inc.
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glasscock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availability is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5000 WATTS 100 KW

GORDON HAYES

WHEN Gordon Hayes re-signed as advertising manager of the Washington

Daily News in 1943 to become assistant sales manager of WTOP Washington, several of his old newspaper accounts paid him the greatest tribute of his 10-year sales career—they followed him into radio.

Most of these loyal clients were retail stores and their conversion to radio marked a major milestone for WTOP. But Mr. Hayes, present western sales manager of CBS Radio Sales in Chicago, modestly claims his 1943 achievement was not as difficult as one might assume. While on the News, he became acquainted with every buyer, merchandising manager, department head, and retail store executive in Washington, so all he had to do was lead his friends into “the promised land of radio.”

Gordon Hayes became an advertising man by accident. A native

(Continued on page 40)
In the show... without stealing the act
RCA's new ribbon-pressure "STARMAKER" *

IT'S UNOBSERVING. Umber gray coloring blends it right into the TV picture. Minimum reflection.

In the show... without stealing the act
RCA's new ribbon-pressure "STARMAKER" *

So slim you must look sharply to see it... so skillfully styled its shape and coloring fade right into the scene... this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—and yet retains all the high-quality features of RCA professional microphones. Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand... and can be substituted for any professional high-quality RCA microphone. No extra attachments needed!

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. 19JE, RCA Engineering Products, Camden, N. J.

*Selected from entries submitted by Broadcast Stations in national contest.
IT'S EASY, WHEN YOU KNOW HOW!

... AND HERE'S THE PROOF!

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<th>SHREVEPORT SHARE OF AUDIENCE—TOTAL RATED PERIODS—DEC. '49-APR. '50</th>
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YES, month after month, year after year, KWKH leads all Shreveport stations in Share-of-Audience Hooveratings. The chart above shows KWKH's superiority for Total Rated Time Periods for the latest five-month period. KWKH also got the highest Hoover Morning, Afternoon and Evening, too!

KWKH's tremendous popularity is just as outstanding in the rich oil, timber and agricultural areas around Shreveport. The 1949 BMB Study credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families are "average daily listeners" to KWKH!

Let KWKH's Know-How go to work for you here in our booming tri-state market. Write for all the facts, today!

50,000 Watts · CBS ·

KWKH DAYTIME BMB COUNTIES
Study No. 2—Spring, 1949

KWKH SHREVEPORT LOUISIANA Arkansas
The Branham Company Representatives
Henry Clay, General Manager
DEFENSE CUTBACKS

CUTBACKS in the nation's civilian radio- TV- phonograph equipment supply designed to meet defense needs left manufacturers in a state of muddled concern and confusion last week as the government prepared to clamp down on the flow of vital metals into electronic channels.

National Production Authority officials flatly told manufacturers that they may expect certain "limitations"-ranging up to 29% or 30% on the consumption of raw materials, with Dec. 1 as probable effective date.

The government's proposed order, expected officially sometime this week, provides that set-makers may not consume more than a certain percentage of material (copper, aluminum, nickel and cobalt) utilized during a base period, probably the fiscal year ended June 30. Future units will be governed by average use of each manufacturer during that period.

Thus all four metals-and rubber and steel as well-used in varying degrees in broadcast receiving and transmission equipment appeared destined to become critical high-priority items, underscoring the manufacturers' dilemma of balancing supply and demand.

Construction Ban

NPA last week also announced a ban on construction of new buildings for "amusement, recreational or entertainment purposes." Government officials explained that the prohibition would not apply to radio and television buildings or studios, or plants engaged in manufacture of electronic equipment—for the present, at least.

They warned, however, that anyone starting construction which is not on the prohibited list, but which "does not further the defense effort, either directly or indirectly, and does not increase the nation's productive capacity," runs the risk of being unable to complete the building.

The scarce materials regulation, revealed at a radio-TV representatives' meeting last Thursday with NPA authorities, is expected to accentuate civilian demand for radio-TV sets and phonographs. Materials used in end products and component parts already are acute scarce, authorities pointed out.

Not the least controversial question posed by NPA's ruling is FCC's decision favoring the CBS color TV system as well as problems related to black-and-white television.

Manufacturers brought up the TV question at Thursday's meeting, but were lightly brushed aside by NPA officials who felt the issue was not their concern. The manufacturers and FCC will have to puzzle that out themselves, they indicated. They also intimated that setting World War II some silver was substituted for copper wire but in most cases it was not as satisfactory and the cost was high. Aluminum is used in TV electronic condensers and indoor aerials. There is no substitute in the case of condensers but other metals can be used for aerials. Including can and foil, condensers are 90% aluminum, with perhaps a pound in each television set. Cobalt and nickel are used in permanent magnet loudspeakers, focus coils and ion traps. Earlier models used electromagnets and soft iron to some degree. The industry can go back to substitutes in all magnetic uses though performance might not be as good. Some nickel is used in the gun assembly of the cathode ray tube.

There are better magnetic materials than the popular nickel-cobalt combination but these magnetic alloys are extremely expensive and in short supply.

How Metal Cutbacks Affect Sets...

CUTBACKS in scarce metals used by radio and television set manufacturers will affect number of sets produced and perhaps quality of performance, according to views of production engineers.

Even so, manufacturers already are considering means of making available supplies go as far as possible by means of substitutes and efficiency methods.

The two key metals, copper and aluminum, are used in many portions of television sets, with the pound ratio for television from three to five times as high as for radio sets. Size of the radio chassis has been greatly cut in recent years.

Copper is used frequently to plate the steel chassis, but cadmium also is popular and satisfactory. Large amounts of copper is used in the AC power transformer, which must have this metal. It also appears in filter chokes. Almost all coils have copper wire. During the current cycle some silver was substituted for copper wire. In most cases it was not as satisfactory and the cost was high. Aluminum is used in TV electronic condensers and indoor aerials.

There is no substitute in the case of condensers but other metals can be used for aerials. Including can and foil, condensers are 90% aluminum, with perhaps a pound in each television set. Cobalt and nickel are used in permanent magnet loudspeakers, focus coils and ion traps. Earlier models used electromagnets and soft iron to some degree. The industry can go back to substitutes in all magnetic uses though performance might not be as good. Some nickel is used in the gun assembly of the cathode ray tube.

There are better magnetic materials than the popular nickel-cobalt combination but these magnetic alloys are extremely expensive and in short supply.

Wisconsin GIVEAWAYS

AM 'Stop the Music' Stay

DEVELOPMENTS in the anti-giveaway opinion delivered by Wisconsin's attorney general were manifold last week. Stop the Music remained on nine ABC AM stations in the state, the TV version of the program was cancelled by WTMJ-TV Milwaukee, which also dropped four other network shows with giveaway elements, and Tello-Test was restored after a technical modification in format by the package [Broadcasting, Oct. 23].

Stop the Music, on WMAW Milwaukee, was restored to that station after agreement by station officials that Wisconsin listeners would be warned they could not participate actively in the program. (Listeners are telephoned, and winners chosen for answering questions correctly.) Other ABC affiliates in the state were puzzeled as to the legality of the broadcast.

ABC disclosed that none of its Wisconsin affiliates had dropped the show despite WTMJ-TV cancelation. An ABC spokesman said the network will take legal action in the matter, but the exact nature has not been decided.

Lottery Issue

Thomas Fairchild and William A. Platz, Wisconsin's attorney general and his assistant, said the program would not be in violation of the state's restrictive anti-lottery laws if the element of lottery was removed. The show, without possible quiz participation by Wisconsin listeners, becomes an entertainment feature, he said. Although WMAW went along with the clarification, WTMJ-TV, Wisconsin's only video station, declined to do so. In addition, WTMJ-TV took four other network shows off the air—Break the Bank (NBC), Arthur Godfrey and Toni Twin Finds (CBS), What's Your Name (NBC) and Chance of a Lifetime (ABC).

Messrs. Fairchild and Platz conferred Wednesday with Walter Schwimmer, president of Radio Features, Chicago, which syndicates Tello-Test on 276 stations. At that time, Mr. Schwimmer agreed to a "slight technical modification in the handling of the question," which eliminated the lottery feature and enables the show to return to WISN Milwaukee. Mr. Schwimmer expects Tello-Test to return today or tomorrow. Because
GROSS radio network time billings totaled $156,722,956, some $9,390,515 less than the same period last year. Publishers Information Bureau last four networks were $13,931,561 as

NBA was second with sales totaling

$4,416,328.

Earlier, last Wednesday alumi

num representatives were told by
government officials that NBA must
reduce civilian consumption of that
metal—either by cutting allocations
to each manufacturer or elimin-
ating use of the item for non-
essential types of manufacture.
Fabricators objected to both meth-
ods and proposed that any neces-

sary curbs be applied voluntarily
by industry.

C. Donald Dalles, chairman of the
board of Revere Copper & Brass Inc.,
huge supplier of materials for elec-
tronics use, questioned whether accelerated rate of copper stock-
pling is justified and warned it may
take one-third of the available U.
S. supply. Copper is a key item in
manufacture of TV antenna.

Steel Order

A similar order issued on steel
also threatens to curtail supply of
that product in the output of tele-
vision and radio towers.

Manufacturers of radio receiving
tube have already voiced their con-
er about shortages and scarcity of
high-priority components command-
dered for defense purposes.

Also a matter of concern is the
possibility that manufacturers may
find it more difficult than ever
to comply with FCC's proposal that
they build video receivers to accom-
modate CBS color TV. Adapters

and converters also consume pre-
ious materials, it was pointed out.

A wholesale 30% curtailment of
civilian production, if it ever mat-
erIALIZED, conceivably could send
repercussions right down the line to
advertisers and television broad-
casters, in view of TV's accepted
rate structure based on set circula-
tion. This dire prospect was not seen,
however, in NBA's present pro-
posal.

As far as respect to top-priority or-
ders, the Munitions Board has an-
nounced a system of ratings to guide contractors and sub-con-
tractors. Electronic and communications work is rated seventh in
defense priority.

Requests from manufacturers
who would expand their electronics and other plants for defense pur-
poses will be channeled to NSRB
Director W. Stuart Symington,
mobilization coordinator, who will
serve as "certifying authority" for each plant, under advantage of
special tax benefits under the NPA
Act.

They could write off the costs for
tax purposes within five years as
was substantially the case during
World War II, and thus remove
themselves from higher tax bracket.

Meanwhile, the Manufacture
Committee of the U. S. Chamber of
Commerce met Friday to review
the nation's defense production pro-
gram, which is handled by gov-
ernment officials. Committee is
headed by Chairman Stanley C.
Allyn and includes Frank Folsom,
ECA president.

CAAB MEET

The CBS affiliates advisory board
will hold its second 1960 meeting
Nov. 9-10 in New York.

Members of the board are: I.
R. Lounsberry, WGR Buffalo, chair-
man; G. E. H. Longan, vice presi-
dent; C. B. Earle, vice president;
W. B. Thomas, WKBW Buffalo, Mass., secretary; C. T. Lucy,
WYVA Richmond, Va.; Glenn Mar-
shall Jr., WMTR Jacksonvile, Fla.;
William Summerville, WVW La
New Orleans; Richard Borel,
WBNS Columbus, Ohio; William
Quarton, WMT Cedar Rapids,
Clyde Rembert, KRLD Dallas, and
Cliff Coombs, KROY Sacramento,
Calif.

CBS executives who are to attend
the CAAB meetings include: Frank
Stanton, vice president, and
Joseph H. Eyler, executive vice president; Adrian Murphy,
vice president and general exec-
tutive; Spencer B. Klaw, vice presi-
dent and general executive; William
C. Gittinger, vice president and assistant
to the president; Herbert V.
Akerberg, vice president in charge of
station relations; Dr. Peter C. Gold-
mark, vice president in charge of engi-
neering research and development;
Earl Gammons, vice president in charge of Washington office;
Louis H. Hobson, vice president in charge of advertising and sales promotion; Hub-
bell Robinson Jr., vice president in
charge of network programs; A. C
Van Volkenburg, vice president in
charge of network sales; William A.
Stanton, executive officer of stations
relations, and E. H. Hall, eastern
division manager, station relations.
General Tire Bid Sets Record

The overall transaction is the largest in radio history, over-shadowing the $8 million gross figure in Edward J. Noble’s 1943 purchase of the Blue Network (ABC) and also exceeding the net price of approximately $6,600,000 involved in the ABC transaction. Mr. O’Neil pointed out that the Lee estate included “substantially over $5 million in cash and quick assets,” which would put the net price at around $7 million (before further liquidations, including sale of KDB).

On behalf of General Tire, the Washington law firm of Pierson & Ball last week was preparing applications for FCC approval, and expressed hope they would be ready (Continued on page 30)

NETWORK GROSS UP

For August—PIB

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Among the product groups, the Food & Food Products bought $3,052,000 in network time, to rank first. General Mills led that group by spending $585,178 for radio advertising. The manufacturers of Drugs & Remedies bought $1,896,578 worth of time, to place second and within their category, Miles Labs was top investor.

Telephones & Toilet Goods producers ran third with purchases of $715,586, while Smoking Materials and Soaps, Polishes & Cleansers were fourth and fifth, respectively.

TOP TEN RADIO NETWORK ADVERTISERS FOR AUG. 1950

1. Procter & Gamble $1,520,000
2. General Mills $553,178
3. Miles Laboratories $542,787
4. Sterling Drug $526,075
5. General Foods $476,446
6. American Tobacco Products $438,266
7. Liggett & Myers $388,625
8. Coca-Cola Co. $357,806
9. Campbell Soup Co. $323,129
10. KFRC San Francisco, KGB

More than over $300,000,000 was spent on all radio advertising during the month of August. To broadcast costs, the networks lost $2,000,000, but the overall profit from radio was $50,000,000.

ACTIVITY of radio network advertisers during the summer of 1950 was shown by an increase in network time, as compared to 1949, according to figures compiled for August and released to Broadcasting by Publishers Information Bureau. The networks received $661,075 total billing during August 1950, while in the same month last year the gross network time sales were $12,164,574.

The total network sales of $121,864,574 from January to August 1950 still lagged behind the $128,000,000 for the-month cumulative of last year.

Procter & Gamble, perennial leader of radio advertisers, once more spent over $1 million during the month of August, while General Mills and San Francisco, Inc. spent $585,178 and placed second. Third place was taken by Miles Labs who spent $562,278 in gross billing and was the fourth in Drug ranked, with $562,278. Philip Morris was fifth in smoke, being the fifth heaviest advertisers in August, by purchasing $426,324 worth of radio time.

Among the product groups, the Food & Food Products bought $3,052,000 in network time, to rank first. General Mills led that group by spending $585,178 for radio advertising. The manufacturers of Drugs & Remedies bought $1,896,578 worth of time, to place second and within their category, Miles Labs was top investor.

Terms of the KTS-CBS network transaction were not disclosed. But it was expected that CBS would acquire space in network at $300,000, or on current appraisals, and would lease space in Don Lee’s new $3 million studio building on a long-term basis—10 to 15 years—and also lease the Mt. Wilson TV site with option to buy.

It was estimated that the $5 million plus which the Lee estate already held in cash and quick assets, plus returns from other properties to be liquidated, would bring General Tire’s actual outlay down to approximately $7 million, and that a part of the $47 million in stock of KTSL be borne by CBS through its purchase of KTS-5 equipment and, primarily, its long-term leasehold arrangement. The bid was made through the First National Bank of Akron as trustee of the retirement plan for employees of General Tire and certain other subsidiaries, and it was thought the trustee would retain ownership of the studio building and other real estate while transferring all the radio properties to General Tire and TV facilities to CBS.

Jones To Head KTS-5

CBS announced that Morgan Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTS-5 when CBS takes over. Thomas G. O’Neil, vice president of General Tire and vice chairman of Mutual, said the Don Lee Network and studio will come under the executive management of Willet H. Brown, now Don Lee president.

Lewis Allen Weiss, Don Lee board chairman, also had been expected to remain with the network if the Hoffman group had acquired it, meanwhile expressed his desire to bow out of the organization and added: “I feel quite certain that the Lee executive last week to activate the resignation which he submitted July 19.”

The Los Angeles Times, 61% owner of KTSL (TV) Los Angeles, said it will acquire full ownership when CBS disposed of its 49% interest in KTTV under FCC’s duopoly rules.

BROADCASTING • Telecasting
THE STORY of radio's preeminence in the media field, with its ability to reach the most people at the lowest cost, must be told forcefully and frequently—and soon.

This position was taken by the NAB AM Committee, meeting in Washington Oct. 23-24, and NAB's board of directors will have a strong recommendation from the committee at its mid-November meeting.

Two days of committee discussion covered the gamut of radio's current problems, under chairmanship of Hugh B. Terry, KLZ, Denver.

Out of the meeting came the proposal that NAB tell the world the true story of the broadcast medium, a story that many members felt has been properly told in radio's 30-year history.

A veteran broadcaster familiar with the medium's growth and its current status, Paul W. Morency, WTIC, Hartford, led the committee movement to gain proper recognition for radio in the growing competitive advertising field. Mr. Morency is District 1 director.

Study Ryan Plan

The committee went carefully into a plan submitted last August by William B. Ryan, NAB general manager, following demand by Assn. of National Advertisers for drastic radio rate reductions because of TV's impact on listening. At that time Mr. Ryan proposed that the true facts of media rate structures be pitted against each other [BROADCASTING, Aug. 28].

The Ryan plan supplied many of the ideas behind the committee's recommendation, as finally adopted for board consideration.

Committee members felt that the story of radio's growth should be told in terms of radio sets, audience and facilities. This would take the form of a major project, providing an all-out analysis of the broadcast medium - in the opinion of the spoken word and programming appeal would be portrayed in the radio presentation.

While members agreed the impact of TV on radio is serious in major television areas, it was pointed out that all media and living habits have been affected. Therefore the committee advocated a broad look at the advertising media picture. Radio's problem thus is much more than a competitive battle with TV, members felt.

The idea of an intensive study of radio rates was taken up but committee members were opposed to a survey of that type. They felt the radio project should deal with audience and facilities. Many of the members, however, advocated radio rate increases based on general increase in operating costs, just as printed media have raised space rates.

Convention Realignment

A second point that drew committee attention was the 1951 NAB convention, to be held in mid-April at the Stevens Hotel, Chicago. Members favored the idea of a concurrent convention, with management and engineering groups meeting at the same time. For the last two years the engineering meetings have been held before or after the management convention, involving exhibitors in week-long participation.

Committee men agreed that the 1950 convention, with its high-brass aspect, had been a disappointment. They favored a convention with both industry aspects and specialized workshop sessions.

Main emphasis was placed on the need of brightening the agenda, making the convention as interesting as possible. Injection of more showmanship and drama into the convention meetings was favored. Workshop sessions would interest such industry groups as independents and network affiliates, FM, TV and other segments.

Industry Problems Discussed

Other industry problems discussed by the committee included national defense information, manpower recruitment, wage freezes, special orders by regulatory agencies and effect of the Wisconsin court decision on give-aways (see story page 15). A number of NAB staff members took part in last week's committee meeting, including President Justin Miller; General Manager William B. Ryan; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director.

Full Agenda

Hugh M. P. Higgins, director of Broadcast Advertising Bureau, outlined projects of the association's sales promotion agency. Richard P. Doherty, employee-relations director, discussed operating costs and employment. Jack Hardesty, NAB station relations director, who starts tomorrow on a cross-country membership tour, reviewed the status of NAB membership and steps underway to bring in non-member stations.

Dr. Kenneth H. Baker discussed NAB research projects and Ralph W. Hardy, government relations director, reviewed lobby activities.

Committee members present, besides Chairman Terry and Mr. Morency, were H. Quenton Cox, KGW, Portland, Ore.; Simon R. Goldman, WTJN, Jamestown, N.Y.; Milton L. Greenebaum, WSAM, Saginaw, Mich.; Glenn Shaw, KLX, Oakland; F. C. Sowell, WLAC, Nashville; William E. Ware, KSTL, St. Louis; Ben A. Laird, WDUZ, Green Bay, Wis.

CBS-NIHLEAN SUIT

Is Settled Out of Court

MISAPPROPRIATION of dramatic property suit brought by two writers against CBS for $150,000 was settled out of court in Chicago last week and dismissed Monday in Federal District Court by Judge Philip Sullivan. Mr. and Mrs. Russell Nihlean of Chicago charged last August that CBS broadcast a network show, Hit the Jackpot, based on an idea submitted by them to WRBM (CBS) Chicago. They alleged the idea for Hit the Jackpot was taken from their show, Watch Your Step.

Judge Sullivan dismissed the case "with prejudice," which provides that same suit may not be brought into court again. The plaintiffs and the defendants were ordered to pay their own court costs. Defendants with the network were DeSoto and Plymouth, sponsors of Hit the Jackpot.

Lindsey to KYMA

WILLIAM L. LINDSEY, at present program director of KLAS Las Vegas, Nev., will become general manager of the new KYMA Yuma, Ariz., according to an announcement last week by Albert Johnson, manager of Salt River Valley Broadcasting Co., which holds the KYMA construction permit as well as the license of KOFY Phoenix. Mr. Lindsey is to leave KLAS Nov. 6 to take up his new duties preparatory to the Yuma 250 w outlet on 1400 kc taking the a i r around Dec. 1. KYMA will affiliate with Mutual-Don Lee and the Arizona Network, was announced.

NAB RADIO Committee held two-day session in Washington last week. Attending were (l to r): Milton L. Greenebaum, WSAM Saginaw, Mich.; William E. Ware, KSTL, St. Louis; Paul W. Morency, WTIC, Hartford; Justin Miller, NAB president; Hugh B. Terry, KLZ, Denver, chairman; William B. Ryan, NAB; F. C. Sowell, WLAC Nashville; Simon R. Goldman, WTJN, Jamestown; H Quenton Cox, KGW, Portland; Ben A. Laird, WDUZ, Green Bay.
How KPFM(FM) Promotes Sponsor's Products
In 80 Supermarkets

Selling the Customer At the Store Shelf

POINT-OF-SALE radio advertising in supermarkets as a new offshoot of FM radio is doubling the gross income of KPFM (FM) Portland, Ore., Manager Stanley M. Goard has disclosed to Broadcasting.

The independent FM station channels music and spot announcements to some 80 city supermarkets promoting sale of food products that shopper-listeners can buy in the store. The 20-second store commercials are purchased by food manufacturers through Point-O-Salescast Co., Portland, which books the time with KPFM and provides the copy.

Donald W. Greene, owner-manager of the firm which was organized specifically for that purpose last May 1, concedes that the idea of storecasting is not new. But he adds:

Cites Growing Success Of Storecasting Technique

"...We've had unusual success, and as far as I know, Portland's program is the only one in which the stores contribute to the cost, as well as the sponsor...a service..."

Mr. Goard also singles out a limit of three 20-second commercials per quarter-hour and several hours per day when no commercials are aired.

Taping In Advance Holds Down Costs

To help keep costs down and insure maximum quality announcements, the week's commercials are recorded in advance on reels of "Scotch" sound-recording tape, with entire operation handled by the station engineer. Only special equipment needed is a high-frequency oscillator for generating the supersonic signals, according to Mr. Goard. Store equipment is furnished by Point-O-Salescast Co. on a monthly rental basis.

This special tape, which eliminates the need for an all-day announcer and requires his services only when he is "fresh," is a product of Minnesota Mining & Manufacturing Co., St. Paul. The firm specializes in production of "Scotch" sound-recording and other pressure-sensitive adhesive tapes for industrial and consumer use.

The station engineer, who exercises complete supervision, over all fees, fades out the music as commercials or station breaks come up, feeds in the appropriate high-frequency signals, and starts the previously-prepared tape recordings, reversing the procedure for resumption of the musical portion of storecasts.

Equipment Needs In Markets

Within the supermarkets, necessary equipment includes an antenna, from two to six speakers, an FM receiving set, and a volume control mechanism responsive to UHF frequencies. Entire operation is automatic in the stores and requires no attention from employees.

With volume control adjustable to any of several high frequency signals, volume not only can be increased in some stores but certain announcements can be either entirely or partially blocked out throughout the store chains—so flexible is it.

One example of that necessity arose recently when a bakery initiated a spot drive on behalf of its bread and pastry. Inasmuch as one of the stores made its own pastry, it was able to carry announcements on the bread only through use of a special signal that would cut out the pastry plugs.

KPFM enjoys additional revenue from such an operation by virtue of the "somewhat higher price" it commands for the added value of point-of-sale broadcasting.

"Cost to the average store is $15," Mr. Goard points out. "However, the main income...is derived from the purchase of spot announcements by manufacturers who are finding this new medium...very successful."

One West Coast firm, for example, added storecasting to its advertising schedule and its sales jumped 147% over last year's comparable period, according to Mr. Greene of Point-O-Salescast Co. Another concerned a Los Angeles firm which introduced a product in the Portland area coincident with inauguration of storecast service.

Final Success Shown In Volume Figures

"At the end of two months, with no advertising except KPFM storecasting, the firm's total volume on the product in Portland was equal to its total volume in Los Angeles—a market five and a half times bigger, where the product had a six years' head-start," Mr. Greene said.

Among the 20 products advertised through KPFM are: Borden's Cottage Cheese, Teagarden Preserves, Crow Flour, Roman Meal Breakfast Food, Pia-R-Pac, Beg-More Dog Food, Shady Oak Mushrooms, and Par-T-Pak soft drinks.

Business of Broadcasting

One of a Series

October 30, 1950 • Page 23
WGGG SWITCH
State Board Defers Action

PROPOSAL by WGGG Gainesville, Fla., that it exchange frequency and power facilities with WRUF, the U. of Florida-owned station, was deferred Oct. 23 following a two-day meeting of the Florida State Board of Control.

WGGG would exchange its 250 w and 1230 kc dial spot with the 5 kw-850 kc operation of WRUF, with which it competes in Gainesville. WGGG is licensed to Alachua County Broadcasting Co., Inc., with R. M. Chamberlin as president and general manager.

The meeting posed a controversial issue in Florida radio circles where three stations—WRUF, WSUN St. Petersburg and WJAX Jacksonville—operate as city or college properties. Some broadcasters, including Walter Tison, president and general manager of WALT Tampa, feel that the FCC should draw a definite distinction between commercial radio stations and those operating as a service rendered by civic groups. WRUF has been listed as an MBS affiliate.

LILIENTHAL
Retained as RCA Counselor

DAVID E. LILIENTHAL, former chairman of the Atomic Energy Commission, has been retained by RCA as special counselor on policy and administrative matters. Though much of his work has been made by RCA, it is understood Mr. Lilienthal has been serving in this capacity for some weeks.

Mr. Lilienthal has extensive experience in scientific fields as an administrator. Besides directing Atomic Energy Commission in its formative period he was a prime mover of Tennessee Valley Authority in the '30s. It is believed he may assume a top research capacity at RCA.

Within a fortnight Mr. Lilienthal is expected to open a consulting office in the American Security Bank Bldg., Washington. He will counsel on administrative and policy matters.

RED IDENTITIES
Stricter Compulsory Laws May Be Enacted

WHEELS of new anti-subsidious control machinery set up to compel Board and its agencies to identify their radio and television programs and to impose other restrictions on their activities began to turn slowly last week.

It was strongly evident that the new law, which may face revision once Congress reconvenes, may have little practical effect on station operations. The burden of enforcement does not rest on stations.

Communist party officials and fellow-traveler groups who subsequently may be deemed to fall within that category had taken no action to comply with the law's provision calling for registration with the Justice Dept. within the 60-day limit. Deadlines on registrations were last Monday evening.

It was believed that the issue eventually would go to the courts as a "test case." In the interim, penalties for non-registration, covering prison sentences and fines up to $10,000, cannot be enforced until the government firmly establishes who is required to register as an "action" or "front" group.

Board Created

To that end, President Truman last Monday created a five-man Subversive Activities Control Board to be headed by Seth Richardson, chairman of the government's Loyalty Review Board. The Justice Dept. is expected to ask the board for an order sometime next month specifically requiring the Communist Party to register. The board will be asked to base decisions in individual cases on an eight-point guide, with recommendations from the Justice Dept. The Communist Party, if it should be so designated, should appeal the board's ruling to the courts.

Section 10 of the Communist control bill passed Sept. 23, would make it unlawful for any "front" or "action" group to air any radio or television program without identifying, in advance, the program is sponsoring [BROADCASTING, Oct. 2]. The provision is not intended to add further obligations to those already imposed on broadcasters.

A Federal Register compilation of registered organizations would serve as the guide with respect to lawful groups. But broadcasters would not be asked to go to off-the-register stations, upon whom alone the burden of responsibility would rest. FCC regulations already require stations to identify sponsors of radio and television programs.

Other Members

Other members of the new control board are Peter Campbell Brown, special assistant to the Attorney General; Charles M. LaFollette, former Republican Congressman from Indians and now executive director of Americans for Democratic Action; David J. Coddaire, Boston lawyer, and Dr. Kathryn McHale, former director general of the American Assn. of University Women.

Motenko Joins Muzak

APPOINTMENT of Alexander Motenko as general sales manager of Muzak Transcription Div. has been announced by Richard A. Wilson, vice-president of the division. Mr. Motenko, former vice president of Czarl's Press Inc., will assume full charge of all sales departments. He also will continue to serve as president of Brason Assoc., Chicago record distributor.

TOWER FALLS
KHQ Plans New Structure

PLANS are underway for another 826-ft. structure to replace KHQ Spokane's new radio tower that jack-knifed in opposite directions Oct. 18, according to R. O. Dunning, president. Tower was to have replaced KHQ's present quarter-wave antenna located 250-ft. from the site of the construction.

The new structure collapsed at the 608-ft. level as workmen began to tension a second set of permanent guy cables.

As yet, cause of the failure has not been determined. Station was off the air for 61 minutes when a falling guy wire severed the transmission line leading to the currently-used tower, which had been cut from the half-wave size of 826-ft. to 430-ft. by a windstorm last November. The old tower was unsupported and although damaged by the storm still showed no appreciable weakness and was separated at nearly the exact quarter-wave point.

The new tower, which suddenly gave way, was of a uniform cross section of 826-ft. and was to have been supported by two sets of three permanent guys. Two workmen installing neon sections of the tower were on the ground and, when knocked from their feet, were not seriously injured. Chief Engineer John Walker and Salesman Charles Lohnes, of KHQ, and William White, Derrick equipment Co., were at the scene, sprinted to safety. Prime contractor was RCA, fabrication by International Derrick and erection by Rainier Towers Inc., the station reported.

NATIONAL GUARD
Sets Spots for 1,232 Outlets

NATIONAL GUARD will launch a spot announcement campaign using three one-minute spots on more than 1,232 radio stations during the month of November.

The advertising budget for National Guard is $300,000, which pays for recruiting aids such as spot radio, posters and newspapers.

"Time and space is being bought by the agency, Robert Orr & Assoc., on a long-term rotating basis so that every station and newspaper will be given consideration," Joseph R. Joy, executive director of the agency, told BROADCASTING.

The current spot schedule includes stations of 5 kw and under.

During the month of September the National Guard sent out a letter under the signature of its chief of bureau, Maj. Gen. Raymond G. Fleming, asking radio stations to use three one minute spots featuring Mindy Carson and Bill Stern, as a public service. Although only 16 programs have been cut, so far, eventually there will be 59 in the series. More than 1,560 stations have agreed to play the programs as a public service and have been doing so since last September.
PROSPECTS of reaching agreement on a new NARBA governing body for the American nations except Mexico appeared brighter last week, after a succession of conferences among the delegations following Mexico's withdrawal from the session [BROADCASTING, Oct. 23]. Participants were unwilling to predict that a new treaty is yet a certainty, but there is general agreement that it "appears near" and may be reached in another week or 10 days. The conference has been in progress in Washington since Sept. 6.

Observers thought the agreement—if achieved—would rest on these bases:

- Cuba would be permitted to use six U.S.-1 A clear channels, but would agree to renounce all Haitian tenors to protect the U.S. dominant stations along the lines provided in the expired NARBA.
- Cuba would be granted "special protection" on six channels, and a number of other "relatively minor" adjustments in U.S. operations might result.
- Cuba would commit herself
to protect all other U.S. clear to the U.S. border.
- The Bahama-Jamaica problem will continue to use one channel—class not yet decided—probably with 10 kw power.
- The U.S. and Canada would be granted the right to move their clear channel stations to the U.S. (that is, stations on clear channels to which Cuba and other nations are given no rights under the treaty).
- Cuba, whose differences with the U.S. have been a major stumbling-block in the year-long effort to write a new NARBA, was under-stood to be willing to make the new treaty effective for five years and then to keep it in effect until a new one is devised. The U.S. delegation was prepared to insist upon this; Cuba has sought adequate protection of U.S. interests by foreign operations.
- Claim U.S. Would Gain

Authorities conceded that the trend of current negotiations seemed to make substantial concessions to Cuba, but pointed out in defense that Cuban broadcasters already have preempted more channels than those to which they would have rights under the proposed treaty. Accordingly, it was argued that U.S. stands to gain more than it loses in the tentative terms, which have been evolved in negotiations led by FCC Commissioner Rosel Hyde, head of the U.S. delegation.

U.S. 1 clear channels discussed in connection with Cuba's request for rights on six, authorities said, included 640 kc (KFI Los Angeles); 960 kc (WBNA New York); 770 kc (WMAQ Chicago); 760 kc (WJR Detroit); 770 kc (WZJ New York), and 830 kc (WCCO Minneapolis).

Cuba Protection

The channels on which Cuba would get special protection—and the degree of special protection that would be involved—remained undecided. At the Montreal sessions a year ago, it was recalled, the Cuban delegation sought protection against uni-volt protection—at the Cuban border—on two 1-A channels, several 1-B's, and some regionals.

NYC's 750 kc was most frequently mentioned as the 1-A to satisfy Bahaman-Jamaican demands.

The Dominican Republic currently uses 1040 kc with 10 kw and was expected to continue with assignment or to accept some other channel as a substitute.

There appeared to be no substantial division among the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Mexico's have agreed to respect the existing "650-mile rule," and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had represented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one time the U.S. wanted, but the hope of salvaging an agreement but was pushed aside following Mexico's withdrawal—was not reopened during the past week, and none of the remaining nations appeared interested in pursuing it at this time.

The Dominican Republic has frequently used 1040 kc with 10 kw and was expected to continue with assignment or to accept some other channel as a substitute. There appeared to be no substantial division among the U.S. and Canadian delegations. Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations. All of the remaining delegations except Mexico's have agreed to respect the existing "650-mile rule," and authorities said Cuba agreed to adhere in substance but under a different formula. The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had represented on the subcommittee which unanimously recommended this move.

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NATIONAL Radio & Television Week opened yesterday (Sunday) with aural and visual stations joining in industry-wide observance of the broadcasting industry's 80th anniversary. The observance winds up Saturday night.

Key event in the observance of some 2,800 AM, FM, and TV stations was the fourth annual Voice of Democracy contest in which students of 50,000 high schools in the United States and possessions are participating.

Newspapers are joining in the event with advertising projects based on material supplied by the Advertising Committee of Radio-Television Mfrs. Assn.

NAB and RTMA are cooperating in industry-wide observance of the week, with the U.S. Junior Chamber of Commerce and U. S. Office of Education joining in the Voice of Democracy contest.

According to NAB, the contest will draw well over the record one million entries that featured the 1949 event. Stations already have started broadcasting a series of five-minute pilot radio essays to be used as idea patterns by student contestants.

Pilot Voices

The pilot transcriptions were voiced by Justice Tom C. Clark, U. S. Supreme Court, speaking on "Platform for Democracy;" Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, on "Democracy at Work;" NAB President Justin Miller, on "Freedom of Expression;" Earl J. McGrath, U. S. Commissioner of Education, on "Education for Democracy" and Rep. Brooks Hays (D-Ark.), vice president of the Southern Baptist Convention, on "Freedom of Worship."

The U. S. Office of Education described the event as "the contest for high schools." In charge of local eliminations are radio stations, with local junior chamber chapters cooperating in the judging process. Local prizes are offered.

RADIO- TV WEEK OPENS

MARKS 30TH YEAR

©D REVAMP

Changes Name, Top Staff REALIGNMENT and change of corporate name were announced last Wednesday by O'Brien & Dorrance Inc., New York advertising agency, which will be known as Dorrance-Wadell Inc. effective Nov. 1. Announcement was made by Dick Dorrance, president.

Eugene Wadell, who joined the firm as part-owner earlier in the year, becomes executive vice president and chief plans writer. William Bonyn, former president, Daggett & Ramsdell Inc., joins the staff as director of marketing, Mr. Dorrance said.

Mr. Wadell Mr. Dorrance

Mr. Cashman Mr. Bonyn

GILMORE NUNN, of the Nunn Stations, and Campbell Arnoux, WTAG Norfolk, have been named NAB delegate and alternate, respectively, to the Second General Assembly of the Inter-American Ass'n of Broadcasters, which convenes in Sao Paulo, Brazil, Nov. 15-25.

Plans for the 10-day assembly were announced last week by Justino Jimenez de Arechaga, director of IABA's permanent office at Montevideo, Uruguay. The board Meets, CMQ Havana, is IABA president.

Radio's role in promoting democratic ideals, as well as its educational and cultural values, is expected to get widespread attention in the meeting.

The IABA board of directors already has adopted a "triple petition" asking "all the broadcasters of the three Americas" to: (1) make sure their broadcasts do not serve "the cause of the enemies of the democracy system;" (2) "give all their support to the United Nations Organization" and to work fully and generously to the broadcasting of the principles on which it is based and the decisions they adopt in defense of peaceable nations against unjust aggressions;" (3) "participate, insofar as it is possible for each one, in an intense campaign of propaganda directed to the fundamental principles of democracy and the strengthening of the ties of brotherhood between the peoples of America."

The IABA Board said:

"The IABA trusts that all its affiliates, which extend from the Bering

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IAAB ASSEMBLY

Nunn, Arnoux Named NAB Delegates

Mr. Nunn Mr. Arnoux

PBS Gets New Studios PROGRESSIVE Broadcasting System, which starts its coast-to-coast network broadcasts, Nov. 26, has acquired the former audio-video studios at 418 Robertson Blvd., Beverly Hills, Calif. Move puts PBS offices, recording and TV studios, as well as complete broadcasting facilities, under one roof.

BROADCASTING • Telescasting

Broadcast From Moct

Mr. Thomas

Mr. Cashman

Mr. Crum

Mr. Cashman
MORE THAN a hundred program directors of midwest and southern broadcasting stations attended a BMI clinic Monday in Chicago featuring addresses by experts in many branches of the programming profession.

In addition to BMI Vice Presidents Roy Harlow and Robert J. Burton, such well informed program authorities as Henry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program director; Al Morey, WBBM Chicago program manager; Don Marcotte, WMAQ Chicago supervisor of music, and Charles Barnhart, WMGB Peoria program manager, spoke at meetings in Hotel Stevens.

And to round out the program, two of Chicago’s most popular disc jockeys—Ernie Simon of WJJJD and Bill Evans of WGN—disclosed their formulas for success, while Elliott Henry, ABC Chicago’s publicity director, told how to publicize programs, and Reo Fletcher, chief music librarian of ABC Chicago, detailed how to streamline a music library.

Cites Popular Music

Mr. Weber, well known as a director of symphonic and classical works, unexpectedly placed popular music “if it is good” on a par with the classics for well-rounded programming.

“A lot of classical music is bad and a lot of popular music is good,” he declared. “The backbone of programming is good music—that which has withstood the severe test of time, be it a hit tune or Bach.”

The WGN music director warned against “hamburgerizing” any score, contending that the public likes its music straight. He said success in broadcasting music depends on planning as much as on execution. He pointed out that the absence of mail from classical music lovers is no indication that serious music has few listeners, for

“many a music lover is not the letter-writing type.”

Mr. Safford described farm listeners as among the “keenest observers” of radio programming, to whom listening is not a “casual matter, but essential to their day’s work.”

“Market figures must be given accurately. They are serious figures to the farmer,” said the WLS program director. “And they should be aired at a time when the farmer can conveniently listen to them—not just when your station has an availability. No amount of money should be able to buy certain farm program slots.”

The farmer wants his programs clean and wholesome, he said. His music “strong and virile, now not anemic,” Mr. Safford added.

“Sincerity is a must in farm broadcasting,” he concluded. “The man behind the mike must sound sincere, for the farmer quickly makes up his mind whether a voice is genuine or phony.”

WBBM’s Al Morey observed that the “grays in programming are just as important as the blacks and whites,” and that success in what appears to be “simple things—like the casualness of a Godfrey—requires a lot of work.” Mr. Morey noted that the electronic age allows the performer to be more natural than in the days when he was forced to exert himself to send his voice to the back of a hall.

Mr. Marcotte urged programmers to strive toward making each listener feel that he has a share in the performance.

“Don’t be condescending. Respect the listener as intelligent,” he said. “But, on the other hand, don’t make presentations too formal. It should be an un-awed and friendly.”

A simple rule followed by Mr. Marcotte in his programming for NBC Chicago is that “music should be sensed rather than heard.”

Rapping programmers who reach

AMONG those at BMI Clinic Chicago (l to r): Seated, Gus Hagenah, Standard Radio Transcription Services; Howard Lane, Field Enterprises; Sil Aston, WBBM Chicago; Standing, John F. Meagher, KFJZ Mankato, Minn.; Thomas R. Kelley, WRCO Richland Center, Wisc.; L. A. (Jiggs) Miller, KFAB Lincoln, Neb.; John Bondeson, WKTY LaCrosse, Wis.

GATHERED at the BMI Clinic (l to r): Seated, William McGuiness, WGN Chicago; Don Marcotte, WMAQ Chicago; Roderick Cupp, WMBC Kansas City; Standing, Reo Hotel, ABC Chicago; Charles A. Wall, BMI New York; Claire Dowell and Frank B. Schreiber, WGN Chicago; Robert J. Burton, BMI New York; Al Marlin, BMI Midwest field representative.

for a pile of records and put them on the air without pre-planning, BMI’s Roy Harlow asserted that “four records don’t make a 15-minute program any more than four chocolate eclairs make a lunch.” He noted a station trend away from the idea that a broadcasting operation stems from the commercial department.

“If you put the right programs on the air, you’ll hear from your listeners, that the show will sell itself,” he said.

Disc Jockey Evans quipped that good programming is like good bridge playing—you never make a play unless there’s a good reason for it.” He said he lets the listener choose the records he plays on WGN.

“I never want it said of me that I made a hit,” he said.

**Demand for Jazz**

There was strong evidence at the clinic that authentic Dixieland jazz is in great general demand. A number of those attending Monday’s sessions sought out Ed Hoerner, program director of WVL New Orleans, to inquire when Dixieland Concerts, which has originated at WWL, will be back on a network.

Encouraged by the large attendance at the Chicago clinic, BMI officials promised to sponsor more gatherings of program personnel in the future.

Those attending the clinic included:

Sil Aston, WBBM Chicago; Charles Barnhart, WMGB Peoria; Bob Burton, BMI New York; John Bondeson, WKTY LaCrosse, Wis.; Robert J. Bodden, WFCO Richland Center, Wisc.; Walter S. Burr, WNMP Evanston, Ill.; George Bigger, WLS Chicago; N. M. Cole, BMI publicist; Tom Converse, Chicago radio announcer; John Coughlin, WOKX Alton, Ill.; Mary Carey, WROW Madison, Wis.; Ed Cerny, WMAQ Chicago; Roderick Cupp, WMBC Kansas City; Edith Crawford, WQC Davenport; Bruce Dennis and Claire Dowell, WGN Chicago; Robert L. Evans, WBBM Chicago; Stan Enox, ABC; Herb Fahl, ALL. Seated, Burt Squire, BMI Chicago; Standing, Burt Squire, BMI Chicago; Henry Weber and Bill Evans, WGN Chicago; Al Morey, WBBM Chicago; Charles Barnhart, WMGB Peoria; Elliott Henry, ABC Chicago.

(Continued on page 31)
AL JOLSON
Industry Mourns Passing
FUNERAL services for Al Jolson, 64, radio-television, screen and stage star, were conducted Thursday from Temple Israel, Hollywood, with interment at Forest Lawn Cemetery.

The famed entertainer had succeeded Oct. 23 in San Francisco following a heart attack. He had just returned from a tour of the Korean battlefront.

Since his remarkable comeback four years ago with "The Jolson Story" after his earlier stage and screen success, Mr. Jolson had been making frequent guest appearances on various major radio shows, particularly the Bing Crosby Show. Earlier he was starred in NBC's "Kraft Music Hall" for a few seasons. In fall of 1949 CBS signed him to an exclusive radio and television contract. TV show was to get underway as soon as his health and commitments would permit. Radio commitments were to be confined to guest spots.

Typical of industry sentiment was the expression of William S. Paley, chairman of the board of CBS, who declared:

I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come."

Tribute to the entertainer was also expressed by CBS President Frank Stanton:

Through radio, the movies and personal appearances, Al Jolson brought smiles and happiness to countless millions in every corner of the globe. It was typical of him that he should just have come back from entertaining our GIs in Korea before the final curtain was rung down on his magnificent act. The whole world, as well as show business, mourns as a great man, as well as a great entertainer.

LESS than 24 hours after the Florida hurricane had leveled radio installations, including towers of WIOD Miami, Fla., a National Airlines plane took off from Philadelphia's International Airport with an emergency antenna for the station. The 150-foot triangular tower was furnished by RCA through its supplier, Stainless Inc. When the storm felled both WIOD's 300-foot towers off North Bay Causeway, that station was hit by an emergency antenna from the top of the Miami Daily News Tower and resumed operation with an emergency transmitter at its studios.

Broadcasting Oct. 23 erroneously stated that WQAM Miami put up an emergency antenna on the News Tower, whereas the WQAM antenna was set up atop the Venetian Hotel.

PARTY FUNDS

SOME GOP Candidates Cut Budgets

Some GOP Senatorial and Congressional candidates for re-election last week were beset with "financial difficulties," wondering about their next campaign dollar, with the apparent result that radio-television budgets would be pared across the board throughout state and city provinces.

Rep. Leonard W. Hall, chairman of the Republican Congressional Committee, noted that some party candidates were sorely pressed for campaign funds. Many, he said, would be forced to curtail their contemplated radio and other advertising expenditures by as much as 50%. Democratic finances exceeded the GOP fund by five to one, he added.

Committee spokesmen said it would be difficult to estimate just how much the radio-TV budget would be slashed, because that would depend on the "situation" of individual candidates. But they singled out the original GOP campaign fund goal of $1,652,000 set by the National Finance Committee for appointment among the Republican National, Congressional and Senatorial Committees—and merely groaned.

They confirmed, however, that some candidates had curtailed their radio-TV plans, but declined to identify them.

No figures were available on individual GOP purchases of radio-TV time. One example, however, is a $20,000 figure set by the Republican State Central Committee of Rhode Island.

It was learned that the Senate Campaign Committee had doled out a $5,000 check to Sen. Robert Taft (R-Ohio), who reported that he was running heavily in the red, and $3,500 to Gov. James Duff of Pennsylvania, another Senatorial candidate. Sen. Taft, who listed expenses of $1,049, has been using radio (eight Ohio stations) and also television on a limited scale.

Meanwhile, the Senate Democratic Campaign Committee reported that it had collected $40,807 and spent $29,000 thus far in state races, but also was unable to give radio-TV's share. The Democratic National Committee, however, already has indicated that it will spend between $100,000 and $150,000 for radio and television time, exclusive of expenses of recordings, etc.

The committee is shelling out approximately $40,000 for three network addresses (two on CBS, one on MBS) by key speakers, including cabinet officers and committee officials [Broadcasting, Oct. 23].

Campaign funds for radio-TV and other media also will fall under the scrutiny of a special Congressional Committee on Political Campaign Expenditures, which has slated hearings to follow the elections (see separate story page 92).

UKHD-FM Joins RRN

THE ADDITION of WHDL-FM Olean, N. Y., to the Rural Radio (FM) Network has been announced by Michael R. Hanna, RRN general manager. The station will join the FM network Nov. 1.

Mr. Baron
Mr. Laws
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
BREAKING the story at a news conference at CBS Hollywood of acquisition of Thomas S. Lee estate by General Tire & Rubber Co., subject to FCC approval, were: Paul Pauley, Blythe Hoffman company, which with a group of associates had bid $111,200,000 for the Lee properties, issued a statement last week containing a personal statement by Howard S. Meighan, CBS vice president and general executive; Willet H. Brown, president, Don Lee Broadcasting System; Thomas F. O'Neil, vice president, General Tire and Yankee Network; Ted Pierson, attorney for General Tire, and Elliott H. Pente, Los Angeles, attorney also representing General Tire.

most cooperative to work with and I am sorry we will be dissociated as result of CBS' purchase of another television station. However, I am confident that KTTV, with its splendid facilities and availability of great Hollywood talent, will become the nation's finest independent television station. It is in a position to create and purchase the best in entertainment and educational programs and to access to The Times' unsurpassed facilities for gathering and presenting the news.

REASSIGNMENT of some amateur radio frequencies for use by the military and in particular for utilization by the proposed Civil Defense Administration was weighed last week by Pentagon officials and a communications officer of the National Security Resources Board's Civil Defense Office.

The meeting was one of a series dealing with the problem of what frequencies should be assigned to the military, in view of growing defense needs, and what role the civil defense agency will play in the communications picture.

The NSRB office, which President Truman will set up as an independent agency by executive order, is attempting to obtain some frequencies in the amateur radio band as well as some of the spectrum space provided in FCC's proposed 1750-1800 kc disaster network covering intrastate emergency needs.

FCC had originally set a deadline of Sept. 15, later extended to Oct. 15, for comments on its disaster communications system. Robert Burton, NSRB civil defense communications officer, filed a list of probable national needs with the Commission. Mr. Burton has held a number of discussions with Pentagon planners.

Meanwhile, the civil defense office is preparing a communications manual, scheduled to be released late next month, for guidance of state and city defense directors. It will contain data on use of frequencies, steps in obtaining them, civil defense organization, personnel needs, and other material, and is patterned after the guide issued by the Office of Civil Defense during World War II.

Manual will be issued as a followup to the President's plan for United States Civil Defense which described communications as the "nerve center of civil defense" operation and sets forth its functions in the event of a national emergency [Broadcasting, Oct. 9, Sept. 25].

President Truman is expected shortly to create a Civil Defense Administration on a par with other government departments and agencies. For the present, it is pointed out, the civil defense office functions as an operational agency within the NSRB, which is merely a planning body. The Chief Executive has not indicated who would head the new agency.

Skeleton Force at Outset

It was believed that it would operate with a mere skeleton force at the outset, having as its nucleus present civil defense personnel and facilities. As head of its communications, Mr. Burton would work with FCC, the military, and NSRB's Leighton Peebles, who combines the office of chief communications officer, with special emphasis on manpower and equipment problems.

It also was revealed that the District of Columbia had applied to the FCC for a construction permit involving use of three frequencies for special emergency use. Simultaneously, FCC and District officials disclaimed reports that the district's CD planning was being hampered while FCC " dallied" over the disaster system proposal. FCC was supposed to work out a plan of communications for the District of Columbia, stressed that the local CD office is seeking emergency, not disaster or other band space, which he and others have said they will purchase transmitters once FCC has approved the request for CP. The office is seeking space in the 40-50 mc band.

FCC issued its proposed disaster service rules last August following hearings earlier this summer. Broadcast stations already licensed by the Commission, as well as others, would be eligible. They would be expected to organize voluntarily into area networks [Broadcasting, Oct. 17].

Mr. Friede said he likewise is preparing a communications blueprint—for the District—which he will submit for recommendations to regional emergency and other representatives of local stations and to the District commissioners. The D. C. civil defense office is operating with a budget of $130,000-

KOWL ACTION

Cuts Rev. Russell's Speech

REV. CLAYTON RUSSELL, minister of People's Independent Church, Los Angeles, who has been conducting a weekly halfhour religious commentary program, News and Comments by Rev. Clayton Russell, on KOWL Santa Monica, has been taken off the station because "the church gave him an order to discontinue," because of alleged "association with Red front organizations." Mr. Croghan notified Rev. Russell of the action Oct. 1. He stated the pastor was listed in Myron C. Fagan's book, Red Stars in Hollywood, which claims to expose Red activities in the movie industry, and that a check of state, county and federal authorities showed the minister was associated with what were termed "Red front organizations.

Mr. Croghan said, however, that during the 15 months the program was on the air, he heard nothing that could be termed Communist or subversive. Program which had been on KFOX Long Beach for 12 years prior to going on KOWL, consisted of religious commentary, music and occasional guest speakers. Rev. Russell, denied that he is a Communist or Red sympathizer.

FREQUENCY NEEDS May Switch Amateur Bands

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TRIBUTE was paid to Gordon Gray, newly appointed president of U. of North Carolina, by North Carolina Assn. of Broadcasters at Oct. 24 ceremony. NAB President Justin Miller made the presentation speech at Mid-Pines Club, Southern Pines, N. C., with the ceremony carried over statewide hookup. Participating in presentation (1 to 1): Bob Wallace, WOHS Shelby; Judge Miller; Mr. Gray; Earl J. Gluck, WSOC Charlotte; Harold Essex, WSJS Winston-Salem, which station is owned by Mr. Gray. 

VOICE BLAST

Justice Dept. Makes Arrest

JUSTICE DEPT. last Thursday announced the arrest of Herman Floyd Kinner, of Winston-Salem, Ohio, 17, of dynamiting the Voice of America's transmitters at Mason, Ohio, last month. The department said Mr. Kinner, described as a former member of a Dalton, Ohio, hospital, had admitted the charges. Mr. Kinner also has been charged with violating the government property destruction law in connection with the Voice blast. Other FBI charges included those involving grand larceny, assault and battery and disorderly conduct. Mr. Kinner, a former serviceman, was arrested in El Paso and arraigned there the following day.

The blast took place Sept. 17 and the FBI promptly announced it would investigate. The explosion earlier had been attributed by some Cincinnati newspapers and members of Congress to Communist saboteurs. They all urged tighter security safeguards.

RADIO landmark in the Carolinas was toasted at a gala affair last Thursday ushering in the 18th anniversary of Your Ease Reporters in the area. Held at the Hotel Charlotte, Charlotte, N. C., the banquet was attended by over 125 salesmen of and an official of Standard Oil Co. and its agency, Marschall & Pratt, all guests of WWNC Asheville, WBT Charlotte and WPPT Raleigh.

The officers present included: For Essso—E. S. Diggs, manager in the region; V. C. Carrier, assistant advertising manager; Laurenis Wright, division manager; H. T. Sawyer, assistant division manager; J. T. Holland, division merchandising manager; T. R. Jones, division operations manager. For M & P—Curt Peterson, manager. For the stations—Cecil Hokin, general manager, WWNC; Charles H. Crutchfield, general manager, WBT, and Richard Sullivan, assistant manager, WPPT. Sol Taishoff, editor and publisher, BROADCASTING, and Carl Goerch, publisher of North Carolina's State magazine and toastmaster.

Entertainment was followed by an exchange of plagues between the three station executives and the Essso firm officials. The news program ran from 2 p.m. to 3 p.m.

Program Problems

(Conginued from page 87)

Program Problems

(Conginued from page 87)

Program Problems

(Conginued from page 87)

Program Problems

(Conginued from page 87)

Program Problems

(Conginued from page 87)
YOU

are in this crowded room

This is a photo of a WOR program meeting room.

It’s empty now—of people, that is, but crowded with the tones and overtones of ideas that affect the success of hundreds of radio advertisers and their agencies.

You see, for more than a quarter-century WOR’s program planning has been (and is) a very intimate and human thing. It’s the basic reason why WOR is the station listened to by more people than any other station in America today. That’s stark and plain and proven truth.

But over and above WOR’s own normal selfishness for station dominance and initial creativeness, hovers a very acute sense of responsibility to its advertisers and the people who work for them.

A program, either sustaining or commercial, is not placed on WOR without thought; without thought of its importance to the communities it serves, the nation that it’s an integral part of and the duty that WOR must perform.

WOR knows that it may never achieve a state of pure perfection in its news, sports, comedy, drama or any of its other powerful programs, but it strives continuously to do so. No medium of public information, whether newspaper, magazine or radio station, has ever quite achieved this and perhaps never will.

That may be good. Or maybe not. But fairness, decency, an awareness of truth and its effects is the guiding rule of
what WOR does from day to day. Of course WOR is not infallible, for nothing human is.

But the fact that WOR tries this and strives for it is what makes you a most definite and important part of the room pictured above. For WOR's success is your success and your success is ours. That's why, very simply and plainly, the 305 advertisers who used WOR during the first six months of 1950...

1. Reached the largest single station audience—during the day and during the night—from Maine to North Carolina—of all other radio advertisers in America.

2. Had their commercials carried into the homes of more families at lower-cost-per-thousand than advertisers on any other station heard in Metropolitan New York.

3. Talked to a nighttime audience 25% greater than the combined nighttime audience of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to New York's three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than that of the leading independent station in New York. During the night, WOR tops this station's audience by 270%.

4. Found that WOR's average daily audience is greater than the weekday circulation of any newspaper in America!

5. Discovered that, in Metropolitan New York, WOR's audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME AND NEWSWEEK!

frankly—how can you not buy WOR to sell what you want to sell? —that power-full station
FCC UPHeld Court Okays Further Hearing In 1230 kc Case

FCC'S RIGHT to conduct further hearings in a case which it has lost in court was upheld in a decision handed down by the U.S. Court of Appeals for the District of Columbia last Monday in the Easton-Alle-
town, Pa., 1230 kc case.

The court also held that it could not stop FCC from holding the further hearing even if the hearing were contrary to FCC's own rules. The proper time for the court to pass upon that issue, the deci-
sion said, is on appeal after FCC has issued its decision.

Both Easton Broadcasting Corp. (WHTU-Pub-
lishing Co., which have been compet-
ing for 1230 kc with 250 w for some five years, had told the court that its decision of May 1949 meant for FCC the loss of the case without a further hearing [BROADCASTING, June 5]. FCC contended it could not comply with the decision—which means a return to FCC for further findings on the relative radio needs of Easton and Eastowment—without a further hear-
ing.

The court cited Supreme Court deci-
sions in the Pottsville and Heitnayter cases as holding "that the Commission, the body charged by Congress with the duty of ap-
plying the statutory criterion of public convenience, interest or neces-
sity, is so charged at all times, in-cluding the time of further pro-
ceedings after remand by a court." * 3

Stephens' Decision

The decision, written by Chief Judge Harold M. Stephens, con-
tinued:

Within this reasoning and since the Com-
mission in the exercise of its duty has concluded that the original re-
cord does not contain sufficient infor-
amtion for a proper determination of the issues before it, the Commission in the instant case is warranted in reopen-
ing the proceeding for the tak-
ing of additional evidence.

The court's remand must, in view of the reasoning of the Supreme Court, be read in the light of the Com-
mission's duty to award applications for construction permits in satisfaction of public convenience, interest or neces-
sity at the time of the award.

FCC's original decision granted the application of Allentown Broad-
casting, Easton Publishing Co., appealed, and the court ruled that it could not tell, from FCC's findings, whether, even if Allentown needed an addi-
tional station more than Easton did.

FCC then called for a further hear-
ing, asserting this was necess-
ary in view of changes made in the ownership of both companies since the original hearing. Alle-
town Broadcasting, which is oper-
ating WHOL under FCC's original decision pending outcome of the case, and the Easton company both asked that FCC be directed to decide the case without further hearing.

The Easton company also told the court that FCC's acceptance of an amendment of the Allentown application in effect created a new

4-WAY REMOTE

KFBK Spurs Charity Cause

KFBK Omaha's random interview program, Musical Doorbell, in-
volved a lot of people and equip-
ment in a recent four-way remote that promoted a good cause for the city's Children's Memorial Hos-
pital.

With Disc Jockey Bill Selah ask-
ing questions at the studio and Bob Jones selecting candidates and "bringing them in" by shortwave, the station conducted a "test" to reach broadcast using four open KFBK mikes in different sections of Omaha. Purpose of the program was to promote the benefit football game between Boys Town and Nor-
folk, Neb.

At airtime of the day, the game, advance ticket sales were so badly off the pace as to generate concern among committee members. After the broadcast, however, Midwest Empire listeners responded and a capacity crowd turned out, despite rain, "to see strong legs run that weak legs might walk."

Mr. Selah's interview was a round-
around comprising (1) Wener-
caster Thomas Holitz with Father 
Wegner of Boys Town and Bill 
Savage, Norfolk football coach; 
(2) Kay Wilkins, KFBF women's program director, and a group of 
patients at Children's Hospital, and 
(3) Mr. Jones and officials of the hospital and football commit-
tee.

CBS STAR Gene Autry, feted at 
a network party, is flanked by H. Leslie Atten (l), CBS vice president in charge of network sales.

G. A. RICHARDS (r), chief owner of KMPF Los Angeles, WJR Detroit, WGAR Cleveland, accepts citations on behalf of his stations from Boniface Malle (l), national commander of Disabled American Veterans, and Erle King, senior officer of the American Legion com-
mander [BROADCASTING, Oct. 23].

CUTTING of 75-pound birthday cake that marked third anniversary of WXGI Richmond, Va., is watched by Groome Zimmer (l), station vice presi-
dent, and Bill Carlton, advertising 
director for RCA Victor in Richmond, one of WXGI's largest clients, serves as refreshment for the gathering.

LEE MACK MARSHALL, advertising manager of Continental Baking Co., joins Gene Beasley, singing m.c. of CBS' Grand Slam, in celebrating the fourth anniversary of the five-a-
week musical quiz.

BEST reasons why advertisers should use radio for Mid-Hudson area was six tickets to "South Pacific" for Robert Buechner (r), BBDO account ex-
cutive. Awarding is A. J. Barry, vice presi-
dent of WOEC Poughkeepsie, which conducted the contest.
CBS Establishes New Promotion Unit

CBS LAST WEEK announced a new merchandising service designed to invigorate retailer support of CBS advertisers and their products. Louis Hausman, CBS vice president in charge of advertising and sales promotion, said a new operation, trade promotion, had been established, with Henry Brenner, former marketing assistant to the vice president in charge of the grocery division of Standard Brands, in charge.

The first program to be undertaken by trade promotion is publication of “CBS Radio Picture News” which will be distributed monthly to grocers and druggists through CBS affiliates.

The first issue of the publication, a poster-size sheet that folds, features Arthur Godfrey in a Thanksgiving motif. The poster can be used by retailers for Thanksgiving displays. On the back of the poster is information suggesting ways to display the poster and giving general tips on merchandising. There is also considerable added material on other CBS stars and sponsors.

Mr. Hausman said the first issue of the new monthly publication would be distributed to some 90,000 CBS affiliates and owned-and-operated stations.

The publication will cost stations $12 per thousand for the first 1,000 and decreasing amounts for each additional 1,000. Total cost of the publication as estimated by Mr. Hausman will be $50,000 a year. Of that amount the network will bear between 30 and 40% of the cost.

Stations participating in the outlet in distribution of the CBS picture news are:

**WOR ADDS Nine New Members Named**

NINE new staff members have been added to the WOR-AM-TV New York staff. Charles Roberts, advertising and promotion manager of General Electric Supply Corp., New York, has been named account executive for WOR sales department and Milford Fenster, film editor, has been appointed WOR-TV film manager.

Other additions to the station's staff are: Albert Knudsen, WFIL (TV) New York, promotion director; Ernest Pittaro, production director at Spectrolux Television, as TV film cutter and editor; Walter Krop, associate stage manager for Inside U. S. A., as TV production coordinator; Harold Neustadt, assistant director of Magic in the Air and The Bobby Clark Show.

**AP RADIO MEET**

Set Nov. 19 in Baltimore

ANNOUNCED at the fall meeting of the Chesapeake Associated Press Radio Assn. will be held at the Emerson Hotel, Baltimore, Nov. 19 under joint chairmanship of Dennis Sarvain, WOR New York, and WBBM Associated Press radio news director, and Max Fullerton, secretary and executive of the AP Baltimore bureau.

Members from Maryland, the District of Columbia, northern Virginia and eastern West Virginia will hear reports on operations of the AP newscast wire, including results of a newly instituted system of regional news transmissions. Roundtable discussions will be held on coverage of the Korean war, crime, sports, and national and state sports events. Association officers for the coming year also will be elected.

**SEARS' BIRTHDAY**

KTRI Moves to Store for Day

HELPING to celebrate the 60th anniversary of Sears Roebuck’s Sioux City store, KTRI Sioux City broadcast its entire 18-hour schedule from a specially built booth in the store. The night before the broadcast, the station moved turntables, microphones, records and teletypes to the store.

In addition to regular programs, KTRI carried two special programs for the celebration which was one of the interview type and the other a quiz show with prizes for contestants. The store donated all of its proceeds to the Salvation Army.

Along with equipment KTRI had two staff members—traffic manager and continuity director—for their regular work in the studio. Sears officials had high praise for the event, reporting the broadcasts drew the largest crowds in the store’s history, according to KTRI.
USE ANY HONEST YARDSTICK YOU PLEASE!
It WILL PROVE WOW

Overwhelmingly First
Day or Night
Week In-Week Out
in LISTENING AUDIENCE

RADIO STATION
WOW, INC.
OMAHA, NEBRASKA
FRANK P. FOGARTY
General Manager
JOHN BLAIR & CO.
Representatives

Our 27th Year of Outstanding Service!
McCarthy Blast

Senator's Charges Denied by WQQW

CHARGE that WQQW Washington "would appear (to be) completely under Communist control," made by Sen. Joseph R. McCarthy (R-Wis.) last week, was emphatically denied by M. Robert Rogers, vice president and general manager, Radio Station WQQW Inc., licensee of the station.

The allegation was unfounded, Mr. Rogers said, because the Metropolitan Broadcasting Corp., former station-licensee and named in the McCarthy statement, does not exist.

Sen. McCarthy attacked the corporation, which reorganized in 1948 as Radio Station WQQW Inc. with new ownership, in a statement published in the appendix of the Congressional Record. Along with the statement, he inserted a report, which the Senator claimed, had been prepared in 1946 by the House Un-American Activities Committee and then "suppressed."

Mr. Rogers said the station now is controlled by five individuals, other stockholders holding "non-voting" certificates. The Senator alleged that six stockholders of the nation's capital "good music station" are "the largest creditors of radio station WQQW and are affiliated with the Communist Party in the District of Columbia"; and that 17 other stockholders "are considered to be affiliated with the Communist Party."

In his denial, Mr. Rogers told Broadcasting: "Sen. McCarthy's charges have no foundation in the facts. He is quoting a repudiated report which was rejected by J. Parnell Thomas, former chairman of the House of Un-American Activities Committee as one of his first official acts when he became chairman of the Un-American Activities Committee."

Mr. Rogers pointed out that the former New Jersey Congressman "fired Ernie Adamson, then counsel of the committee, for issuing this unauthorized report [committee report reprinted in the Record by Sen. McCarthy]."

Reorganized in 1948, Mr. Rogers said the corporation had been reorganized in 1948 with the complete control of the station put in the hands of "five stockholders who constitute Radio Station WQQW Inc." These stockholders, in addition to himself, Mr. Rogers listed as: Morris Rodman, Washington, D.C., real estate man and president of the corporation;

Pierson Underwood, station's program director, Irvin Geiger, an attorney, vice president; the estate of Jesse L. Miller, former Washington, D.C., attorney, deceased.

According to its application with the FCC requesting change of ownership [Broadcasting, April 4, 1948], WQQW listed its principal stockholders as Mr. Rogers to acquire 30%; Mr. Underwood, 20%, and the remaining three, Messrs. Geiger, Rodman and Miller, to divide the other 50% voting interest equally.

Last month, WQQW filed in U.S. District Court in Washington a reorganization petition in a move said to strengthen the station's corporate structure and make ample funds available for expansion [Broadcasting, Sept. 11].

Financial Adjustment

The station had pointed out that FCC in passing on an FM license application, had requested the station to adjust its financial structure in order to reduce a mortgage indebtedness of $119,000. Fair value of the station's assets was estimated at $138,000 but the petition said complete value couldn't be realized by a quick sale.

In its assertions, Sen. McCarthy pointed to Owen Lattimore, whom the Senator already unsuccessfully tried to label a member of the Communist Party, and his wife, Eleanor, as stockholders of Metropolitan Broadcasting Corp. According to FCC records, Mr. Lattimore and his wife each had 10 shares in the corporation before it changed hands.

In his disclaimer, Mr. Rogers said: "None of the station's clients, including some of the leading and oldest in Washington, has expressed any concern over Sen. McCarthy's baseless statements and on the day the report was made public we wrote more new business than we have written in any day this year."

Newscasts Pull

OFFER of a UP foreign news map free on a "first come, first served" basis has convinced KTUL Tulsa of interest in its newscasts. Listeners deluged the station with cards and letters far exceeding the original supply of 1,000, KTUL reports. Six plugs on the first day drew 1,459 requests in the next day's mail and forced KTUL to order another 6,000. Mail pull for 14 newscasts in two days reached 7,159, with requests pouring in from as far north as Wisconsin and south as Louisiana, plus neighboring 26 counties.

Yes! WDAY is the Overwhelming Favorite

In the City—

Yes! urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

(1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that 78.6% of the families prefer WDAY, vs. only 4.4% for the next station!

(2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—got the highest Hooperatings among all NBC stations in the nation, for the second year in a row.

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—77.7% of whom are average daily listeners!

Write direct or ask Free & Peters for all the facts about fabulous WDAY!
YOU MIGHT GET A 175-POUND WOLF*—

BUT...

YOU WON'T GET MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan and Northern Indiana, look at what WKZO, WJEF and WKZO-TV can give you!

WKZO-TV is basic CBS—Channel 3. It is the only TV station that delivers five large metropolitan markets representing more than a billion and a half dollars of buying income and more than 70,000 TV sets in Western Michigan and Northern Indiana.

WKZO, Kalamazoo, and WJEF, Grand Rapids cost 20% less than the next-best two-station choice in these two cities, yet deliver about 57% more city listeners! New BMB figures credit WKZO-WJEF with a 46.7% increase in Daytime Audience and a 52.8% increase in Nighttime Audience since 1946. In Grand Rapids alone, the Fetzer stations deliver an unduplicated coverage of more than 60,000 homes.

Write for all the facts today, including availabilities and some really impressive figures about the Western Michigan—Northern Indiana market.

* A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.

WJEF
WIPKO-TV
WKZO

top4 IN GRAND RAPS
and Kent County
(CBS)

TOP4 IN WESTERN MICHIGAN
and northern Indiana

TOP4 IN KALAMAZOO
and greater
western michigan
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
of Mellott, Ind., he studied journalism and political science at Indiana U. and planned a writing career. He worked nights on the campus newspaper, the *Indiana Daily Student*, and on graduating became editor of an Indiana weekly where he did everything from writing editorials and laying out ads to collecting delinquent accounts. Meanwhile, however, he had applied to Scripps-Howard for a job with its organization "anywhere."

The call from S-H came within a few months after Mr. Hayes had left college, but it was not for a writer. The *Washington News* had an opening for an ad salesman in 1934. The youthful Hoosier got his first lucky break when his new employers permitted him to hurdle the classified department and move directly into local display. Concentrating on department stores, he was placed in charge of this division of the advertising department within a year, and by the end of six years was named advertising manager. The move to WTOP came four years later.

Some of the major retail accounts which Mr. Hayes developed for the CBS station were Lansburgh's and Hecht's, both large department stores; Brook's Women's Wear, and Raleigh Haberdashers. After two years at WTOP, Mr. Hayes became an account executive on CBS Radio Sales' Chicago staff in January 1946 and by September 1948 had been named western sales manager. Born Jan. 6, 1908, in Mellott, Ind., Mr. Hayes is married to the former Jessie Dowell of Fowler, Ind. They have one son, Norman, 12, whose burning ambition is to play first base on a major league ball team some day. The youngster, known as Lefty in suburban Libertyville where the family lives, already is the star of a pennant-winning cub team.

Mr. Hayes is an amateur woodworker, but confesses he has several shiny new tools which he hasn't found time to use as yet. He is a member of the Chicago Radio Management Club.

**ASCAP Dinner**

OTTO A. HARBACH, president of ASCAP, presided over a dinner given by the society last Wednesday in honor of the Committee of International Copyright Experts of UNESCO. Dinner was held at the Mayflower Hotel, Washington, with Luther H. Evans, Librarian of Congress and U. S. delegate to UNESCO, as one of the principal speakers. Mr. Harbach and ASCAP board members served as co-hosts at the dinner, attended by representatives of UN, U. S. government agencies and departments and embassies and legations.

**AIDS FRENCH PLEA**

**WDSU Records Film Premiere**

A SPECIAL recording of the official premiere in America of the French film "Spiritualite Francaise," produced by the National Federation of Churches of Religious Buildings Damaged or Destroyed, was made by WDSU New Orleans, Oct. 16, for use by Radiodiffusion Francaise.

During the premiere, held at the Municipal Auditorium in New Orleans, Joyce Smith, WDSU director of women's programs, introduced Madame Madeleine Delaung, French good will ambassador to this country. Madame Delaung is touring the country with the motion picture to solicit aid for restoring the churches of France.

Consult General of France, Lionel Vasse, appeared on the program along with local leaders. Also heard on program was a concert of sacred music by the Schola Cantorum of Notre Dame Seminary. Mayor DeLesseps S. Morrison of New Orleans closed the broadcast with official greetings from the city.

**TONEY NAMED**

Succeeds West at RCA Victor

APPOINTMENT of James M. Toney as director of public relations of the RCA Victor Division, Radio Corp. of America, was announced last week by Charles M. Odiorizi, operating vice president of the division. Mr. Toney, advertising manager of the RCA Victor Home Instruments Dept., succeeds John K. Wood, who left RCA Victor to join NBC as vice president in charge of its western division.

It also was announced that Thomas J. Bernard will continue as assistant director of public relations.

Mr. Toney, whose new appointment is effective Nov. 1, joined RCA Victor in 1943 as an executive in the purchasing department, working in the Chicago office. In 1946 he was transferred to the RCA Victor Distributing Corp. in Chicago as a sales representative. He became general merchandising manager in charge of sales activities in 1947, and a year later was transferred to Camden as advertising manager of the Home Instruments Dept.

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If buying a **Home**... an **Automobile**... or a **Radio Station**...

You buy where you get the most for your money

This being true, how can you afford not to be on WGN...the *one* station in Chicago and the Middle West that reaches more homes than any other.*

*1949 BMB

---

*A Clear Channel Station... Serving the Middle West*

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
RESEARCH ‘STEW’ Oberfelder Sees Hope In Test Survey

RADIO-TELEVISION is depending upon the special test survey committee to get it out of "the stew" over audience measurement, Ted Oberfelder, former ABC director of advertising, promotion and research and just named manager of WJZ New York, declared at the ninth annual luncheon of Pulse Inc. in New York last week.

"It is the old, old story of too many cooks," Mr. Oberfelder said, "only in this case each cook is preparing his own soup, and when they are done they are all dumped into one huge cauldron. The result is supposed to be a broth to please the palate of all the radio and television industry. Instead we seem to find the entire industry in a stew.

"The inevitable conclusion to be drawn about such a situation," he continued, "must be that there is just too much quantitative research being done in radio and television. The mountains of material compiled move across executive and managerial desks from day to day in such volumes that it is often physically impossible to make use of all the information gathered and presented.

The necessity of buying all these services in order to keep abreast, Mr. Oberfelder pointed out, is having the effect of "siphoning off" research money which could well be put into more constructive channels." He said, "It all boils down to the fact that—based on what the users of quantitative research pay for their rating services—there is too much material to be used intelligently or profitably."

Mr. Oberfelder's views were representative of the growing interest in a movement to measure the relative accuracy of Hooper, Pulse, and other audience ratings by a test survey for that purpose [BROADCASTING, Oct. 23]. Report of the special test survey committee, formed at the request of Stanley G. Breyer of KJBS San Francisco, is expected in a fortnight.

SPECIALIST NEED
Akin Cites Army Shortages

ACUTE shortages of skilled communications specialists because of peacetime reductions in armed services' strength was greatly felt during the Korean campaign, though equipment itself stood the test well, Maj. Gen. S. B. Akin, chief Army Signal Officer, has declared.

In a speech before the Washington Chapter of the Armed Forces Communications Assn. Oct. 18, Gen. Akin also noted that Korean communications were further complicated by mountainous terrain and wide dispersal of troops. Employment of a radio relay system, however, made the operation less "difficult," Gen. Akin said.

Radio relay, high-frequency "line-of-sight" transmission, introduced by the Signal Corps in World War II and now in wide commercial use, proved of "outstanding assistance," he noted.

ANSWERING the hopes of Arnold Reid (r.), paralyzed in both his legs and arms, Gordon Baxter of KPAC Port Arthur, Tex., presents him with $1,553.70 that was sent in by KPAC listeners for his benefit. Mr. Reid had requested a tune to be played on Mr. Baxter's Stringbilly Jumbalaya program. In his letter he also mentioned that he was paralyzed and would like to go to Denver for treatment but could not afford it. Mr. Baxter read the letter over the air and played the request. The following day donations began coming into the station and in less than two weeks enough money was collected.

WIND Aids Fund

COMMUNITY Fund of Chicago has credited WIND Chicago with "an outstanding public service" for donating all available time during the Oct. 22 Philadelphia Eagles-Pittsburgh Steelers professional football game for Fund announcements. Chicago sports editors and columnists on behalf of the Fund, transcribed spots which were interspersed throughout the broadcast when there was no action on the field. Harold A. Moore, general chairman of the 1950 Fund campaign, commended WIND for "one of the most important contributions to our drive."

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

Page 42 • October 30, 1950
война́ and Happiness...

... are brewed in the same pot. A ladle of molten steel speaks all languages. In Russia, the language is war (война́) and they have devoted their steel to war products. In America, steel has been used for the machines that make work easier and daily living happier for everybody. Now, we must turn a part of America's river of molten steel into armaments to rebuild our defenses. Most people are wondering what effect the change will have on American life. Here are some questions and answers from the steel industry that may help you:

**How much steel can the American steel companies make?** Our capacity is now slightly over 100 million tons. Many companies are adding new capacity, which will total another 9 million tons.

**How much steel can other countries supporting the U. N. program against aggression make?** Their capacity is more than that of the Iron Curtain countries. It is 56 million tons.

**How much steel can the Iron Curtain countries make?** Russia and the countries she dominates can make about 33 million tons of steel per year.

**How fast does America's steel industry grow?** We will soon have 25 million tons more steel capacity than we had at the start of World War II. That increase, alone, is more than 4 times as much as next year's top estimate of military needs. The steel industry always grows in the competitive atmosphere of America.

**Does plentiful production mean there will be plenty of steel for everything?** The Army, Navy and Air Force need more steel. The steel industry is responding with increased capacity. But, the time may come when even our giant capacity will not be enough for both defense and unlimited personal buying. In effect, you increase America's supply of all important materials when you buy only those things you really need.

**Is there any way in which I can get more facts on America's steel industry than can be given in this advertisement?** Yes, write for the interesting booklet, "Report to the American Public." Address: American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.
HERE'S A HANDY WAY TO

* 85%

DAY TIME
AUDIENCE

TOTAL

FULTON
DAY: 71%
NIGHT: 67%

LUCAS
DAY: 89%
NIGHT: 93%

HENRY
DAY: 83%
NIGHT: 71%

WOOD
DAY: 90%
NIGHT: 84%

OTTAWA
DAY: 97%
NIGHT: 90%

SANDUSKY
DAY: 93%
NIGHT: 94%

SENECA
DAY: 72%
NIGHT: 69%

*BMB STATE AREA REPORT
The nerve center of a teeming, rich trading area embracing one of America's richest major markets is the city of Toledo, Ohio. Here in a half dozen or so counties reside 659,000 people with money to spend and places to spend it. Here the dominant selling voice is WSPD—a voice that literally saturates the area as proven by the above BMB percentages. 84%—90%—97%—what more could you ask?

Do you have a product that needs selling to the 659,000 people in the Toledo market? Then you had better get in touch with your KATZ man right away regarding available time. The word "selling", you see, is spelled W-S-P-D in the Toledo area.

To learn how to spell it in six other major markets, consult the list below. Like WSPD, all Fort Industry stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

**THE FORT INDUSTRY COMPANY**

WSPD, Toledo, O.   •   WWVA, Wheeling, W. Va.   •   WMMN, Fairmont, W. Va.
WLOK, Lima, O.   •   WAGA, Atlanta, Ga.   •   WGBS, Miami, Fla.   •   WJBK, Detroit, Mich.
WSPD-TV, Toledo, O.   •   WJBK-TV, Detroit, Mich.   •   WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
editorial

Increase Rates Now

BROADCASTERS, like their counterparts of the printed page, are pondering rate structures in these days of skyrocketing costs and inflationary trends. The difference is that broadcasters are doing it—except in rare instances and for those in TV who are enjoying dizzyly expanding circulation and unequaled popularity.

Newspapers and magazines romp along increasing their rates on a what-the-traffic-will-bear basis, with little or no retaliation from advertisers. Yet advertisers demand more and more research and measurement material from radio and TV, which they can turn against these media in parrying rate adjustments.

It isn't hard to discern what the Assn. of National Advertisers is attempting to do since its project for across-the-board rate reductions in TV markets was nipped a few months ago. They've embarked upon a temporary boycott. There's little activity on new and renewal network business, although national spot and local are breaking records. ANA obviously is trying to sweat the networks out on rate adjustments. Indeed, there are broadcasters who are increasing rates. We know of no instance where such increases, discreetly and soundly evolved, have brought serious loss of revenue. The rub has been, the differential in network rates as compared to spot. There hasn't been an over-all increase in network rates for more than a decade. Yet in the last dozen years operating costs have more than doubled.

It's no longer a matter of holding the line. To do so, advertisers must raise rates, since the dollar buys less and less.

Radio time is practically the only commodity extant that hasn't increased in cost in the last 10 years. This is in spite of the virtual saturation of the nation in set ownership and of unprecedented tune-in.

Networks should heed the pleas of their affiliates for horizontal rate increases. Excess profits taxes are in sight. Institutional spending will increase. Paper, rationing licenses, and newspapers are making their second round of increases in a year, in anticipation of what might amount to rationed advertising.

If rate increases aren't invoked now, to become effective in six months or so, stations and networks alike might find themselves doing an unprecedented volume of business, but with not enough return to meet increased overhead.

Help Wanted!

IT'S NO SECRET that BAB is looking for a top executive in the $35,000-$50,000 bracket. Several able and experienced radio men have been considered but each has declined for good personal reasons. The job is still open.

Plans for a more vital organization have been taking shape under the guidance of the selfless and intelligent BAB committee headed by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, and Edgar W. Koke, consultant and owner of WTTA Thomson, Ga.; Charles C. Caley, WMBB Peoria; William B. Quarton, WMT Cedar Rapids, and Allen B. Woodall, WDAK Columbus, Ga.

No ordinary task faces BAB.

First is the overall job of selling radio in competition with every other medium. That task has taken on new stature in the past few months with the continued growth of television, new tax burdens and the spectre of preparedness shortages of men and materials.

Second, an integral part of the first, is the task of raising a sizable war chest for the group. The ANPA Bureau of Advertising carries a million-dollar budget. The magazine publishers promote their medium on a similar scale. If radio is to battle for the advertisers' dollar on an equal footing it will need a like amount. That war chest will be a primary responsibility of the new BAB president.

Add it up. The task needs a man of considerable talents. Events of the past few years have aroused broadcasters to the necessity of promoting their medium as competition becomes tougher and rougher.

Developments in the foreseeable future indicate an increase in this necessity rather than a decline. This quickening of interest should make raising money for this essential purpose easier than it would have been last year or the year before.

The challenge is inescapable. Radio, that healthy giant, is not likely to ignore it. The job calls for a good man.

Any suggestions?

War-Time Folly

NOT SINCE the days of the infamous Blue Book have broadcasters been so aroused against the FCC. The resurgence of mailed fist rule, veering in the direction of control of the economy of the broadcast media, is the cause.

This was apparent at the NBC convention a week ago at White Sulphur Springs. At district meetings of the NAB and at state association sessions, anti-FCC fervor has become evident. The feeling is that the Commission's laws are not only riding high again, on the crest of the violence of the color TV fight. FCC Chairman Coy has made no bones about his displeasure over the opposition to the new color standards. His dander is up.

The color decision is the more spectacular issue, but from the broadcaster's standpoint—whether or not he is in TV—the real threat lies in the proposed rules to control TV network competition. That battle will be fought largely behind the scenes, whereas the color battle will be on the air and in the headlines for months ahead.

These are not the times to have another industry-government fight. Under Coy direction these past three years, the FCC has moved toward reasonable cooperation with licensees. The Commission had retrieved much prestige.

But in a war-time economy, warnings are up. They come at a time when the resources of radio and TV should be turned against the enemies of democracy, and not in intramural conflict.

Another Korea, or worse, could stop most of our radio and TV production overnight. The color issue then could become academic. So would a lot of others.

Energy, time and money—taxpayers' as well as corporate—will be wasted in the strife that has been provoked. Licensees cannot afford to let any issue which threatens to touch ever so lightly upon the basic freedom of the broadcast arts, go by default. So they must and will fight. To do otherwise is to invite disaster.

Before the conflict gets out of hand, we hope that higher authorities—even the President—will step in, to the end that the resources of radio and TV can be utilized to the maximum in preserving the freedoms of democracy in a sorely troubled world.

our respects to:

THOMAS BERNARD McFADDEN

WHEN 17-year-old Thomas Bernard McFadden filled out his application for employment as page boy at NBC New York, one question on the form gave him a moment's pause. It read: "What position would you eventually like to fill if you are employed by NBC?" Young McFadden finally, after considerable deliberation, wrote "President."

Although Mr. McFadden has not as yet realized that ambition, he is a young man who has come a long way since Sept. 13, 1934, when he first donned the gold braid of a Radio City page. Since April 1950 he has been manager of NBC's Hollywood television station, KNBH—a position he assumed after three years as manager of the network's WNBC-AM-FM and WNBTV (TV) New York.

That number 13, the date he went to work for NBC, has been a significant one in the McFadden career. In high school sports, his (Continued on page 64)

Static and Snow

By AWFREY QUINCY

ONE OF the big national agencies is being sued by a scriptwriter 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. 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 streetcar."

* * *

Life gets tougher every day, more complex in every way!

Wise guys scheme and cook up strife just to complicate my life.

Tuning in a TV set causes me to stew and fret, and it's just an even bet that a picture I can get.

So to really put me down, make me grit my teeth and frown,

Make me kick my set and smack it, now it's gonna have a bracket.

Page 66 • October 30, 1950
WSAI in Cincinnati is considered the top news outlet by all listeners for the greatest variety and most thorough coverage of the news. This is not surprising in view of the fact that WSAI's news programs are handled by such top personalities as Walter Winchell, Joseph Garretson, Baukhage, Agronsky, Bill Robbins, Pearson and Elmer Davis... plus the full services of Associated Press and United Press.

News commentator JOSEPH GARRETSON was sponsored the first day he went on WSAI by radio-wise SHELL OIL CO.

And today — four years later — he has the same sponsor. Recently, a large automotive manufacturer obtained permission to sponsor Garretson at another time of day. News-wise you can’t beat...
MYRON MAY, chief engineer KNAK Salt Lake City, to manager KNEU Provo. GARN CARVER, commercial manager KVOO Provo, to commercial manager KNEU.

MORGAN RYAN, national sales manager and head N. Y. office of Liberty Broadcasting System, resigns to join Progressive Broadcasting System as district manager eastern division.

BURN-SMITH Co. and DORA C. DODSON, Atlanta, named representatives by WDVA Danville, Va.

FRANK JUNNE, to commercial manager KEYL (TV) San Antonio, Tex. Was with KCBN Lubbock and KROD El Paso as commercial manager. Replaces SHERILL EDWARDS, resigned [BROADCASTING, Oct. 9].

ELMER O. WAYNE, Curtis Publishing Co., Cleveland, to sales representative WGAR Cleveland. Replaces GLENN GILBERT, called to active service.

AL MAFFIE, WTSF Brattleboro, Vt., to WEIM Fitchburg, Mass., as commercial and promotion manager.

LIONEL COLT, N. Y., named national sales representative for WERI Westerly, R. I. New England representative remains BERTHA BANNAN, Boston.

JOHN CALLOW to sales staff WOR New York. Was with WCBS New York and CBS research department.

C. M. GARNES, acting general manager KERK Kermit, Tex., named general manager.


JOHN B. BURNS, salesman and promotion manager KROC Rochester, Minn., to sales staff WGN Chicago.

ALBERT SCHERK, WGN Chicago sales staff, transfers to local TV sales at station. WILLIAM DAVIS will leave sales staff WGN-TV soon to return to active Navy duty. Expects to be assigned to staff of commandant of Naval Air Tactical Group in California.


RUSS RYAN to KCNI Broken Bow, Neb., as assistant manager. Was with station before associations with MBS and WGN Chicago.


LOUIS A. SMITH, owner-operator agency of that name in Chicago, to WOR-AM-TV New York as western sales manager. Will headquarter in Chicago and be responsible for WOR sales between Buffalo and Denver, Minneapolis and New Orleans.

PERSONALS

MILFORD JENSEN, operations director WCAL Northfield, Minn., appointed interim director Region IV National Assn. of Educational Broadcasters. . . EDWARD LAMB, owner WICU (TV) Erie, Pa., presented gold embossed Bible by group of local civic leaders as token of “work done in advancing religious programming.”

HUGH B. TERRY, vice president and general manager KLZ Denver, named Denver County chairman for 1951 Easter Seal Campaign. . . HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., back at desk after leg operation.

PAUL A. LOUTET, vice president and resident manager WHO Des Moines, father of boy, Michael Paul, Oct. 20.

TO BUILD WGAF

NEW VALDOSTA, GA., OUTLET

THE Valdosta Broadcasting Co. has announced plans to build a new fulltime AM station in Valdosta, Ga. The company was granted a CP in 1949 for WGAF to operate with 5 kw on 910 kc. George B. Cook, president of VBC, said the construction of the station will be timed to meet delivery of the equipment which already had been purchased.

Board of directors of the firm includes four Valdosta businessmen: Mr. Cook, president; A. J. Strickland, vice-president; L. B. Smith, secretary-treasurer, and Tom Bush Smith. A. D. Ring & Co., Washington consulting engineers, will supervise construction of the station.

Represented by Weed & Company
Follow the lead of these Business Leaders...

they’re all giving Schenley to wish friends the best!

Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."

Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey... and a really fine answer to my Christmas problem!"

Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."

Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."

Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"

Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "Good Business" to give Schenley

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC.
ALBUQUERQUE
NEW MEXICO

Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years
(1933-1949)*

Albuquerque is also tops
in sales increase in Food,
Furniture, Household, and
Radio Stores, and second
in Drug Stores sales in-
creases.

* featured Sales Management
Nov. 10th

ROBERT KEHLE, Sales
KEITH KEN PALMER,
WM. LAW.

In Food, all stores in.

AUDIENCE INDEX
Radio in County Areas

RATES

M. G. M. Radio Attractions.
Local and National Sports.
Only Albuquerque Station with
morning, afternoon, and evening
Spanish programs.

AIR CASTERS

Ray A. Liuzza to newly-created
position of sales promotion manager
WNOE New Orleans.

EARL STEELE, WCCO Minneapolis,
to WARC Rochester, N. Y., as
program director.

FRANK BABCOCK to announcing staff WGN Chicago from chief an-
nouncer and assistant program director
KXLY Houston.

LOUIS FORD to staff announcer
WBUR (FM) Boston, U. Outlet, while
studying at university.

CATHERINE ROSS, WJR Detroit,
becomes assistant to HARRY WISMER,
recently resigned from WJR to re-
sume full schedule of sports broadcasting.

Mr. Wissmer's offices are in

ABC offices, N. Y.

GEORGE D. COWLE, new to radio,
to promotion and merchandising man-
ger WJBC Duluth, Minn. Was in
motion picture three years in same position.

GEORGE T. CASE, general and com-
mercial manager WNAO Raleigh, N. C.,
to program director WONE-TWTO
(FM) Dayton, Ohio.

DICK STEDMAN, sports director
WTXL W. Springfield, Mass., to staff
announcer WJIM-AM TV Lansing, Mich.

HERB DEXTER, disc jockey and sports
announcer WPEN Philadelphia, to even-
ting production supervisor. Will con-

l. LINNER, WOK Poughkeepsie,
N. Y., to WPTR Albany, N. Y., as staff
announcer.

JOHN PALLADINE to staff announcer
WWJU Morrisville, Pa. Was with WIP
Philadelphia. Succeeds BOB KENT,
promoted to program director.

JAMES M. ORCIMD, WJAR-TV
Presidents, L. I., to program director
KOTV (TV) Tulsa, Okla.

AL KNIGHT to KITO San Bernardino,
Calif., to conduct 12 m.-a.m. All
Night Will Will Knight show.

ROD KIBBE, staff announcer KQX
Spokane, Wash., appointed head of con-


JOHN LATHAM to NBC Hollywood
announcing staff.

*DR. CHARLES EARLE FUNK, editor
emeritus Funk & Wagnalls since his
retirement three years ago, to replace
Prof. CABELL GREET as CBS speech consul-
ting therapist while latter is in Paris for
lecturing on American literature and
civilization under Fulbright scholarship

DARROW (Tex) CLARK, KRJN Bal-
lingter, Tex., to KRRJ Denison, Tex.,
as staff announcer.

PHIL RUSKIN to remote director
WWB (TV) Chicago, replacing BILL
BALABAN, who was inducted into
three-week, JOHN PAVIS from boom
mike man to sales promotion writer.

JACK WEBB, star of NBC Dragnet,
signed for featured role in forthcoming
20th-Century-Fox production, "The U.S.S. Teakettle."

LT. ROLAND J. SCHUMACHER, St.
Louis policeman who airs So It Can't
Happen to You on KXOK that city,
father of girl, Martha Jane, Oct. 8.

BOB SWAN, disc jockey WPTP
Albany, awarded Canadian and Ameri-
can Newspaperman's 1950 Achievement award for
"for outstanding radio broadcasting."

LOWELL T. CHRISTISON, continuity
director WRK Wau Claire, Wis., and
FLORENCE HELM, traffic manager,
were married Oct. 7.

HILL TRACEY, promotion manager
WDAS Huntingdon, W. Va., now on
active duty with Marines, father of
girl, Kathleen.

BUDDY MENNENT, 14-year-old disc
jockey, to Best on WGN show, WSTC-
AM-FM Stamford, Conn.

ROBERT GREEN, commentator-
critic, to Top of the News show,
WTO-P TV Washington.

TEX DAVIS, disc jockey WLOW
Norfolk, Va., sworn in as deputy sheriff of
Norfolk County.

FRANK CASON, producer WSB-TV
Atlanta, and Valerie Drake have an-
nounced their marriage, Oct. 7.

BUD STEFAN and VIRGINIA MYER,
both KTLA (TV) Hollywood staff mem-
bers, married Oct. 16.

TONY MOE, sales promotion manager
WCCO Minneapolis-St. Paul, named
radio chairman Hennepin County
March of Dimes for 1951.

TOM BELCHER, director KNBR (TV)
Hollywood, and Roberta Alderson were
married Oct. 21.

JULIA (Nicky) CHASE to Don Lee
Hollywood publicity staff as log editor,
succeeding SALLIE MONTGOMERY,
resigned.

TONY BOMBA, KPIX (TV) San Fran-
cisco, father of girl, Libeth Ann.

ROBERT REGAN, chief announcer
KCQW San Diego, father of boy, Jef-
frey Robert.

CHARLES PAUL, music director CBS
Mr. and Mrs. North, in Europe for
three-week concert tour. Will direct
Philharmonic Orchestra of London,
Paris Conservatory Orchestra and
Royal Danish Symphony, Copenhagen.

JACK HUSTON, WCCO Minneapolis-
St. Paul announcing staff, father of boy,
Brian, Oct. 15.

ALLEN JEFFERY, staff announcer
and disc jockey on Dinner Bell show,
WFPG Atlantic City, N. J., and JUNE
HOOPES, another disc jockey Dinner Bell,
have announced their marriage.

FRANK BARTON, writer on NBC's
Welcome Travelers, father of girl,
Amy, Oct. 5.

JOHNNY GRANT to host of all
KECA-TV Hollywood weekaday after-
noon programming, given overall title
Afternoon With You.

FRANK SWEENEY, WGN Chicago
announcer, father of boy, Daniel Scott.

REDDA HOPPER, columnist, starts
half-hour weekly Hedda Hopper Show
on NBC, Sat., 8:30-9 p.m., PST.

STANLEY NOONAN, tenor, replaces
Bob Callahan on Young Man With A Song, KCBS San Francisco.

MARGARET WHITING, singer, moth-
er of girl, Deborah Irene, Oct. 10.

TOMMY THOMPSON, floor manager
ABC-TV Mysteries of Chishtown, and
GLORIA SANDERS, star of show,
were married, Oct. 22.

JIMMY HUTCHINSON, of Sage
Riders at WLS Chicago, father of boy,
James S., Oct. 5.

MARY and HOWARD JONES, stars of
Mary Jones show on WFL Philadelp-
hi, awarded Blue Ribbon by New
Jersey State Fair committee for “most
outstanding public service and home
entertainment... over the airways
... during past year”

ED BRADY, announcer KNBC San
Francisco, father of boy, Michael, Oct.
22.

News...

BILL CROWLEY, sports director
DONE Dayton, Ohio, to sports direc-
tor WKA Attleboro, Mass.

REX LORING, staff CFCF Montreal,
appointed associate news editor-news-
editor.

TOM MCCARTHY, chief of news de-
partment WKRC Cincinnati, author of
article on Milford Farm and Home
Center in Farms Quarterly.

FRANK GOSS, CBS Hollywood new-
caster, father of girl, Pamela Lynn,

BLAIR MOODY, Detroit News' Wash-
ington correspondent and conductor

*The Market*

AIR CASTERS

BROADCASTING • Telecasting
CIVIL defense planning and the government's stockpiling program were discussed at length Oct. 13 in a conference between W. Stuart Symington, chairman of the National Security Resources Board, and Sen. Kenneth McKellar (D-Tenn.), chairman of the powerful Senate Appropriations Committee. Sen. McKellar expressed belief the administration would soon ask for additional funds to set up a Civil Defense Administration envisioned in President Truman's report on civil defense and communications [Broadcasting, Oct. 9, Sept. 25], and to further the Munition Board's stockpiling program.

License Suspended
FIRST CLASS radiotelephone operator license of A. J. Hoggins has been suspended for six months on ground he operated KICA Clovis, N. M., without such required license on several occasions between May 16 and May 29, FCC has announced. The suspension would be waived temporarily, FCC said, if a hearing were requested. The Commission contended Mr. Hoggins allegedly "represented to the management" of KICA on May 11 that he held the license "for the purpose of obtaining employment." The license was issued May 29, FCC said.

WHILE Farm Service Director Chuck Worchester (l) looks on, General Manager William B. Quarton points to past lucky winners of WMT Cedar Rapid's, Iowa's farm journalism scholarship award. Current winner, Leon Kline, gives the familiar finger sign pointing toward success gained by his predecessors. All were "tutored" in farm broadcasting by Mr. Worchester.

U.S.-Seoul Contact
RADIO contact and telegraph service between the United States and Seoul, Korea, was officially re-established at 5:45 a.m. Oct. 18, by repairing transmitting and receiving facilities after recapture of the South Korean capital, according to H. C. Inglis, president of RCA Communications Inc., New York. RCA also has sent a complete mobile station to Korea, enabling men at the front to radiotelegraph their families directly.


Audio oscillator, noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $392.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

KIT SA-131

Meet Your Congress series WINX Washington, transcribing broadcasts with touring Senators while abroad.

Jackson Chancellor, NBC Chicago news writer, and Constance Herbert were married Oct. 14.

Grant Holcomb, director of news KCBS San Francisco, named committee members for San Francisco Memorial dedication Nov. 12.


James A. Byron Jr., news editor WBAP-AM-FM-TV Fort Worth, elected President Fort Worth chapter Sigma Delta Chi.


CIVILIAN NEEDS Can Now Be Met, Hessler Says
DIMINUTION of Korean hostilities will enable the nation's vast electrical manufacturing and distribution industry to make firm commitments for future delivery on materials for civilian needs, G. F. Hessler, vice president of Graybar Electric Co., told the annual convention of the Pacific Div. of National Assn. of Electricians, Distributors in Coronado, Calif., last Wednesday.

Asserting that the "rush and urgency" to complete civilian projects no longer exists, Mr. Hessler felt that "we are going to be able to carry along a more sizable portion of our civilian economy without seriously hampering either it or our preparedness program."

The Graybar executive said that raw materials supply and availability constitute the "most crucial problem" and that manufacturers still could expect a pattern of regulation, priority, and inventory control. He predicted controls on copper of which the electrical industry consumes approximately 50% of the total supply, much of it for radio, television and other electronics equipment.

WDRG Connecticut's Pioneer Broadcaster
NO MATTER HOW YOU BUY TIME...
Whether you swear by Hoover or compare rates and coverage WDRG is the buy in Connecticut's Major Market. Get the facts! Write Wm. C. H. Commercial Manager, WDRG, 750 Main St., Hartford, Conn.

KBA MEETING
Discuss Future BAB Head
AT its semi-annual meeting Oct. 18-19, the Kentucky Broadcasters Assn. unanimously adopted a resolution urging NAB President Justin Miller and William B. Ryan, general manager of NAB, to use their influence to see that the new director of BAB is experienced in radio time sales. The resolution went on to ask that he be familiar with the sales problems of all stations "but especially lower powered operations."

Charles Warren, WCMJ Ashland, was elected president of KBA at the Hopkinsville meet. J. W. Betta, WFTM Maysville, was named first vice president and Joseph Eaton, WKLO Louisville, second vice president. Hugh Potter, WOFI Owensboro, was re-elected secretary-treasurer.

Retiring President J. Porter Smith of WGRG Louisville, Edward Paxton Jr., WKBY Paducah and Mike Layman, WSFC Somerset, were named to the executive committee. A plaque was presented by KBA members to Bill Ladd, radio editor of the Louisville Courier Journal, for his "unselfish efforts on behalf of better radio."

CKLS La Salle, Que, new 250 w station on 1240 kc, is now on the air, according to Radio Branch, Dept. of Transport, Ottawa.
CAMPAIGN PROBE
To Eye Radio-TV Expenditures

A CONGRESSIONAL committee plans to turn its spotlight on money spent in radio and television during this year's Congressional election campaign, it was revealed last week.

Investigating for the House is its special Committee on Expenditures in Political Campaigns, headed by Rep. Mike Mansfield (D-Mont.) who has sent notices to NAB's Justin Miller and to heads of the major radio-TV networks to appear at hearings tentatively scheduled for "shortly after the elections." If necessary, the committee will ask individual station officials to testify, it was explained.

Specifically, radio and television representatives will be asked to testify on the use of the media in political campaigns.

Rep. Mansfield's group was set up last July by the House to investigate and report by January 1960 on campaign expenditures by candidates for Congressional seats. The committee, composed of Democrats Mansfield, Frank L. Chelf (Ky.) and Charles H. Durney (N. C.) and Republicans John J. Jennings Jr. (Tenn.) and Frank Fellows (Me.), was voted $40,000 for the probe last summer.

Also asked to testify are political party heads, labor, corporations, bar associations, veterans groups, state councils on government, political action and other such groups on the amounts spent on behalf of individual candidates.

There is the possibility that President Truman will call Congress back to Washington before the Nov. 27 resumption date (see story this issue). In any event, a Congressional committee may conduct hearings in Washington at any time since the nation's legislature is technically in recess.

It was disclosed that the committee's staff is completing statistics in a nationwide survey to show candidates' budgets for primary and national campaigns. The survey will be broken down into categories including that of radio and television advertising.

Purpose of the committee is to deem whether there is need for remedial legislation on the accounting of funds spent by Congressional candidates. It has been pointed out by interested observers that a law passed in 1929 on returns filed by House candidates on campaign expenses exempts billboard and newspaper advertising. Radio, as an advertising medium, was not referred to in the act.

Miller's Connection

W. B. MILLER terminated his connection with KEYL (TV) San Antonio, Tex., this past summer, according to W. D. Rogers Jr., vice president of KEYL. In the Oct. 16 issue of BROADCASTING, Mr. Miller was inadvertently identified as vice president and general manager.

DISCUSSING the Chevrolet-sponsored U. of Maryland football games, fed to a 10-station network with WITH Baltimore, are (1 to r): Sportscaster Bob Wolff, Gov. Preston Lane of Maryland, Steve Douglas, sportscaster, and Dr. H. C. (Curly) Byrd, President of U. of Maryland, Ketcham, MacLeod & Grove, Pittsburgh, places the schedule.

LOCAL ADVERTISING TRENDS

Wenner Finds 38% of Budget Goes to Radio

LOCAL radio advertisers, considered the "most important" by stations in small Indiana communities, spend an average $8,350 on advertising yearly, of which 38% or $2,055 goes to radio. Most also use newspapers.

These figures were compiled through personal survey by Leonard Wenner in "Indiana AM stations in Communities Under 50,000 Population," a thesis for Master of Arts degree in Indiana U.'s Dept. of Speech. The survey was based on 40 usable returns (53% total response) from 85 prominent local advertisers in the state.

The survey showed 30 of the respondents found radio advertising resulted in "moderate success" while five said radio resulted in "much success" and eight said "success." Mr. Wenner explained, however, that those having "much success" spent at least $1,000 a year in radio and have been advertising more than a year. Newspapers are used as well as radio by 55 respondents, the survey disclosed, while 11 use billboards, seven use letters, five use postcards and five use handlebars as well as radio and newspapers. Four respondents use radio exclusively.

FTC Report

LESS than 3% and 1% of all television and radio continuities, respectively, were set aside during the month of September by the Federal Trade Commission's Radio and Periodical Advertising Division as being "possibly false and misleading," according to FTC's monthly report. The division questioned 96 out of 2,976 TV continuities and 1,333 out of 54,402 radio advertisements examined during the month. Newspaper and magazine advertisements set aside amounted to over 5% of all copy analyzed in each field.

SOUND EFFECTS:

Patented Variokin drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:

Permits speed-up or slow-down of recorded transcriptions to fit into allotted airline... no more cut-off commercials!

REHEARSALS:

(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.

(B) Per Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the record with voice or instrument. Reproduces the long sustained notes without ware or sourness.

SPECIFICATIONS

Speed Changes: Continuously Variable (a) 110V-50 Cycles, Range: 25 to 100 R.P.M. (b) 110V-50 Cycles, Range: 20 to 85 R.P.M.

Turntable-13" cast aluminum, hardwax and ground shaft.

Motor—Constant speed, 4 pole.

Drive—exclusive REK-O-KUT VARI-CON self-centering rim drive.

Noise Level—30dB maximum below recording level.

Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Price Distributor: Literature on Request...Write Direct To REK-O-KUT.
UNAUTHORIZED recording of broadcast Metropolitan Opera performances "off the air!" and sale of the recordings so labeled was halted by order of the New York Supreme Court, in a precedent-making ruling of a fortnight ago. Judge Henry Clay granted a temporary injunction which, until trial is held, restrains the Wagner-Nichols Record Corp. from "recording, advertising, selling or distributing such broadcast performances.

Complainants in the action, brought last July, were the Metropolitan Opera Assn.; the American Broadcasting Co., which had exclusive right to broadcast the performances; and Columbia Record Co. Inc., which had exclusive right to record them.

Court Rules Contract Rights

The court recognized the exclusive right of the Metropolitan to its name, reputation, and performances; ABC's exclusive contractual right to broadcast them; and Columbia Record Co.'s exclusive contractual right to record them. These rights were not abandoned by virtue of performances before a live audience, or on the air, the court said.

Although before Judge Clay's ruling, the law protected against unauthorized broadcasting of performances, unauthorized re-broadcasting of broadcasts, and unauthorized sale of recordings, the present ruling extends protection against "off the air!" recordings for the first time in New York State, and possibly the nation.

The effect of the ruling is expected to be widespread in view of the extensive use of "off the air!" recording is practiced commercially. Suggestive in this respect is that part of Judge Clay's order which restrains Wagner - Nichols from using, recording, advertising, or selling records of any performances over the ABC network.

S E S A C Inc., N. Y., acquires music publishing affiliate, CHORAL PRESS, Evanston, Ill. NOBLE CAIN, producer and conductor of all Choral activities, for Midwest division NBC, joins SESAC.

JANE W. KALMUS, director of George K. K. K. K. K. - T. T. T. performances, unauthorized re-recording, was ordained to the New York Supreme Court, and Judge CLARK rules contract rights to the company.

ROBERT G. EHRHART, control engineer, WTMG, Charleston, S. C., resigns to attend Central Airlines School, Kansas City, Mo.

NAME TRENCHARD.

Head of N. J. AP Radio Assn.

ROLAND TRENCHARD, public relations director for WAAT and WATV (TV) Newark, N. J., was elected president of the New Jersey Associated Press Radio Assn. at a meeting in New York last week.

Other officers elected were: Vicepresident, Kenneth A. Crozy, secretary of WMTR Morris-town; secretary-treasurer, Samuel G. Blackman, chief of bureau, AP New York.

NBC at Dedication

CEREMONIES at the dedication of Pacific Memorial Stadium of the College of the Pacific, Stockton, Calif., Oct. 21 were covered by NBC which carried a half-hour show on its western network and fed the program to four local stations in the city, KGW KSTN KXOB KGDM. Program featured Gov. Earl Warren of California and Dick Powell, who plays the role, "Richard Diamond" on NBC.

A Salesman Talks

"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS - half an hour nightly - with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for radio, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

"The other day I talked to a furrier who's used our station for nine years - the only radio advertising he's done. He's stayed on this station because his sales have been growing each year - directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on.'"
number was 13. After going to work on the 13th, he received his first pay raise on the 13th. He was promoted to NBC news room on the 13th, and on his 21st he was later 13th was appointed a sports writer.

During World War II, Tom McFadden reported to Kelly Field on the 13th, was graduated from flying school on the 13th, went overseas on the 13th and returned to the United States on the 13th.

By now so attached to the alledged jinx number, he purposely set his wedding date for the 13th, 1950, in Montclair, N. J. But he ran into an embarrassing snag. It turned out that his future parents-in-law had taken a fancy to that date many years before. It is the date of their wedding anniversary. So in order not to steal the spotlight from them, Mr. McFadden and his future wife, Marjorie Hutchison of Montclair and former business manager of WNBC and WNBT, were married on Oct. 7 instead.

A Native New Yorker

Tom McFadden is that rare individual—a native New Yorker. He was born on Feb. 11, 1917, in Manhattan, in an area which is now the New York end of the George Washington Bridge at 174th St. He is the son of John J. McFadden Jr. and his wife Bridget, both of whom were born in Ireland.

The future radio-TV executive was only 18 months old when his parents moved to Teaneck, N. J. It was there he spent his early childhood. The family moved in 1927 to Bogota, N. J., where he attended public schools. He still regards Bogota as his permanent home.

Mr. McFadden's page-boy job at NBC Radio City was on a part-time basis while he was attending New York U. He received his B. A. degree in 1939, majoring in economics and marketing and advertising. Upon graduating he had his choice of two jobs—continuing with NBC or going to work as office boy for BBDO. Although he wanted to be in the advertising business and thus was tempted by the agency job, the McFadden was more impressed by the magnificence of Radio City, which was then brand new. He chose NBC.

By 1938 he already had risen in the organization to manager of the page guide, then to guide instructor and finally to copy boy in the news room. Mr. McFadden is still proud that he was the first person to hold this exalted position. At that time NBC newsmag was made up of only Abe Schechter, now with Crowell-Collier Publishing Co., and Hubert Hodder, now an NBC commentator.

Six months after going into the newsmag, Mr. McFadden became a junior writer. As such, he was sent to various NBC sites as a vacation relief man. In this capacity, he did his own broadcasting at such network stations as WRC Washington and WOY Shenendehowa.

Wrote for Stern

When Bill Stern joined NBC in 1938, Mr. McFadden was assigned to write for him. Later the same year, he was named sports editor of the network. He returned to a straight news assignment in 1940 when the international situation began to develop.

Mr. McFadden was on his way to play touch football near his home in Bogota on Dec. 7, 1941, when he heard the news of the Japanese attack on Pearl Harbor. He did not wait to change his clothes, but headed for the NBC New York news room and was on the job all day and night as the crisis developed.

On returning home the next day, young McFadden was informed by the Navy that he had been on active duty since 4 p.m. the day before. So instead of returning to NBC, Ensign McFadden reported to the Press and Short Wave Censorship Unit of Naval Intelligence in New York.

Mr. McFadden modestly about his leaving the Navy. He explains it as: "I got tired of hanging around New York. I wanted to see something of the world. As a result, he went into the Air Force as a private in February 1942 and was sent to Kelly Field, Tex., as an airman. Although he was trained as a fighter pilot, he eventually ended up in the Ferry Division of Air Transport Command.

There he flew almost every type of American aircraft. In 1944, he was commilsoned a first lieutenant in early 1944, he was sent to Africa. He flew troops and supplies from the base in an ornited Karsis, India. During a six months' tour of duty, he flew across the Hump.

Lt. McFadden received his captain's commission in late 1944 and was appointed operations officer with the 44th Air Base Group on the Gold Coast of West Africa.

He returned to the United States in 1945 where he was assigned briefly to Military Air Transportation Service before returning to civilian life.

Back on the job at NBC in New York, Mr. McFadden's rise continued. By 1949, he had taken charge of the NBC network's news operations, and he had reached the rank of vice-president.

It was during this period that Mr. McFadden's first break came to him by way of the telephone. A friend of his at NBC, who also worked at the network's news operation, suggested that he be sent to work at CBS, where he would have a chance to work with some of the best people in the business. Mr. McFadden was intrigued by the idea and made up his mind to leave NBC and join CBS.

Mr. McFadden is now the president of CBS News, a position he has held since 1968. He is responsible for all of CBS News' operations, including network news, radio news, and television news. He is also the executive producer of the network's flagship news program, 60 Minutes.

Mr. McFadden's career at CBS has been marked by a number of significant events, including the network's coverage of the Vietnam War, the Watergate scandal, and the Gulf War. He has been known for his incisive reporting and his ability to tell complex stories in a clear and concise manner.

In addition to his work at CBS, Mr. McFadden is a member of the board of trustees of the Museum of Television and Radio, and he is a past president of the Broadcasters Foundation of America.

Mr. McFadden is married and has five children. He lives in New York City, where he has been living for over 50 years.

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TELECASTING
A Service of BROADCASTING Newsweekly

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Third Anniversary, October 27th, 1950

PROGRESS REPORT

1. Our two mobile units have made 832 on-the-spot remote pickups.
2. Our newsreel department has produced a daily newsreel every day without interruption. 220 miles of film.
3. Our three hour afternoon studio “Sports Parade” has been on the air six days a week the past 18 months. During that period it has been picked off the air and rebroadcast in Washington.
4. Currently we’re carrying 53 C.B.S. network programs totaling 35 hours per week.
5. If you are a movie fan, you may view anything from mysteries and westerns to classic Korda films, an average of 9 hours a week.

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NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
330,000 TV SETS
...Now in Detroit!

And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station... now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.

WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.

To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!
REPORT BRIDGEPORT UHF

“BASED on the facts and not any loose conclusions, it will be most unfortunate if the television expansion has to go into the UHF band.”

These words, spoken softly, respectfully, by an RCA-RAC engineering executive, were virtually the only comment FCC could obtain last week as to how the industry pioneer possibly views the UHF as a public service medium in the broadcasting of commercial TV at the present time.

RCA submitted—without interpretation of any kind—a voluminous factual report on its UHF experiment at Bridgeport. This report, FCC was told, was the complete RCA presentation at the Commission’s comprehensive TV allocation conference. It was the only report ever on UHF, or a multiple on any subject, for FCC. The RCA submission was only a fortnight ago on multiple issues relating to opening of the UHF band, revised VHF-UHF allocations recommendations, FCC’s U.S. nature, and as well as general allocation principles and technical standards [TELECASTING, Oct. 23].

FCC Disappointed

FCC officials expressed obvious disappointment. But RCA’s sofit witness preferred to make no recommendation on the usability of the UHF band.

Representing three years’ work, the Bridgeport report offered only limited conclusions on certain phases of the KC2XAK operation on 300 mc with effective radiated power of 13 kw. Highlights are:

Grade A service was found to be three miles and Grade B service seven miles.

Comparing local KC2XAK reception with that of WNBT (TV) New York, 55 miles away, 25.9% of receiving locations reported “excellent” UHF picture while 9% of same grade, VHF picture was indicated “fair” UHF picture while 64.2% indicated same grade VHF.

90% of the test homes received signals less than theoretical—enough to indicate that 4,000 times the power would be required to bring these up to theory strength.

A few stories from this smooth-earth theory of Dr. K. A. Norton, National Bureau of Standards, were interwoven into the report. Where the earth is considered correct, the signal differences are attributed to terrain effect. Other factors must be studied to have greater effect on determining picture quality on UHF than in VHF as foliage, location of receiving antenna (termed “critical”), heavy wind and snow storms.

Multiple reflections were found less troublesome than on VHF; little or no interference was noticed from auto ignition or discharges.

Other developments during last week’s hearings, held Tuesday through Thursday, included the niektiva of a distinguished engineer in the world of television, Herman Paul A. Walker presiding:

Suggestion by RCA-NBC that FCC cooperate in setting added VHF data from the new Empire State Hldg. Transmitting site of all New York TV outlets, as suggested by Comm. George E. Sterling.

View of John H. Poole, based on his West Coast UHF work, that an “excellent calibration of technical service” is possible via UHF in such communities as Long Beach, Calif., but successful UHF development depends upon Big city VHF-UHF interference and must be fitted to accommodate the entire U.S.

RCA said DuMont and Philco that practical UHF development was possible but bothered by CBS when ABC expressed regret added channels for TV extension have been found near existing VHF service.

Belief of several witnesses that satellite operation will find its place in future TV picture, but prospects appear dim for Stratosphere since tests were considered “discouraging.”

The detailed report on the Bridgeport test was presented to FCC by Raymond F. Guy, NBC manager of radio and allocations engineering. He assured the Commission that the UHF development will “continue for some time.”

Com. Frieda B. Henneck was concerned over the limited coverage area for high grades of service as disclosed by charts in the report. “This proves you are going to have great difficulty giving excellent TV service in the UHF,” Mr. Guy explained.

He emphasized, however, he did not wish to give “opinions,” since it was RCA’s purpose to give FCC the factual data “and let you draw your own conclusions.” He specifically declined to make any recommendations on the usability of the UHF for commercial service.

Cities DuMont Report

When reminded that DuMont earlier had reported good pictures from the Bridgeport station at considerable distances, Mr. Guy explained he thought these may have been over water paths. He cited reports of VHF reception up to 1,200 miles due to troposphere and said NBC has also obtained good pictures at the Empire State Bldg. from Bridgeport but this was because of antenna height.

Mr. Guy contended conclusions of other UHF investigators such as Frank J. Bingley, in charge of TV research for Philco Corp., have supported findings in the RCA-NBC report.

The NBC engineer contended he did not wish to leave any impression the UHF is a completely bad part of the spectrum since he “wouldn’t say it’s not good for anything.” Usability depends upon terrain and location, he explained.

Mr. Guy said the 5 kw UHF transmitters will be required to give “good service” in smaller communities. He said 1 kw transmitters have been built for 500 and 5 kw models to be developed “in due course.” He could give no time estimates on higher power transmitters above 500 mc.

When the RCA-NBC counsel, Ray B. Houston, explained no other witnesses or evidence would be presented, the Commission indicated disappointment.

Harry Plotkin, FCC counsel, explained this was RCA’s privilege, but he was desconcerted because

(Continued on page 58)
Bridgeport UHF

(Continued from page 57)

RCN was giving "propagation data, period."

Comr. Henrock said she was "bailed" by RCA's attitude.

"You don't want this hearing to go on, do you?" she quipped, noting that if RCA was putting in data it "must have views."

Mr. Guy stated RCA was willing to do "everything to help the cause." Asked to define the "cause," he described it as the "accumulation of data to assist in a wise decision in the expansion of television."

In his introduction to the Bridgeport report, Mr. Guy related the need for UHF experience and RCA's efforts through the years to gain factual data. He indicated in the 1945 general allocation proceeding one brief was submitted which claimed a 5 kw UHF transmitter would give service comparable to that of a 500 kw transmitter at VHF. Asked to identify the party he declined because he "wouldn't want to embarrass anybody."

FCC records disclosed the citation quoted was in a brief filed by CBS in February 1945 and which was based upon theoretical calculations by Dr. Norton. The citation also referred to testimony by Dr. Peter C. Goldmark, then chief TV engineer for CBS.

Dr. Thomas T. Goldsmith, DuMont director of research, on Tuesday completed explanation of the extensive, revised DuMont allocation plan for the VHF and UHF [Telecasting, Oct. 23]. The proposal incorporates both technical and economic factors in making suggested assignments. The FCC's 1,400 communities throughout the U.S.

Chief objectives of the DuMont plan are to: Minimize co-channel, adjacent-channel and other interference in both the VHF and UHF bands; provide a "questionable" case cited in FCC's proposed allocation; avoid where possible any internetwork of VHF and UHF assignments in the same primary area; provide multiple choice of programs in larger communities, and provide a minimum of four VHF channels in each major market to assure healthy network competition. The DuMont proposal is based on the assumption the Bell Telephone bid for 470-890 mc for mobile common carrier operations will be denied, leaving the full 470-890 mc band assignable to TV. DuMont would allocate 69 six-cycle UHF channels throughout the upper band to "supplement" its proposed revision of the present national allocation of 12 VHF channels. Mexican and Canadian VHF allocations also are suggested. The revision is intended to aid long-term TV progress.

Dr. Goldsmith explained this would mean switching a few existing VHF stations to new VHF channels, and in some cases, to UHF assignments. A three-year "orderly" conversion would be employed in the latter case.

The DuMont brief showed the following VHF stations would be moved to new assignments in the UHF:

VHF-TV Ames, Iowa; WNBK-TV Binghamton, N. Y.; WTVN Blooming- ton, Ind.; WLWC, WTVM and WHN-TV Columbus, Ohio; WHFB-TV (Rock Island, Ill.) and WOG-TV Dayton, Ohio; WNMU-TV Superior, Wis.; WTVI-TV (Grand Rapids, Mich.; WRAZ-TV Huntington, West Va.; WJNO-TV Johnstown, Pa.; WYUO-TV Kalamazoo, Mich.; WAGL-TV Las Vegas, N. M.; WBWN-TV Lancaster, N. Y.; WNBC-TV New Haven, Conn.; WJAK-TV Providence, R. I.; WTVY Richmond, Va.; WTVF-TV and WHEN Syracuse, N. Y.; WHSD-TV Toledo, Ohio; WSKY Utica-Syracuse, N. Y.; WDEL-TV Wilmington, Del.

Following VHF stations would be required to switch to another VHF channel under the DuMont plan:

WNBK Cleveland; KRLD-TV and WFAA-TV Dallas, Tex.; WSM-TV Nashville, Tenn.; WBRB Rachaelady, N. Y.

The DuMont brief supports FCC's proposal to specify minimum VHF co-channel separations of 220 miles and UHF 200 miles. However, DuMont proposes only 75-mile minimum adjacent channel spacing for VHF stations.

Dr. Goldsmith explained FCC's proposal allocates only 403 VHF stations in 204 communities throughout the U.S. while the DuMont plan allocates 621 VHF stations in 247 communities. The FCC total includes the 107 VHF stations in operation while the DuMont total includes all but a few of these existing outlets.

The DuMont official said that his firm's plan provides 190,000 sq. mi. of VHF coverage which doesn't exceed the DuMont plan and hence better meets the requirements of FCC allocation Priority 1 than does the Commission proposal. This is based on Grade C service radii of 57 miles for VHF stations and 43 miles for UHF stations. FCC's Priority 1,3, is to "provide at least one television service to all parts of the United States. Requirements proposed by FCC for Grade C service are that 95% of the receiving locations in the area 95% of the time must obtain 250 microwatts per meter (47 db) for VHF Channels 2-4 and 300 uv/m (60 db) for UHF Channels 17-18.

Goldsmith Contention

Dr. Goldsmith contended the DuMont plan satisfied the other four FCC allocation priorities better than did the Commission proposal, using the Grade C service comparison.

To inquiry by Comr. Robert F. Jones of New York City, Mr. Goldsmith said that his firm's plan did not provide for VHF-FM service to be adapted to provide full service in the New York City area.

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sets would be affected under the DuMont plan and 5,298,000 sets would be affected under FCC's plan.

Dr. Goldsmith explained DuMont favors local potential intermixing.

Explaining the receiving set factor, Dr. Goldsmith said it would take about a year to get universal receivers on the market, DuMont is planning all-channel continuous tuning VHF-UHF sets, he indicated, pointing out DuMont now makes continuous tuning VHF sets while nearly all others on the market are single.

The witness said manufacturers who did not use continuous tuning for VHF-UHF would penalize themselves salewise. Televiwers with such sets would have to pay for adjustment of their receivers whenever they moved to another town, he explained.

He also considered the problems of Stratosview “so severe as to preclude its use” as a practical TV service. “I won’t say it can never be done,” he added.

Pressed by Comr. Henkock on the fairness of only UHF channels for educators since it appears UHF renders less coverage than VHF, Dr. Goldsmith said that if a model were adopted, DuMont got “excellent” pictures 30 to 35 miles from the RCA-NBC Bridgeport UHF station on 555 mc. He considered the UHF pictures better than any VHF pictures available there.

Considerable concern was expressed over the DuMont proposal for stripping New England of all VHF channels except at Boston. Dr. Goldsmith explained, however, that with additional UHF channels the DuMont plan supplies more total channels than the FCC allocation “and thus provides for better and more competitive service.” He also explained the DuMont plan for the seven major markets in New York provided a more suitable distribution. (See tables page 65).

On Tuesday and part of Wednesday, John H. Poole, West Coast broadcaster and investor, related details of his Long Beach, Calif. UHF experiments. Mr. Poole operates KSMA Santa Maria and KALI Pasadena, Calif.

Test UHF Claim

Conducting his UHF work since May 1948 under the name of Pacific Video Pioneers at Long Beach, Mr. Poole told the Commission his chief interest in operating K2XAZ on 500 mc was to develop equipment and determine whether a usable UHF service could be provided in Long Beach. He stated he wanted to test claims that the UHF would never be practical.

Mr. Poole pointed out the UHF represents roughly five-sixths of the TV spectrum and VHF but one-sixth, with the VHF fraction already proven inadequate. Hence, to make effective use of the UHF, avoid monopoly and “paucity of service to the public,” Mr. Poole urged everyone effort must be made to “place UHF on an equal competitive basis.”

Some of the measures which will help UHF “catch up” with VHF and then become well established, Mr. Poole said, are:

- A planned mixing of VHF and UHF channels in communities throughout the nation with special emphasis on admixture in the great metropolitan area. An exception might be made to this rule in the interest of reducing the competitive inequalities that will exist in established VHF areas of populations under 100,000 persons. In these cases intermixing should be avoided if possible when it appears that undue hardship would result for the new telecaster if forced to operate at UHF.
- Even with this exception all top 14 markets and the large majority of the first 60 markets would be VHF-UHF areas.

I believe that this arrangement would provide the necessary impetus to all manufacturers to standardize on all channel television receivers and, at the same time, would solve in great part the competitive problem feared by new telecasters. In this manner a market would be limited almost entirely to markets of 1,000,000 or over and to those smaller markets which are not now served by a VHF station.

If adequate propagation data is not now available for allocation purposes, an immediate partial opening of the UHF band for commercial use, using VHF transmission standards with channels available on a demand (non-allocation) basis.

Cooperation by receiver manufacturers who should plan now for converting to production of all channel television receivers exclusively as soon as the allocation plan is announced.

Unique feature of the Long Beach transmitter is that it employs phase-to-amplitude modulation, herefore not used in television. Mr. Poole explained the advantage of such a method permits great in-

RCA CAMPAIGN

Byoir in Preliminary Study

CARL BYOIR ASSOCIATES, public relations firm retained by RCA [CLOSED CIRCUIT, Oct. 23], last week was starting preliminary work on the stage to get RCA's attitudes on color television across to the public.

The nature of the campaign will hinge to a large extent, it was believed, on the outcome of a federal court hearing on RCA's injunction suit against the FCC's decision adopting CBS color standards (see story this issue).

At week's end a Byoir executive said his firm had so far been engaged only in inquiring itself on the general problem of color TV and RCA's position. He did not expect that a campaign could be designed before considerably more preparatory work was done.

A report that RCA had earmarked $500,000 a year as a fee for the Byoir company was described as "ridiculous" by the Byoir executive.

(Continued on page 61)
STATION LOSSES

The 97 TV stations on the air last year showed an aggregated loss of $26.1 million, 45.2% of their combined capital investment of $55.9 million, J. R. Poppele, president of Television Broadcasters Assn., stated Thursday. These figures, which came from an analysis of data on file with the FCC, were made public together with the announcement of a special committee of television broadcasters to study the probable effects of an excess profits tax on TV broadcasters, should Congress vote such a measure at its forthcoming session.

Committee Members

Representing broadcasters from all sections of the country and including non-members as well as members of TBA, the committee comprises:

John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman; Richard A. Borel, WBNR-TV Colum

bus, Ohio; George B. Horer, WPAB-TV Toledo; Jack A. Gross, KFMB-TV San Diego; Herbert Levy, WAAM (TV) Baltimore.

Noting that from 1946 to 1949 the number of commercial TV stations in the country grew from 8 to 97, including 15 stations owned by the four networks, Mr. Poppele stated: “During these four years, television broadcasting was in the pio
er or experimental stage. In recognition of this fact, the FCC, as a condition of securing a television license, required the applicant to demonstrate that it had made provision, and was financially able and willing to invest, not only the amount of capital required to build and operate the station, but also to take care of the inevitable deficits that the station would suffer for an extended period, which was estimated by the FCC to be required as long as five years after the sta
tion began operations.

“That the policy of the Com
mission was correct and sound,” Mr. Poppele observed, “is demonstrated by the fact that in 1949 $25.1 Million in '49

$25.1 Million in '49

when, as of Dec. 31, the average period during which the 97 stations then doing business were in com
mercial operation for only 14 and one half months) a staggering proportion of the capital invested by them was lost in operation.”

Analysis of FCC figures as of
Dec. 31, 1949, the TBA president said, show: “The four networks with their 13 stations had an ag
gregate loss of $11.7 million, 61.3% of their aggregate capital investment of $18.1 million at cost; the 84 independent stations had a com
bined loss of $13.6 million, 36.9% of their combined capital invest
ment of $36.8 million; all 97 stations had a combined loss of $25.1

million, 45.2% of their aggregate capital investment of $55.9 million.”

“It can be seen,” Mr. Poppele concluded, “that for some years, or at least for a lengthy period, an excess profits tax would wipe out any possibility of getting back losses that the pioneer television stations have encountered, and of getting any earnings for those stations at all.”

KMBC TV PLANSWould Operate With 50 kw

KMBC Kansas City is ready to begin building “one of the most powerful television stations in America” as soon as the FCC “is in a position to approve our application,” Arthur B. Church, president, Midland Broadcasting Co., which operates KMBC and KPRM Con
cordia, Mo., said last Wednesday.

On Oct. 23, Mr. Church pointed out, Kansas City’s City Council approved a rezoning ordinance to permit the station to erect a 1,000 ft. tower and other TV facilities at 23d and Topping Sts.

Mr. Church revealed a modified TV application will be filed with the FCC requesting an effective radiating power of 50 kw for the proposed TV station. Meanwhile, he said, Midland will move its operations into a new radio and television center at 11th and Central Sts. “early in 1951.” Renov
ation of the building underway for several months, is nearly completed, and delivery of modern broadcast equip
ment is expected by December, he said.

NETWORK GROSS

Billings Still Surge

PIB Figures Show

GROSS TV network billings for the cumulative months, January-August, continued to show a tremendous gain over the same period in 1949, with the 1950 totals as $20,880,815 compared to last year’s cumulative, $18,616,097. September network sales showed the same jump over September 1949’s $989,054 worth of gross network time sales.

NBD led all other networks (Du
Mont figures not available) with total billings of $2,148,564 for September and the first nine months of $11,830,309. Second place CBS sold $888,431 worth of gross time in September and $6,164,692 during the January-August period.

L&M TOP BUYER

In PIB Aug. Network Report

LIGGETT & MYERS Tobacco Co. gained leadership over all network TV advertisers during August by spending $187,760 in network sales, according to report by Publishers Information Bureau released to Broadcasting last week. (DuMont figures not available).

The tobacco firm replaced July’s leader, Anchor-Hocking Glass Corp., which dropped to second place with expenditures of $131,546. Third top TV advertiser was another cigarette manufacturer, R. J. Reynolds Tobacco Co. who spent $105,340 while National Products purchased $100,688 worth of network time to run fourth. Ford Motor Co. spent $95,578 to buy time over the TV networks and ranked fifth.

The food producers jumped to first place in listing by product group advertisers by spending $392,437 for network time, replacing for the first time the tobacco manufacturers who fell to second rank in purchases of $385,160. The toilet goods group retained their third place position and bought $284,260, while fourth and fifth respectively were the automotive and industrial materials groups.

Smoking Materials Lead

The cumulative period, Jan.-Aug., 1950, saw a different product leader since smoking materials ranked first by buying $3,009,839 in gross TV network time. The automobile manufacturers invested $2,600,386 to place second, and third position was taken by the food producers who spent $2,593,304. The radio and TV set companies were fourth, and toiletries and toilet goods group, fifth.

TOP TEN LEADING TV NETWORK ADVERTISERS IN AUGUST 1950

1. Liggett & Myers Tobacco Co. $187,760
2. Anchor-Hocking Glass Corp. 131,545
3. R. J. Reynolds Tobacco Co. 105,340
4. National Products 100,688
5. Ford Motor Co. 95,578
6. Bristol-Myers 85,041
7. Stokely Van Camp Inc. 84,580
8. Merck & Co. 79,488
9. General Foods 76,210
10. Mars Inc. 54,866

L&M figures not available.
Bridgeport UHF
(Continued from page 59)
creases in power to be incorporated as new amplification stages are developed, without altering the modulator.

Mr. Poole stated he recently inspected a high-power Klystron tube, developed by Western manufacturer for the National Bureau of Standards, which will deliver 5 kw at 1000 mc. He indicated if a pair of such Klystrons were used in his transmitter he believed he could obtain 200 kw ERP on UHF at the present time.

William B. Lodge, vice president in charge of general engineering for CBS, on Wednesday outlined brief comments supplementing the network's September 1949 presentation respecting the FCC proposals. He stated, "CBS supports the policy of establishing a master allocation plan" because the network believes "it will lead to a more orderly allocation," it will make "more efficient use of the limited number of channels" and it will "leave the door open to later construction" of TV stations in smaller communities.

Although generally supporting FCC's 220 mile co-channel separation proposal, Mr. Lodge strongly urged the Commission to "reconsider" this policy and encourage closer spacing in some specific "tight" areas such as Pittsburgh-Columbus (170 miles) and Philadelphia-Albany (200 miles) as it has in the New York-Boston area (190 miles).

In stating CBS "endorses the opening of the UHF band for assignment to commercial television stations," Mr. Lodge recalled the network's 1947 "planned the use of UHF frequencies" through extensive tests in the New York area. He stated CBS' equipment and field tests in UHF have been in excess of $400,000, totally aside from all color TV experimentation.

'Real Public Service'

"The CBS field tests in New York City and the results of other more recent experiments indicate that UHF television stations are capable of rendering a real public service," Mr. Lodge stated, "but our present limited experience indicates that stations assigned to these frequencies:
1. Should be expected to compete most effectively with other UHF stations in the same area.
2. Should utilize transmitter power of 5 kw or more (ERF in excess of 56 kw).
3. Should be located in the smaller metropolitan areas where they will not require that reliable service be given to distant concentrations of population.

On the question of VHF-UHF intermixing, Mr. Lodge said CBS believes for best TV growth such mixing in individual communities should be avoided wherever possible. "In cases where three or more VHF assignments cannot be made," he stated, the Commission may find that UHF channels should be used exclusively. In the long run he considered this would produce a "sounder foundation for competitive nationwide television."

CBS generally supports the FCC priority system of allocation, Mr. Lodge asserted, but suggested the priorities be applied "in a flexible manner."

Mr. Lodge noted TV has made rapid progress with relatively low transmitter powers despite the fact such low power shifts much of the burden of getting good reception to the TV receiver. This in part initiated his recommendation that metropolitan stations use peak visual ERP up to 100 kw for any antenna height up to 2,000 ft. above average terrain.

He observed the Ad Hoc Committee report showed a transmitting station in New York may be increased from 500 ft. to 1,000 ft. without increasing the interfering signal (tragosphere) at distances greater than 130 miles. Similarly, increasing the height to 2,000 ft. produces no increase in interference beyond 180 miles.

However, Mr. Lodge pointed out the effect on service signal is quite different, pushing the static useful coverage area out to more than 50 miles in the case of boosting the antenna to 2,000 ft. He said this illustration raised the question of signal by about 5 db, being equivalent to an 8-to-1 power increase if the antenna were kept at 500 ft. Unlike such a power increase, he explained, long-range tropospheric transmission is not increased beyond 180 miles.

Modify Adjacent Spacing

Although the increased antenna height would not require any change in co-channel spacing, recommendation for 75-mile adjacent-channel separation in lieu of the proposed 110-mile separation was made by Mr. Lodge. Hence no adjacent-channel interference ratio would need to be included in FCC rules and standards and no provisions would have to be made for computation of adjacent-channel interference areas. The reasons he cited for doing so treating adjacent-channel separation are:
1. Practical reception conditions show 75-mile adjacent-channel separation is workable and "satisfactory reception conditions." Many owners usually have directive arrays and the public can do nothing about it. There is danger that theoretically-calculated adjacent-channel interference level might be used to justify destruction of service by a change in co-channel assignments.
2. It would avoid inequitable treatment of stations in the same City in cases where Priority 1 or 3 might prevent a power increase by one station after a competitor had been allowed to boost power.
3. It would permit expansion of service into areas which can be deprived of service under the proposed standards relating to adjacent-channel interference.

Mr. Lodge saw no encouragement to universal set manufacture through VHF-UHF intermixing policy.

He considered tests to date on Stratovision have been "discouraging," recounting personal experience he had in having airbornes transmitter signals on his own set.

ABC's comments on the FCC proposals were presented Thursday by Frank G. Kier, consulting engineer. He stated ABC supports the principle in FCC's proposed standards "wherein the spacing of co-channel stations is increased to the point where service is provided by stations more nearly to distances limited only by terrain and noise factors."

The use of this principle of allocation will permit at a later date, when it is possible to produce sufficiently high radiated fields, the establishment of a service field in

Television Set Ownership Reaches New High

According to the latest distributors' figures, there are now more than 14,000 television sets in Memphis and the WMCT exclusive coverage area. This, coupled with the fact that WMCT is the first and only television station in Memphis, assures a television audience of more than 200,000 people!

Top Network Shows from NBC, CBS, ABC and Dumont

Since last March, WMCT has been serving this extensive Memphis and the Mid-South audience with top NBC network shows, direct over the cable from Radio City and other metropolitan centers...plus select CBS, ABC and Dumont shows.

Top Market--Memphis Now 26th City in the Nation

According to the preliminary 1950 Census, Memphis population today is 396,925...an increase in the last ten years of 101,783. This represents a growth of 34.8% over the 1940 Census figures. Today, Memphis is larger than Atlanta, Georgia, than Indianapolis, Kentucky, than Portland, Oregon, than Columbus, Ohio.

A top market, a top station, a top advertising buy for your dollar...that's WMCT, Memphis.
Take a CLOSE Look at the "SET STORY" in INDIANAPOLIS!

Everybody is Looking at WFBM-TV

"First in Indiana"

Look again ....

TODAY there are 80,000 Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

Channel 6

"First in Indiana"

Weekly Television Summary—October 30, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
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</thead>
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<td>Albuquerque</td>
<td>KOA-TV</td>
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<tr>
<td>Ames</td>
<td>WOC-TV</td>
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* Data includes contiguous areas.

Nationwide Viewing Survey Conducted by ARB

(Report 135)

- TV's
- ERED
- A CLOS-E
- "SET STORY"
- Lucky Pup on CBS five-weekly 5:5:15 p.m., has only 26% adults.

Popularity ratings of ARB, based only on cities in which the program is seen, show Texaco Star Trek in first place with 57.1 and 57.8 ratings for the first and second half-hours. List of first 15 programs, in terms of popularity rather than size of audience, follows:

Texaco Star Theatre
Hollywood Casiidy
Godfrey's Talent Scouts
Philco TV Playhouse
Your Show of Shows
Godfrey's Talent Scouts
CBS News Magazine
The Aldrich Story
The Andy Griffith Show
Big Town
Your Show of Shows
The Andy Griffith Show
Big Town

(Continued on page 69)
What looks! Whatta line! Teevy’s a better draw than free licker! Ties up traffic every time she shows!

Teevy is so terrific that many of her admirers overlook the sordid fact that she is supposed to do more than please people. Unless the gal starts moving merchandise over the counter for cash—she’ll lose her job!

wpx is proving that TV sells…the hard way—at retail. Low cost programs are making sales for everything from stockings to second hand Chevrolets, at low cost. We know—because many of the orders come direct to us, by mail and phone.

wpx in its two years of operation has built and held regular audiences with news, sports, movies, public service and information features as well as entertainment…has proven low cost programs which acquaint prospects with the advantages of advertised items, and vice versa—and are making sales at lower cost than other media.

This station commands the world’s richest metropolitan market with the highest set coverage—more than 1,500,000 TV receivers among four million families. And wpx is the best place for the national advertiser to learn how to use TV economically and profitably.

Ask any wpx representative to show you the record of sales results…wpx, the New York News station, 220 East 42nd St., New York City…MU 2-1294.
**Havana TV Day**

TUESDAY was TV Day in Havana when Union Radio Television S. A. opened its station's first television center station at 1 p.m., with a remote telecast from the Presidential Palace, where Cuban President Carlos Prio Socarras made his television debut in a new city scenario. In addition to the President's speech, which was micro-waved to Los Angeles stations by KPIX, followed his Pacific parley with General Douglas MacArthur. KPIX director, Forrestor Madshus, is receiving added acclaim for his superb work on the Truman telecast and recent Cal-Penn game-relayed to Southern California.

Marjorie Trumbull's Celeb-trity Sessions from the world famed Top of the Mark, which goes into its 10th year on KSFO, continues to attract the top-flight personalities-about-town for informative and entertaining interviews. Wreathing fans now have a ringside seat at 8:00 PM, when KPIX brings the local sports and gridiron artists to the screens direct from Winterland Auditorium. Holds and falls are called by Bill Cayman.

Vice president and general manager, Phil Lasky has added to his active schedule the post of President for the S.F. Chapter of the Academy of Television Arts and Sciences.

**IN THE AIR:** New addition to KSFO disc shows, "The Two of Us," with Jimmy Wyatt, now being aired five days a week . . . Supersurpassing all others on TV with his up-to-the-minute news comment, Frank Howell analysis is KPIX's William Winter . . . with KSFO newscasters Bob Govig and Herb Kennedy doing likewise on AM . . .

**STATISTICS:** TV set sales in the Bay Area have now passed the 100,000 mark.

**Havana TV Day**

U.S. President Truman was seen on Northern California television screens for the first time last week, via a pool telecast from the War Memorial Opera House in San Francisco. The President's speech, which was micro-waved to Los Angeles stations by KPIX, followed his Pacific parley with General Douglas MacArthur.

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**TV School**

\textbf{WWJ-TV-Michigan U. Project Starts Nov. 5}

OFFICIAL start of the joint U. of Michigan-WWJ-Telecasting to adult education (via television) program (DETROIT, Aug. 7) is set for Nov. 5, the university announced.

The home study by video project "Man in His World—Human Biology" and a seven-week course in "Living in the Later Years," each course to run for 20 minutes on the U. of Michigan Television Hour, telecast 1-2 p.m.

A third section of the telecast, completing the scheduled hour-long program, will be devoted to a "tele-tour," interpreting the function and scope of activities at the university, it was explained.

Supplementary written material and reading lists will be sent students for the course through Michigan's Extension Service. Fee for the 14-week study, $2, for the 7-week course, $1. Examinations will be sent students at the end of each course with certificates awarded those completing the work. However, any viewer may participate without registration.

Alexander G. Ruthven, president of Michigan University, will introduce the first program. At the end of the "Living in the Later Years" course (dealing with need and ability of older people to assume responsibilities in society and emphasizing hobbies and crafts) a study of photography will be offered on Jan. 7, it was announced.

Program's first "tele-tour" will take viewers on campus to see the use researchers make of rare original historical documents. Later tours are planned to visit a painting exhibit, speech clinic, cytotron and atom-smashers and other laboratories and museums on campus.

Visual approach will be stressed and "lecturing," as per to a misnomer, according to Garnet R. Garrison, professor of speech and director of television at the university. Prof. Garrison will arrange and direct all of the work on campus.

Courses will be telecast to an estimated 3 million televiewers in the area from WWJ-TV studios under the direction of Walter House, with the initial "tele-tour" handled by remote, it was noted.

Assisting Prof. Garrison are Hazen Schumacher, production assistant; Jerry Newcomb, script editor, and Leo Teholiz, art assistant, all graduate students.

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Bridgeport UHF
(Continued from page 61)
tensity of magnitude which will tend to eliminate the location factor," Mr. Kear stated. He noted if service at the present were to be limited by co-channel interference, "an improvement of this nature would not be possible."

He said ABC also supports FCC's proposal to permit use of higher values of field intensities (higher power) immediately, "thereby facilitating the delivery of more adequate technical service."

ABC also supports the proposal of FCC to utilize off-channel operation and directional antennas for improving service, Mr. Kear stated. He explained, however, that because of poor offset carrier stability over extended periods at the present stage of the art, such a method should not be used as a means to decrease co-channel separation between stations. Similarly he considered directional arrays should not be used to reduce separations.

Need for additional VHF propagation data was realized by Mr. Kear. He stated ABC proposes to cooperate in taking data from the new Empire State Bldg. location. Questioned about intermixing VHF and UHF channels, Mr. Kear stated ABC has noted both good and bad effects could result and has not yet reached any final conclusion. He contended, however, that if UHF ever wants to stay in a competitive field, it will have to offer programs as good as its competitors.

Following the ABC testimony were presentations by James C. McNary, Washington consulting engineer, and Dana A. Griffin, president of Communication Measurements Lab Inc., New York. Mr. McNary exhibited charts of studies made of UHF coverage in Pennsylvania. He represented WEST Easton and experimental station KG2XAZ, WKBQ Harrisburg and KG2XAX, and WRAW Reading and KG2XAY.

Mr. Griffin, who stated his firm still is in opposition to the FCC allocation plan, reaffirmed the company's petition filed a year ago. He was scheduled to continue on Friday.

COLOR METER
RCA Develops Instrument
DEVELOPMENT of a "tristimulus photometer" to measure color coming from a directed light source was announced last week by George C. Sziklai, RCA Labs physicist.

The new instrument was designed to "provide a laboratory and studio check on the faithfulness of color reproduction in color television," RCA announced.

Mr. Sziklai described the instrument at the annual meeting of the American Optical Society at Cleveland Oct. 26. He said the instrument simultaneously determines the relative strength of the three basic color components in a light source and gives a quick reading.

TVA STRIKE POWER
Chicago Group Backs Board
CHICAGO members of Television Authority Tuesday unanimously passed a resolution empowering the TVA board "to use its own discretion in the calling of a strike" against the networks. Move followed a similar resolution passed by some 1,000 TVA members in New York the preceding Friday. Western zone members were scheduled to vote on the same matter in a meeting at Los Angeles Friday afternoon.

Network negotiations have concerned live and kinescope origination of network shows from New York, Chicago and Los Angeles. Screen Actors Guild and Television Authority have been involved in a jurisdictional dispute over film shows on TV, which is expected to be resolved by the National Labor Relations Board some time in the future.

Resolution was passed by all but one of 1,000 members attending the New York meeting. TVA membership is comprised of cardholders in American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Music Artists (AGMA), Actors Equity and Chorus Equity.

Floating Action!
'BALANCED' TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

Teletcasting • BROADCASTING

October 30, 1950 • Page 65
Color Furore
(Continued from page 57)

with early returns indicating 70% “can take or leave" color TV (story page 68).

CBS made plans to start colorcasting in New York perhaps as early as Nov. 7.

Television Equipment Corp., New York, announced its color television adapter, permitting reception of color telecasts in black-and-white, will go on the market Nov. 10 at a retail price of $12.95, and that it would market a converter later, probably before the end of the year.

Speaking Sunday evening (Oct. 22) in answer to CBS President Stanton's speech a week earlier, RTMA President Sprague assured CBS network listeners that "present black-and-white television sets are a better investment today than ever before," and that the only "clear answer" on color is "a fully electronic, compatible color system" [Broadcasting, Oct. 23].

As a representative of manufacturers—which, he noted, include neither CBS nor FCC—Mr. Sprague said it is a "fair assumption that only a very small percentage of present TV set owners will buy adapters and converters—even when they are freely available—and then only when the popular programs are broadcast in color during the more favorable viewing hours."

"Such scheduling of color broadcasts in unlikely," he continued, "until a substantial viewing audience, equipped with color converter-adapters, is available."

He denied that manufacturers are trying to make the public believe its investment in black-and-white sets is about to be wiped out, but conceded "that the manufacturers could not believe—until it actually happened—that the FCC would approve a non-compatible color system."

"They believed—and still believe—that the action was unwise," Mr. Sprague asserted.

Reasons for Delay

"But that isn't the only reason equipment isn't ready," he said, noting that "even minor changes" in TV sets take six months to make and that "basic changes take much longer," aside from "the increasing load which national defense requirements are placing upon the industry's engineering and production talent."

"The right kind of color television system simply isn't here yet," he declared, pointing out that "many of the industry's leading engineers and scientists" have been working on a compatible system for many months and "are entirely confident [it] can be commercially developed in the relatively near future."

He said the CBS system "pro-

MAKING PLANS for a new hour long program Afternoon at Titch's to Titchaqetttering a supermarket store over WFFAA-TV Dallas are (1 to r): Bert Mitchell, WFFAA-TV production man; Bill Mather, assistant advertising manager for the store, and Alex Keese, station's regional sales manager. Program will use store personnel in pointing out merchandise on shopping trips through the store.

duces a picture in satisfactory color" but has "these definite limitations:

(1) Picture size is limited by the color wheel to 12 1/2 inches; (2) the color wheel "in my opinion will never be acceptable to the majority of set owners;" (3) the system's incompatibility will restrict programs, "for some time to come," to "off hours and the less popular entertainments;" (4) litigation has been started and "it will probably be some time before we definitively know whether the CBS color system will actually be broadcast commercially."

He assured his audience that they "can buy black-and-white sets now, with confidence that they will continue to receive these programs for many years to come."

In New York, commenting on Mr. Sprague's speech, CBS President Stanton conceded RTMA of "bad faith . . . in violating its sworn commitment before the FCC."

He said a former RTMA president—R. C. Cosgrove—in testifying before the FCC on May 5, 1950, had said "...the association would certainly go along with any decision of the Commission, obviously."

Mr. Stanton asserted that the "RTMA has created a million dollar slush fund to attack the Commission decision, and Mr. Sprague's broadcast is part of that attack."

He said the RTMA attack hinged on the theory that a compatible color system can be developed soon. "This argument," said Mr. Stanton, "has been refuted by repeated failures to fulfill similar promises in the past."

Mr. Stanton said CBS questioned "whether the RTMA really wants compatibility."

"We suggest that what it really wants is to hold back color," he said, "and that it is preserving the issue of compatibility only to achieve that delay. For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibility to the public under the CBS system . . . To provide compatibility under the CBS system is easy, quick and inexpensive."

The former president of RTMA—Mr. Sprague's predecessor—admitted this under oath a year ago.

"He testified that built-in compatibility for the CBS system is 'a very minor change.' He said that, 'the added time to include those parts in the set during production . . . would be a matter of minutes.' . . . RCA stated under oath that this built-in compatibility would add only $200 to the retail price of its receivers.

Meanwhile, as the argument raged, CBS prepared to begin color telecasts possibly as early as Nov. 7 in New York.

The telecasts will be sustaining at least until Nov. 20, date the FCC set for the beginning of commercial color TV.

CBS was known to be arranging sites in which to present demonstrations of color for the public. At least one large public hall will be equipped with receivers for public demonstration of CBS color programs in New York.

Whether any of the color telecasts would be networked to other cities had not been decided last week.

After Nov. 20, barring a stay order from the courts—CBS will undertake fuller schedules of color telecasts, reaching 20 hours a week by Dec. 15. Under tentative assignment of color television to half-hour strip between 6 and 8 p.m., another half-hour at 11:10 p.m. and an hour strip in the morning.

One of the first top-rate black-and-white shows to go on color television will be Toast of the Town. Some parts of that program will appear in colorcasts following the regularly scheduled black-and-white presentation of the program. The exact time at which the color repeat would be presented was not known, since the network has commercial commitments immediately following Toast of the Town on black-and-white.

Seek Color Sponsors

The network was known to be negotiating with several prospective sponsors for commercial colorcasts after Nov. 20. The sponsors were interested in capitalizing on the publicity values of underwriting pioneer color television, it was said.

Time rates that CBS was quoting for color commercials were said to be considerably under those for black-and-white.

Meanwhile it was announced that the last two films in the current production schedule of the Gene Autry Show, on CBS-TV Sunday, 7-7:30 p.m., would be made in color. These color programs will be telecast during the special CBS colorcast period, with the regularly scheduled black-and-white presentations of the series exchanged.

Set manufacturers and merchandisers continued to take sides on the color issue.

Westinghouse, in a letter sent to distributors by Sales Manager J. F. Walsh of the Televisi...
Division, said Westinghouse black-and-white set buyers will get many times their money's worth in pleasure and entertainment "before any commercially acceptable system of color television is generally available."

"If and when color broadcasting reaches your market," Mr. Walsh concluded, "Westinghouse will make available an adapter-converter package for installation on Westinghouse black-and-white television receivers enabling you to receive color broadcasts using the FCC approved Columbia system.

"This adapter-converter package for Westinghouse black-and-white receivers will be announced as soon as possible, taking into consideration the availability of needed material."

Mr. Walsh emphasized that present Westinghouse sets are not obsolete but "will continue to render service on the present black-and-white standards and by using the adapter-converter referred to above, will offer all of the TV service guarantees authorized." He told distributors:

The important thing to emphasize to your dealers and their customers is that there will be more solidly opposed to proposals to eliminate the adapter-converter's bargain in entertainment history and to do without it because of something new that may come along later is like the man who for 25 years has waited for the latest model automobile—he's still walking!

Dynamic's Guarantee

Dynamic, operating 15 stores in Washington, D. C., New York, New Jersey, and Connecticut, placed advertisements announcing that "Dynamic guarantees to furnish you with a color converter and/or adapter as required, when they are available, at a price of $49.50 or less. This guarantee applies to all the leading brands of television which we sell in our 15 stores."

Hallicrafters Co. attacked FCC and its color decision in full-page advertisements over the signature of President William J. Halligan. The ads bore the labels, "The Color Television Blues Blinded" and "Five Men Against the American Way," and charged that "five members of the FCC have disregarded the unanimous opinion of the engineers of every major television manufac-

"The five who voted for color were led by a minority of non-technical qualifications including relief, admin-

Programs telecast prior to 1951.

Those who wish to experi-

general manager of the RCA Victor Division.

Mr. Buck said "black-and-white television will remain the backbone of the industry for some years to come, with continued expansion and improvement of black-and-white program service.

"Regardless of outcome of current controversy and type of television broadcasting finally adopted, substantial color broadcasting is at least two years away for following reasons:

"First, public will be hesitant to install cumbersome, gadgety converters and adapters, because of expense involved, limited number of programs broadcast, and limited size and degraded quality of picture received. Second, sponsors will be slow to incur heavy expense of color broadcasting for lim-

Mr. Buck reminded distributors that RCA is "working intensively toward perfection of its all-electronic, compatible color system, with progress demonstrations scheduled in December."

Stromberg-Carlson Co. took full page advertisement in television markets to advise prospective set buyers they could buy present sets with confidence.

Stromberg-Carlson said that "for years to come" the "great pro-

"Some day color may also have a place in television programming, just as you now see some movies in color," Stromberg-Carlson's ads read. "If and when color telecasting becomes a factor in your community, this supplementary broadcasting service can be received in color by adding a suitable converter to current Stromberg-Carlson television models."

Elmer Roessner, in his syndicated "Business Today" newspaper column, said that "if the advent of color television has caused any family to postpone buying a re-

... there are going to be changes, changes, and more changes..."

### ARNA Names Group

ASSN. of Radio News Analysts has appointed H. V. Kalsentorn, Cecil Brown and Ned Calmer as a committee to determine the place of public service programs in television. Robert Trout, president of the association, in making the appoint- ment, explained, "the news commentators of the broadcasting industry are concerned that in the present wilderness development of television, programs telecast primarily in the public interest may be pushed into unfavorable time spots or even squeezed out of the television schedule entirely."

### nothing but smiles under our umbrella!

WIAV-TV

CHANNEL 7 - GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

October 30, 1950 * Page 67
SIGHTMASTER Sues CBS, Stanton On Color Issue

SIGHTMASTER Corp., television set manufacturer, last week sought an injunction and $750,000 damages in a suit charging CBS and Frank Stanton, CBS president, with issuing "false and fraudulent and disparaging" statements that present black-and-white sets are obsolete.

The suit was based on a speech made by Dr. Stanton over the CBS radio network a fortnight ago [TELECASTING, Oct. 23]. The effect of his speech, the complaint asserted, was to "cause the public, including particularly customers and potential customers of the plaintiff and other manufacturers so situated, to believe that the television sets . . . sold and distributed by the plaintiff were about to become obsolete unless equipped with (CBS) adapters and converters, and that to avoid this the public could safely purchase and only should purchase the television sets and component parts manufactured and sold with such adapters and converters, and in any event, should not make any purchases whatsoever for six months."

The result of CBS statements has been that "large numbers" of potential customers of Sightmaster have withheld purchases they had intended to make, the suit charged. Sightmaster sets have become such a drug on the market that the company has discontinued production, it reported.

The Sightmaster suit said that the FCC decision of Oct. 11 "specifically advised" that although FCC authorized CBS color standards, "if a demonstrable, practicable, compatible, electronic set-up were perfected it (FCC) would approve that also."

Sightmaster also pointed out that FCC "had no power" to interfere with television set manufacturers of television sets to continue to build black-and-white receivers.

The company seeks a permanent injunction prohibiting CBS from issuing "the false and fraudulent and disparaging statements . . . against the plaintiff's goods and from warning or advising the public not to buy plaintiff's goods."

Sightmaster also asked $750,000 damages. The suit, brought in New York Supreme Court, was served on the defendants last Tuesday.

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FLOODED of questionnaires on color television was received by Raytheon Mfg., Chicago, late last week as consumers all over the country responded to full-page advertisements appearing in 60 major cities. When the ad, which reported the "straight facts" about color TV, was received, vice president in charge of sales and engineering, W. L. Dunn, anticipated that only 1,000 readers would fill out the 60-second questionnaire and return it to the Chicago plant. Instead, he predicted Wednesday that replies would total from 5,000 to 10,000. Results were expected to be tabulated by an independent firm late Friday.

Raytheon, owned by Belmont Radio Corp., started spot ads Oct. 22. More than 1,600 letters had been received by the following Wednesday morning. Respondents were divided equally among those with and without TV sets in their homes. Early returns indicated that 70% "can take or leave" color TV, and about 50% of that 70% are ready to buy black-and-white sets now. Mr. Dunn said.

The questionnaire-coupon was addressed to owners and nonowners. Owners were asked how they feel about color TV, their reaction to installation of an adapter, whether they plan to install an adapter or converter and would they buy a regular black-and-white set, a regular set equipped to adapt to color or wait until color is perfected and standardized. Nonowners were asked their reaction to color TV and what their reaction to color TV.

The ad answered 20 questions of these consumers. It was written in pointed and methodical style. The 20th question asked "What is Raytheon going to do?"

The answer: (1) Continue manufacture of black-and-white sets, to be provided "in the direction of" with a plug connection for an adapter or converter; (2) produce "during the first half of next year" an adapter; (3) issue a "field kit, with connection plug and other parts"; (4) market a converter "as soon as a programming and public acceptance makes such a course feasible"; (5) produce a full color set when and if the public demands it.

"It boils down to this. If you want to enjoy top flight TV programs in black-and-white for the next year or two, buy your TV set now. If you want to enjoy good TV programs now, and want color later, buy a set that can be easily adapted to color. If you want the final permanent color system—wait several years before you buy the ad said. Other questions and partial answers:

Is there a good chance that an all-electronic color system will come fairly soon?—Frankly, we don't know for sure, we believe it will . . . Almost all electronic engineers believe that CBS color will be followed by an improved all-electronic system—an all-electronic system could and certainly should be competitive.

Will I still be able to see the top shows on . . . my regular set?—Yes, for at least several years.

How good will black-and-white pictures be from a CBS color telecast?—Frankly, not so hot. They will have only about one-fourth the detail of regular black-and-white pictures. Are today's sets about to become useless and obsolete?—Heavens, no. Black-and-white pictures will continue to be predominant for years and years.

In the present CBS method final and permanent or is it temporary?—Nobody knows for sure. The FCC decision does not stop other and better methods from being developed and eventually put into common use. As a matter of fact, the FCC made this point very clear.

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DEWEY ON TV Initiates New Technique

"TELEVISION allows me more freedom, lets me be myself . . . As a campaign weapon it has no equal . . . in radio I was always chained to a script . . ."

This reflection was attributed to Gov. E. Dewey of New York, a recent convert to the television medium, after a tour of the WABD (TV) New York studios with Comdr. Mortimer W. Loewi, director of technical operations, and other technical staff. He briefed the governor on basic TV techniques, and equipment that technicians instructed him in various control procedures.

The occasion marked the completion of one in a series of telecasts on WABD and other stations comprising sidewalk interviews with street corner audiences in Manhattan. The impromptu, un-rehearsed sessions are aired from various sites in mid-town New York.

Gov. Dewey, who appeared eager to absorb as much video "know-how" as possible, felt that TV's future as a political weapon is limitless. He intends to visit a number of studios during his statewide tour to learn as much as possible about this fascinating medium," he added.

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'Blackie' in Color

ZIV TELEVISION Programs Inc. has set aside $750,000 to start production of five 13-week film series of Boston Blackie. Series will be shot in color to be shown either in black-and-white or in color and will be sold to local and regional TV sponsors as well as national sponsors for spot advertising.

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'Tele-Tech' Cover

COVER of the November issue of Tele-Tech magazine is devoted to pictures showing how five television stations and three FM stations in New York have stacked their antennas on the new Empire State mast. The television antennas (in downward order from the top) will be WNBW, WPIX, WJZ-TV, WABD and WCBS. The probable locations of the WCBS-FM, WJZ-FM and WNBC-FM will be at the same levels as their sister stations.

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Need Service Men

SHORTAGE of television service technicians was pointed up by E. C. Cahill, president of RCA Service Co., in a speech Oct. 19 before 200 technical members of the Electric Institute of Boston. Mr. Cahill estimated an additional 10,000 service technicians would be needed to install and service 2 million video telephones. He said the institute is expected to produce and sell between now and the end of the year.
**Film Report**

SERIES of films showing Marshall Plan in action will be released by A. F. Films Inc., 1600 Broadway, New York City. Films were produced abroad by outstanding film documentarians, according to Rosalind Kossoff, director of A. F. Films. ECA films are obtainable without charge except for transportation, by writing company direct.


**HEARING DELAYED**

On SAG Bargaining Petition

NLRB hearing in Los Angeles on Screen Actors Guild petition seeking certification as bargaining agent for actors in films in Western California, scheduled for Oct. 25 [Broadcasting, Oct. 23], has been delayed until Nov. 13 at the request of Television Authority, other talent union seeking jurisdiction over TV players.

Postponement was granted by the regional NLRB director, Howard Le Baron, when TVA stated that important witnesses from New York could not be on hand before that date. TVA originally sought a 60- or 30-day delay on the hearing, with SAG opposing any postponement.

**D.C. BASKETBALL**

Unable To Clear TV Time

ARRANGEMENTS for telecast rights to Washington Capitals' professional basketball games failed to materialize, not for lack of sponsorship but because local stations were unable to clear time for the games; it was confirmed, last week [Broadcasting, Oct. 9].

WDWD Washington will broadcast 33 home games of the Caps for the third consecutive year beginning Nov. 1 under sponsorship of Gunther-Brewing Co., which also holds AM-TV rights to Baltmore Bullets contests over WBT and WMAR-TV Baltimore. Ruthrauff & Home team city, is the agency. Steve Douglas will handle WDWD broadcasts.

**WEWS Expands**

DUE TO an expanded program schedule, WEWS (TV) Cleveland has begun construction of a new studio in the WEWS Bldg. The new studio is being installed by The Austin Co., builders and engineers, and will be located on the north side of WEWS property. It will be used primarily for intimate and regular daily feature programs and will be equipped for appliance and home demonstrations. The station's film library is being moved to the second floor to make room for the new studio. The second floor studios are being rebuilt to accommodate the station's program staff and all offices are being enlarged. Also a new film screening room is being installed.
THEATRE TV HERE
Progress Reported to SMPTE
THEATRE television is no longer an "engineer's dream" but a reality, RCA TV Engineer Ralph V. Little told members of the Society of Motion Picture and Television Engineers, at its 68th semi-annual convention in Lake Placid, N. Y., a fortnight ago [TELECASTING, Oct. 25].

Nine RCA PT-100 theatre television installations have been completed, he said, with another in process of installation, and two more on order.

He said theatre TV projection "to equal or exceed the industry standards for film motion picture projection" is now possible under controlled conditions of pick-up and transmission. PT-100 equipment was designed after surveys of representative theatres, and it takes into consideration such factors as customer requirements of performance, theatre structure limitations, and cost of various elements, he said. It is able to utilize a full 8 mc video channel, providing "balanced resolution when using 725 lines instead of the present 525 lines," although present TV broadcast channels limit the practical band-width, via air transmission, to approximately 4 mc.

Hear Consultants
The convention also heard assurances by two New York theatre architecture and engineering consultants, James Schlager and William Hoffberg, that "there will always be a motion picture and theatre television audience." It will be composed of those wishing to see entertainment not otherwise available, wishing to avoid advertising intrusions, to have a change from home entertainment, or satisfy gregarious instincts, and those who "prefer the dramatic impact of the large theatre screen cinematography," they said.

SMPTE spring 1951 convention will be held at the Hotel Statler, New York, April 30 to May 4.

This camera, CBS says, will be used to operate its color system as approved by FCC. Pointing out highlights to Mr. Terry (1) is Frank Stanton, CBS president. Camera is standard black-and-white modified for CBS standards by RCA.

KLZ COLOR PLAN
Asks FCC To Amend Its Application
A STATION in a non-television area, KLZ Denver, CBS affiliate, notified FCC last Wednesday it is prepared to telecast both in color and black-and-white if and when the Commission should approve its pending application for a TV license.

- In a telegram to FCC Chairman Wayne Coy, Hugh Terry, KLZ general manager, said:

Now that the FCC has authorized commercial color television standards KLZ wishes to amend its application and state that it is its intention promptly to include color TV programs in its regular schedule should the Commission grant KLZ a television permit.

- Pointing out that its application for a TV CP was filed early in 1948, KLZ informed the Commission that its executives have had "numerous occasions to observe color television in actual operation and to appraise public reaction in Washington (D. C.) and Denver." Mr. Terry said the station had cooperated with Smith, Kline & French Labs in color demonstrations held last year at the Colorado State Medical Convention.

At that time, Mr. Terry said, "the importance and desirability of color in television broadcasting became more than ever apparent to us" and since that time KLZ has voiced confidence in the future of color TV.

Since there are no TV stations within 500 miles of Denver, Mr. Terry stated, there is no problem of set obsolescence. The station, he said, feels that color transmission is "economically feasible." He said he based that opinion on talks and visits to CBS in New York where he examined the network's new color TV camera which had been modified by RCA (see picture). Although he had no estimates as to the time it would take to put a TV station on the air with telecasts in color, Mr. Terry thought it "less than the longer to put color on the air than it would for black-and-white." He also pointed to telephone company plans to have radio relay microwave facilities in Denver next year.

KLZ is one of seven applicants for a TV station in Denver, where five TV channels are allocated, but applications are frozen pending final determination on allocations by the FCC. Mr. Terry said UHF is not a current consideration as the station has not conducted studies in that area.

Of other CBS affiliates, WCAU-TV Philadelphia has promised to begin color transmission as soon as it is available to the station and as soon as the station can obtain receivers for demonstration purposes. WHUM Reading, Pa., has stated it is prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black-and-white [TELECASTING, Oct. 23].

AIMS AT MOVIES
L. A. Group Starts Drive
CONVINCED that television helps the motion picture box-office, the seven Los Angeles television stations, recently officially organized as Television Broadcasters of Southern California, have started a promotion campaign directed toward movie film producers.

Campaign is based on the recent successful joint effort of the stations on behalf of a TV advertising campaign for the Columbia Pictures Corp., release, "711 Ocean Drive." In surveys made before and during the two-week engagement of the movie at two Los Angeles theatres, it was found that the TV campaign was highly effective in drawing people to the theatre, increasing attendance 25%. It also was shown that there was sharp increase in attendance by TV set owners who had been infrequent movie goers. And 24% of those interviewed said TV in particular prompted them to see the movie—a figure 200% over any other media.

Experience had the cooperation of Harry Cohn, president, and Nate Spingold, vice president of Columbia Pictures Corp., which set up a special research budget to determine the effectiveness of the campaign.

Theme of the new promotion campaign is "The best buy in Los Angeles is television," suggested by Haan J. Stauffacher, manager, KFI-TV and secretary-treasurer of the new group. Don Fedderson, vice president and general manager, KLAC-TV, is president.

MOVIE THREAT
Industry Inroads Flayed
A MICHIGAN state senator last Thursday reared up at the proce- dure of state-supported institutions banning telecasts for home pickup, but on the other hand allowing the gasoline stations which charge paid admission.

Sen. Harold M. Ryan bitterly flayed the practice of the U. of Michigan, which [a following Big Ten ruling in this respect. Sen. Ryan threatened to introduce legislation that would ban the theatre telecasts if home sets can't pick up games free.

Along a similar line, Murphy McHenry, public relations counsel for Hallmark Productions, told an Oct. 20 meeting of Kentucky theatre owners in Louisville that the movie industry is laying plans to buy exclusive television rights for such sports events as the World Series.

He added that if such plans go through, TV owners won't be able to see topflight sporting events on their home sets. World Series, rights can't be obtained before 1952, declared Mr. McHenry, however, other events could be tied up sooner than that.
Woolley Honored

NBC AFFILIATE station operators at White Sulphur Springs, W. Va., raised funds to buy an auto and silver service for Easton C. Woolley, NBC director of station relations, who has joined KDYL-AM-FM-TV Salt Lake City as executive vice president and board member. Presentation was made by Harold Wheelahan, WSMB New Orleans, and Howard Pill, WSPA Montgomery, Ala., on behalf of the affiliates.

KTER OPENING

Zapffe Announces Plans

KTER Terrill, Tex., granted a construction permit by FCC for operation on 1570 kc with 250 w daytime, is mapping plans for its inauguration ceremonies pending Commission approval of the station's request for license, John Zapffe, KTER commercial manager, has announced.

In the planning stages are programs from the Kaufman County courthouse, including band music, farm programs, and selected interviews. Programs aimed at the teen-age and children's groups, as well as sports and women's fare, also are being slated. CP was issued April 21 to Terrill Broadcast Corp., of which Frederick Massengill Jr. is president.

Voice Conference

ALL-DAY conference on ways and means of strengthening the State Dept's Voice of America and other information programs was held Oct. 19 by Edward W. Barrett, Assistant Secretary of State for Public Affairs. A group of leading American trade union officers conferred with Secretary Barrett and other department officials to exchange ideas on increasing the effectiveness of State Dept's overseas information activities. Meeting was another in a current series with private groups.

DEDICATES MARS

ABC's Kintner Officiates

ROBERT E. KINTNER, ABC president, dedicated MARS (Military Amateur Radio System), the Pentagon's world-spanning emergency radio network, on Time for Defense over ABC last Tuesday. The program, conducted jointly by ABC and the U. S. Dept. of Defense, celebrated its first anniversary at that time.

Also heard were messages from Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Douglas MacArthur, together with a recording of the ceremonies of the return of recaptured Seoul to Korean President Syngman Rhee.

Demonstrations of MARS' value in supplying emergency communications in event of a disaster highlighted a noon-day dedication Tuesday at the Pentagon. Over 3,000 radio amateurs have joined the system since it was reorganized two years ago.

MARS has been assigned to military frequencies and is established so that, should FCC close down all amateur radio station frequencies, amateur facilities still may be made available to local and state authorities for civil defense and disaster relief. Originally it was limited to amateur band operation.

IAAB Assembly Meet

SECOND General Assembly of the Inter-American Assn. of Broadcasters will be held in Sao Paulo, Brazil, Nov. 15-25, following a preliminary session of the IAAB Directive Council, whose members include Goar Mestre, president; Emilio Azcarraga, vice president; Gilmore Nunn, WFLP Lexington, Ky., and Lorenzo Balero Sico. Special invitations also were sent to Campbell Arnoux, WTAR Norfolk, Va. (for NAB); Jose Luis Fernandez, Chamber of Broadcasting of Mexico; Ramon Bonachea, CMQ Havana, and others. Delegates from all national associations of the Americas, with the exception of Argentina, are expected to attend the General Assembly. Agenda will be announced shortly.

To whomever it is yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

BONAPARTE'S RETREAT

On Records: Kay Starr—Cap. 936; Gene Krupa—Vic. 29-3766; Pee Wee King—Vic. 21-0111; Buzz Butler—Dec. 46209; Leon McAuliffe—Col. 20706; Phil Napoleon—Col. 38991; Eddie Grant—Cap. 1158; T. Jackson—Mercury 6280.

On Transcriptions: Jack Rivers—Standard; Bob Eberly—World.
SCHOOL QUIZ ● ● ●
WXYZ-TV Detroit. Prizes and Present. Children in audience are invited to send in questions which are used on show and answered by boys and girls in studio audience. Winners are awarded prizes. Station reports over 2,500 letters with questions were received in first four days of program.

HALLOWEEN ● ● ●
WXG Richmond, Va., tied in with Rayliss Department Stores, one of its sponsors, to present Halloween masquerade contest for all local children between 3 and 13. Contest was held on second floor of store with station disc jockey, Frank Porter, as m.c.

GEMS SHOWN ● ● ●
KSTP-TV Minneapolis-St. Paul. While armed guards stood by, televiewers saw quarter of million dollars worth of jewels exhibited on For You—Ladies show. Stones were set in conventional and futuristic settings and were modeled before cameras.

GOOD DEEDS ● ● ●
KLZ Denver, The Biggest Heart, Fri., half-hour, sponsored by Fred Ward, Hudson distributor. Good deeds and unsellable acts by people with big hearts are subject of locally produced show. Winner of “biggest heart” award each week receives week-end of entertainment in Denver. Series is written by Pete Smythe.

CANADIAN BROADCASTING Corp.’s International Service will begin shortly to beam programs into Russia in Russian. Programs will start as soon as Russian language staff has been trained, with two half-hour broadcasts daily. Studios are at Montreal, transmitters at Sackville, N. B.
By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. For example:

**RCA 892-R**—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation's leading 5- and 50-kw AM transmitters.

**RCA 833-A**—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

**RCA 5671**—A recent addition to the RCA line, this power triode with its thoria-tungsten filament draws 60 per cent less filament power than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. Performance-proved in the field.

☑️ A REMINDER—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.
**FCC actions**

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

**October 20 Applications**

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License for CP


License Renewal

Request for license renewal: FM station: KFZ, Fort Worth, Tex.; KBST, radio station Santa Barbara, Calif.; WFLY, radio station Atlanta, Ga.

License for New FM Station


TENDER FOR TENDING

AM—1500 kc.

WFLR, Springfield, Mass.—CP AM station to change from 1500 kc to 5 kw D to 1500 kc 8 kw K 1500 kc 5 kw N-AM.

APPLICATION RETURNED

License Renewal

WFLR Newburyport, Mass.—RETURNED Oct. 20 request for license renewal AM station.

October 23 Decisions

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By Commission, for broadcasters.

License Renewals

Following stations granted renewal or construction permit: KSD-AM, radio station St. Louis, Mo.; KKCO, radio station Fort Collins, Colo.; KPRF, radio station Glens Falls, N. Y.; KWSF, radio station Modesto, Calif.; KSLF, radio station New Orleans, La.; WLOK-FM, radio station Salt Lake City, Utah.

APPLICATION RETURNED

License Renewal

WFLR Newburyport, Mass.—RETURNED Oct. 20, 1959 request for license renewal AM station.

October 24 Decisions

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Petition Denied

WORS Jacksonville, Fla.—Denied petition and supplement for reconsideration of license to change time of operation from 6:30 p.m. to 6 a.m. from June 1, 1959, to June 7, 1959.

WOTP—AM—FM Oswego, N. Y.—Denied petition to delete conditions against operation for period of 60 days.

Hearing Designated

WKEY Covington, Va.—Designated for hearing in Washington on Jan. 5, 1960, for change in facilities, including change in time of operation and change in program, to WRRD, radio station Madison, Wis.

Application Denied

WWGR Glenn Falls, N. Y.—Denied application seeking extension of completion date from Oct. 31 to March 31, 1960, for AM station with initial capacity of 1000 kw 500 w N, N to 3 kw, and new trans change, location, and installation of DA-N. If a request for hearing is made by applicant within 30 days, the denial will be reviewed on application designated for hearing.

By the Secretary

WELL Keokuk, Ia.—Granted license new AM station; 1000 kc 1 kw D.

The Monroe Bcstg. Co., Inc., Boston, Mass.—Granted license to change from 1680 kc to 1450 kc.

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**SERVICE DIRECTORY**

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**U. S. RECORDING CO.**

**COMMERCIAL RADIO Monitoring Company**

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**PTA-JA**

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**KFRU**

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**COMMERICAL RADIO**

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**CUSTOM-BUILT EQUIPMENT**

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**KFLR**

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**WRITE**

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**MacGregor Inc.**

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**OMNI Ceilco**

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**BROADCASTING**

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**Telecasting**
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.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience In Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Washington 4, D. C.
Member AFCCE*

KEAR & KENNEDY
1703 K St., N. W.
STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 4, D. C.

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.
Member AFCCE*

GODLEY CO.
1828 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingwood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE 6-6446
Washington, D. C.
2915 Red River 2-5055
Arlington, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

G. R. BITTER
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Bedford, N. Y.
New Rochelle 6-1620

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4; D. C.
Member AFCCE*

COMMERCIAL RADIO EQUIP. CO.
INTERNATIONAL BLDG.
DI 1319
WASHINGTON, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 9215
WASHINGTON 4, D. C.
Member AFCCE*

McINTOSH & INGLIS
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
MICHIGAN 2261
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

DIXIE B. MCKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 4, D. C.
Republic 7236

KEAR & KENNEDY
1703 K St., N. W.
STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Bedford, N. Y.
New Rochelle 6-1620

Member AFCCE*
BROADCASTING.

AM

BROADCASTING. all about Wanted,

Give

spend time working

806G,

figure. Full details, snapshot, Conscientious,

Salesman,

manager

Box

Advancement

Wanted:

nio
daytime independent, send

769G,

Transit

Reduced

with proven ability in

any liability

All

Wanted

Recording.

Box

Wanted

Announcers

KSYC,

Salinas, California.

Announcers

General

to box

$1.00

$2.00

$12.00

$300

BROADCASTING.

BROADCASTING.

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BROADCASTING.
DENIES WITT CORP.

FCC Rejects Facsimile Plan

FACSIMILE programming via facilities of WEHS (FM) Chicago has been denied to the Witt Corp. by FCC on grounds the Communications Act requires WEHS to maintain positive control of programs. Witt Corp. planned to install facsimile equipment at WEHS as well as receivers in various locations likely to attract public attention, FCC explained. Witt Corp. would solicit advertising and prepare the facsimile programs which would be subject to WEHS approval, the Commission stated, with all revenue returning to Witt until such time as the operation becomes profitable and new negotiations were arranged. FCC termed this “negative control” of programs by WEHS and hence contrary to the Act.

Southwest

$28,000.00

Profitable 250 watt station which went on the air this year and is completely new from equipment to the building.

Station started making money right from the start and the reason for selling is due entirely to a partnership disagreement and the inability of either partner to buy out the other.

Located in excellent market in one of the fastest growing areas in the southern Midwest region competition was offered but delayed signing pending sale.

Station making in excess $100.00 per month. Friel to sell immediately for cash $28,000.00.

Midwest

$55,000.00

An excellent facility located in one of the most stable and desirable single station markets in the Midwest.

Retail sales in the city are in excess of $30,000,000.00.

Area covered includes a large portion of one of the richest states in the Midwest.

Station is operating quite profitably under non-resident ownership. Financing arranged.

NATIONAL RETAIL Dry Goods Assn. has announced its 1950 contest for successful retail radio programs. Deadline for entries is Dec. 11.

Transcriptions and scripts should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, 18, N. Y., which will broadcast up to Dec. 1, this year, and entered under the classification of audience to which broadcasts are primarily beamed: General family, women, men, children, teen-age, farm or saturation spot campaign. Awards are given in each category and stores with the highest entries are eligible for an additional award for group beamed programs. Entry blanks are obtainable from Mr. Abrahams.

KOA’S NIMROD

Hunts Ducks, Bags Warden

IT WAS like so many duckpins for KOA Denver’s early morning announcer, Starr Yelland, when he ventured forth Oct. 3 with microphone, hunting garb and a blunderbuss to explain the sport of duck hunting to his 6:30 a.m. fans. Coincident with Denver’s opening of the duck hunting season, Mr. Yelland turned up at the City Park duck pond in his peaceful pond is haven to flocks of the waddlers. For benefit of the radio audience, Mr. Yelland imitated calls (sent out by experts) beckoning the birds. In addition to shooting off a warden’s shot, the KOA announcer found his best luck when casting bread on the waters.

Incidentally, the escapade earned him the title of "KOA’s No. 1 Nimrod" and a three-column feature spread in the Denver Rocky Mountain News.

CELEBRATING "Ray Locke Day" at a luncheon honoring Raymond P. Locke, retired president and founder of Tracy-Locke Co., Inc., Dallas, presented by the Dallas Advertising League Oct. 13, is this group of advertising men (1 to r): Front row, J. B. O’Hare, Dr. Pepper Co. board chairman; Ward Mayborn, publisher of the Sherman (Tex.) Democrat; Rowland Broiles, president, Rowland Broiles Advertising, Fort Worth; W. S. Dorset, vice president, Mrs. Tucker’s Food Inc.; Ray Hauen, This Week magazine, New York; Mr. Locke; Wilson W. Crook Sr., president, Crook Advertising, Dallas; Morris Hite, new president, Tracy-Locke, and Tom McHale, Dallas Ad League president. Back row, Carl McMWAde, Skillet Inc., Chicago, advertising manager; C. C. Welhausen, president, TexTan, Yookum, Tex.; Harry Guy, advertising director, Dallas News, and Otto Brueck, former Dallas agency executive.
October 24 Applications

ACCEPTED FOR FILING

License for CP

October 25 Applications

ACCEPTED FOR FILING

License for CP
WAPA-O, Lexington, Ky.—AM station to change from 1460 to 1450 kc.

October 26 Decisions

BY COMMISSION EN Banc

WNYC New York City—Denied renewal of license to increase power from 1000 to 1500 kw.

November 1 Applications

ACCEPTED FOR FILING

License for CP
WPOA-O, Decatur, Ill.—License for CP new AM station.

FCC Actions

(Continued from page 74)

Decision Cont'd:

October 25 Decisions

TENDED FOR FILING

AM—1400 kc

WAPX, Montgomery, Ala.—CP AM station to change from 1400 kc to 1450 kc.

October 1 Applications

ACCEPTED FOR FILING

License for CP
WAPA-O, Lexington, Ky.—License for CP new AM station.

October 25 Decisions

By Commissioners Walker, Jones, Sterling and Hennecott
Hearing Designated
WKXY-Saraland, Ala., and Robert Heucker, Ft. Myers, Fla.—Upon petition of WKXY designated for hearing in consolidated proceeding with application of Robert Heucker application of WKXY to change facilities from 1460 kc to 1400 kc.

October 1 Applications

ACCEPTED FOR FILING

License for CP
WGZ-FM, Charleston, W.Va.—License for CP AM station.

October 25 Decisions

Docket Actions

FINAL DECISION

WBUD Morrisville, Pa.—Announced final decision to grant application of WBUD to change from 1460 kc to 1450 kc.

October 26 Decisions

November 1 Applications

ACCEPTED FOR FILING

License for CP
WGZ-FM, Charleston, W.Va.—License for CP AM station.

October 1 Applications

ACCEPTED FOR FILING

License for CP
WGZ-FM, Charleston, W.Va.—License for CP AM station.

October 25 Decisions

Docket Actions

AM GRANTS

SOLD

PRODUCT: Chevrolet Automobiles
AGENCY: Campbell-Ewald
CAMPAIGN: One Announcement Daily
BUYING NORFOLK? ADD WLO W THRU A FORGE MAN!

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

Summary of Authorizations, Stations on the Air, Applications

<table>
<thead>
<tr>
<th>Total Class</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Cond! Applications In</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,213</td>
<td>1,783</td>
<td>156</td>
</tr>
<tr>
<td>TV Stations</td>
<td>107</td>
<td>57</td>
<td>360</td>
</tr>
</tbody>
</table>

SUMMARY TO OCTOBER 26

57

October 25 Decisions

December 26 Decisions

FROM COMMISSION EN Banc

WNYC New York City—Denied renewal of license to increase power from 1000 to 1500 kw.

October 26 Decisions

By COMMISSION EN Banc

WNYC New York City—Denied renewal of license to increase power from 1000 to 1500 kw.

December 26 Decisions

FROM COMMISSION EN Banc

WNYC New York City—Denied renewal of license to increase power from 1000 to 1500 kw.
FALLS Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, Ohio’s 3rd Largest Trade Area Buy WFMJ The Only ABC Station Serving This Market 5000 WATTS All programs duplicated on WFMJ-FM 50,000 Watts on 105.1 Meg. CALL Headley-Reed Co., National Representatives

Mr. Graham Black
Prater Advertising Corp.
St. Louis, Mo.

Dear Graham:

Hit share is nice ter know that th’ FALLS CITY programs is still gonna be on West Virginia’s Number One Station WCHS! Yes, sir, Graham, hit shote that you faller terly stuck up a real bargain when you get WCHS, and, when you get WCHS you get WCHS, and that as long as WCHS is on the air you gonna get WCHS. WCHS, sir, is the only station that’s goin’ ter have your programs.

WCHS Charleston, W. Va.

Graham, and we know you’ll always have WCHS in mind when your lookin’ fer a bargain!

Yes, Sir

On All Accounts

(Continued from page 14) executive. The Henrys, she is the former Patricia Foley, have been married since July 1945. They have three children, John Jr., 4, Susan 3, and Blaise, 8 months. The family lives in Floral Park, L. I.

Mr. Henry’s hobbies are golf and skiing.

SPINGARN TO FTC
Takes Oath of Office

STEPHEN J. SPINGARN, who has served as President Truman’s administrative assistant since January 1949 and previously was connected with the Treasury Dept., last Wednesday took the oath of office as the fifth member of the Federal Trade Commission. Ceremonies were attended by FTC Chairman James Mead and other commissioners.

Com'r Spingarn, in government service since 1934, was nominated for the FTC post Sept. 22 before Congress recessed and subsequently received an interim appointment. A New York Democrat, he will serve the unexpired term of the late Com'r Ewen L. Davis, extending until September 1953. While at the White House he was concerned with special legislative duties.

At Treasury Dept.

Com'r Spingarn was assistant general counsel of the Treasury Dept. before he transferred to the Executive Office as Special Assistant to the President. His other Treasury assignments included duties as legal counsel to the Special Service, and as member of the Department’s Loyalty Board and Enforcement Coordination Committee. During World War II he served with the Counter-Intelligence Corps, and was discharged as a lieutenant colonel. He holds membership in the American Bar Assn.

Truman Accepts

PRESIDENT TRUMAN will be guest of the Radio Correspondents Assn., this annual dinner to be held Feb. 3 in Washington. The President formally accepted an invitation tendered by the association’s executive committee, headed by President William R. McAndrew, NRC. Accompanying Mr. McAndrew in extending the invitation were Eimer Davis, ABC; Pete Tully, Yankee Network; Bill Sha- del, CBS; Hollis Searle, MBS; John Edwards, ABC, is general chairman of the dinner committee.
 Hurricane Service  
EDITOR, BROADCASTING:  

On your story on the hurricane . . . WFTL-WGOR-FM, the key Liberty Network stations for South Florida . . . were on the air without interruption for 42 consecutive hours. We were the first stations in the area to broadcast telephone conversations with Miami, West Palm Beach, Jacksonville, and Belle Glade. We were only the stations to broadcast direct reports at intervals by the manager of the telephone company and the Florida Power & Light Co., and in addition, frequent reports from disaster headquarters of the Red Cross and also reports from the City Manager.

Two days after the hurricane, Anouncer Harry Burge broadcast an hour and fifteen minutes on behalf of the Salvation Army and received $500 in donations, a large quantity of clothes and furniture which were dispatched to disaster victims at once.

R. L. Bowles  
Ports Manager  
WFTL-WGOR-FM  
Port Lauderdale, Fla.  

Timing Off  
EDITOR, BROADCASTING:  
In the Oct. 16 issue . . . you report one thing which fails to jibe with either the time element or my own recollections on the event: Namely, the first station to broadcast a report on the Lindbergh kidnapping of 1932.

You credit WOR [New York] with this accomplishment at the hour of 11:35 a.m. If you meant to say noon I think, then I withdraw this comment. But if a.m. is correct, then WOR was certainly many hours behind the event itself and was more than five hours behind the first radio announcement I heard on the kidnapping.

I recall quite vividly that Old Man Henderson of KWKH Shreveport, signed on at 5 a.m. (CST), March 2, with one of his no-holds-law, will appear before the next session of the state legislature in January to seek an amendment to Sec. 348.01, which covers lotteries. He wants to get “exemption from prosecution for any ordinarily accepted forms of advertising and sales promotion involving prize awards or samples.”

WTMJ-TV also removed Jackpot Quiz, mentioned in the opinion specifically, and two other shows also cited, which had been aired by WTMJ-TV and WMIL, were canceled before the opinion was given.

Wis. Giveaways  
(Continued from page 19)  
the format of the show is “already flexible, I do not expect the change will in any way injure the effectiveness of the program.” Mr. Schwimmer said. He will still pyramid the prizes. Modifications also were effected in Tello-Test for release to Lee stations, he said. Gaston Grignon, General Manager of WISN, also removed two other shows cited in the opinion, Bread Quiz No. 1 and No. 2. These were taken, he said, the air immediately after the opinion was rendered. He reported several hundred telephone calls were received at WISN within two days after the opinion was announced.

Seventy-one county district attorneys in the state received copies of the 14-page opinion, which was sought by several complainants after Lucky Social Security Numbers was removed from WMAW last June because of alleged violation of lottery laws. County district attorneys are expected to comply with the opinion given away shows, although most Wisconsin stations will probably keep a questionable show off the air until it has been declared not in violation, Mr. Platz said.

ABC To Decide  
Walter Emerson, ABC Central Division attorney, who immediately with principals in Wisconsin last week, reported the network “is still in the process of deciding what means it will employ to combat the opinion. We do not believe the show is a lottery.”

The opinion of Mr. Fairchild and Mr. Platz is in no way a court action or order. Stations, however, reportedly were warned by Milwaukee County District Attorney William J. McCauley that they will be liable to prosecution if shows termed lotteries are permitted to remain on the air. Mr. McCauley sought the opinion from Mr. Fairchild.

Initial question of the legality of the show was filed in June with the Wisconsin Better Business Bureau by H. Ellis Saxton, of the Milwaukee agency of the same name, on behalf of a client, Roth Appliance Distributors. Roth’s sponsorship of Lucky Social Security Numbers on WMAW was questioned by several parties, and the show was later ordered off the air.

Mr. Saxton, who asserted Thursday that the opinion “is arbitrary and contrary to the intent of the

FCC's stiffening policy toward requests from stations wanting to cease operations "for prolonged periods" was evidenced again last week in a letter telling WOPT-AM-FM Oswego, N. Y., to return to the air within 30 days or give up its licenses.

The Commission said WOPT-AM-FM, owned by the Palladium Times, "has been silent since Sept. 17, 1950, without authorization and in violation of the Commission's Rules and Regulations. This matter is not being further pursed at this time but will be considered in connection with any future applications for licenses or for renewal of licenses filed by the Palladium Times Inc."

Three other requests for authorized silence were approved.

KPHC Walsenburg, Colo., was granted "additional time to remain silent to Dec. 1, 1950"; KND Independence, Kan., received "authority to remain silent for a period of 30 days, in order to effect a financial reorganization"; and KSTV Stephenville, Tex., was granted extension of authority to remain silent for a period of 45 days from Sept. 20, subject to continued lighting of the antenna in accordance with Sec. 348(d) of the Rules.

FCC’s letter to WOPT-AM-FM, authorized Monday, was in answer to a Sept. 5 request for authority to keep the station silent on grounds that “it is financially impractical to resume regular operations and in order to effect a reorganization or sale of these stations,” the Commissioner explained.

WHBU to CBS  
WHBU Anderson, Ind., joined CBS yesterday, Oct. 29, bringing the total number of CBS affiliates to 194. WHBU, a former ABC affiliate operates with 250 w on 1340 ke and is owned by the Anderson Broadcasting Corp. John R. Atkinson is General Manager of the station.

WDWC Washington presented Treasury Dept.'s "Award of Merit" for cooperation with Bonds program.

' SILEN'T' BIDS  

Ford to WOR  

MILTON Q. FORD, WDWC Washington disc jockey, and his famous talking parrot, "Richard," on Nov. 14, start a one-hour a week record show on WOR New York under sponsorship of Olympic TV Corp., and Dynamic Stores Inc., retail radio and television dealers in New York. In its announcement yesterday (Oct. 29) WDWC stated that Mr. Ford would be on loan to WOR and would continue to air his daily two-hour morning show in Washington.

Mr. Ford

**

WHBU Anderson, Ind., joined CBS yesterday, Oct. 29, bringing the total number of CBS affiliates to 194. WHBU, a former ABC affiliate operates with 250 w on 1340 ke and is owned by the Anderson Broadcasting Corp. John R. Atkinson is general manager of the station.

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television Technicians to the Broadcasting Industry.
Address inquiries to President, RCA INSTITUTES, INC, A Service of Radio Corporation of America
350 W. 44th St., New York 18, N. Y.
COTTONE DENIES CHARGES

FCC General Counsel Benedict P. Cottone late Friday issued strongly worded statement denying charges that he and other FCC personnel destroyed or suppressed “primary evidence” in FCC case involving news policies of G. A. (Dick) Richards. Charges had been made by Hugh Fulton, counsel for Mr. Richards [Broadcasting, Oct. 23]. Mr. Cottone noted FCC Examiner James D. Cunningham denied motion made by Mr. Fulton on basis of his charges, and also “stated that Mr. Fulton’s action from the record.” Mr. Cottone concluded: Mr. Fulton has ignored the demands which he has heretofore made upon him for retraction. In view of the pendency of these proceedings, whatever further action is called for in this matter, must await the conclusion of the case.

SARNOFF HEADS DRIVE

BRIG. GEN. David Sarnoff, chairman of board, RCA, has accepted post of 1951 Red Cross Fund Campaign chairman, it was announced Friday by Gen. George C. Marshall, Red Cross president. Gen. Marshall acted as chairman of the campaign last year but said he needed help this year because of press of other duties. He named Gen. Sarnoff “right man for job.” In accepting Gen. Sarnoff stated he felt it was “privilege to serve.”

NAB DISTRICT 6 URGES INDUSTRY SALES DRIVE

NAB DISTRICT 6, at New Orleans meeting, adopted resolution Friday calling on NAB to take immediate steps to collect facts on radio’s dominance as advertising medium (see AM Committee story page 22).

District pointed to tremendous increase in set ownership in last decade and said nobody in radio has ever told medium’s story adequately. Proposed study would show rapid growth of radio and expansion of its influence. Then NAB would acquaint public and advertisers with facts about medium.

District 6 had NAB board place strong emphasis on radio’s dominance as advertising medium in connection with programming of 1961 industry convention, to be held in Chicago in mid-April.

Separation of Broadcasters Advertising Bureau from NAB, as provided by board action last summer, was endorsed. District 6 adopted resolution endorsing regime of President Justin Miller and NAB management; advised urgent support of government projects; approved plans for association membership drive; praised work of Director Harold Whelahan, WSMB New Orleans, on behalf of district.

Don Petty, NAB general counsel, reported on growth and expansion of NAB board, terming them “constant threat.” He suggested stations keep legislatures and city councils advised on subject and reviewed Hawaiian, New Mexico and Little Rock issues.

Other speakers at two-day meeting included Robert Burton, BMI; Ralph W. Hardy, Judge Miller, Richard P. Doherty of NAB staff. Robert D. Sweeney, WDSU New Orleans, chairman of NAB board, BA Committee, discussed plans for expanded BA and radio sales promotion.

Members of resolutions committee were F. C. Sowell, WLAC Nashville, chairman; Wylie Harris, WBBN Chicago, and Mr. Sweeney. Hoyt B. Wooten, WREC Memphis, told meeting Voice of America is taking beating in Europe, citing engineering difficulties. Lee Hart, assistant director of BAB, and Charles A. Batson, NAB TV director, on Friday agenda. Board registration of 101 reported by Director Whelahan.

TV SET PRODUCTION OVER 200,000 WEEKLY

PRODUCTION of TV sets passed 200,000-per-week mark for first time during second week in October, according to industrywide estimate by Radio-Television Mfrs. Assn. Output for first week in October was 183,031 TV sets. Radio set output totaled 352,651 for second week in October as compared to 353,711 for first week.

In monthly compilation of RTMA membership company production for August, association found TV production totaled 557,528 sets. Total radio production of RTMA members was 911,398 sets in August, of which 208,902 were auto radios.

August member production included 112,865 FM and FM-AM radio sets with a second 54,306 TV sets containing FM reception, a total of 107,111 FM tuning circuits for the month.

For second consecutive month sales of radio receiving tubes set new alltime record in September, RTMA reported, totaling 37,031,373 compared to 36,269,435 in August, previous record. Tube sales for first nine months of 1960 totaled 264,804,746 units.

CHARLES HOLBROOK

CHARLES HOLBROOK, 49, president and general manager of WMUO Berlin, N. H., died early Oct. 27 of heart attack after long illness in St. Louis Hospital, Berlin. Graduate of Dartmouth, Mr. Holbrook was former member of ABC sales department and had been with McGraw-Hill. In 1946 he founded WMUO. Mr. Holbrook lived in Shelburne, N. H. Surviving are his wife, former Helen Finch, and one son, John. Services being held today (Monday) at Woodlawn Cemetery Chapel, Pelham, N. Y.

TAX BENEFIT PROCEDURE

ELECTRONICS manufacturers who seek federal tax benefits when expanding facilities for defense production may obtain application forms and procedures from Dept. of Commerce, Room 5605, Washington 25, D. C. or department field offices, W. Stuart Symington, chairman, National Security Resources Board, announced Friday. Requests for authority to amortize “emergency” facilities over five-year period (such as during World War II) must be filed with board. Forms to be assigned appropriate agency and returned to NSRB for review and decision by Mr. Symington, who is “certifying authority” (see story page 19).

RCA EARNINGS INCREASED

NET profit of RCA in third quarter of 1950 amounted to $12,422,994, increase of $8,445,856 over same period in 1949. Earnings, after taxes, were equivalent to 84¢ per share of common stock as compared to 23¢ in 1949. Gross income for third quarter amounted to $145,957,933 as compared with $85,415,679 for same quarter in 1949. Nine-month gross was $395,741,391 compared to $275,673,869 in 1949. Net profit after all charges and taxes was $33,384,687 as against $14,005,186 for 1949, increase of $19,389,501. Earnings applicable to common stock for nine months amounted to $2.24 compared to $1.60 for 1949.

WDAR SAVANNAH SOLD

SALE of WDAR Savannah (1400 kc, 250 w, ABC affiliate) by A. C. Neff and M. K. Clark for $56,250 to H. Blair Minick, New York air traffic manager, was announced Friday, subject to customary FCC approval. Mr. Minick owns Skytrade Inc., carrier cargo line. His wife is Savannah native. Messrs. Neff and Clark, Savannah’s largest owners, will retain equal share. Transaction handled through Blackburn-Hamilton Co.

ROOM FOR 6,000 TV STATIONS IN UHF BAND CLAIMED

SUPERIOR interference-free UHF television service is claimed possible on all classes possible through use of new “fold-in” allocation technique—seen as eventual reality by Dana A. Griffin, president of Communications Measurements Lab., New York, at Friday session of FCC’s TV allocation hearing (see early story page 57).

He urged newer non-compatibilities be embodied in UHF band. He cited as most effective plan use of 6 mc channels, including better definition color subject of standards study, to assure cut oscillator radiation and other interference; eliminate “unwanted” channel allocation and reduce adjacent channel problem; reduce costs by dispensing with “repeatability tolerances at both transmitter and receiver.

He said fold-in allocation “involves effecting proper intermediate frequency to unwanted signals occur in suppressed sidebands of desired channel. “Fold-in” opposes YHF- UHF interference mixtures to need for expensive copying. He compared previously “VHF band” system to array of “tiles” that contains the seeds of self destruction in our largest cities” because of its interference and other weaknesses.

Donald Fink, chairman, Joint Technical Advisory Committee, summarized allocation portion of JTAC’s work in preparing for hearing last fall. Report generally calls for UHF allocation according to “channel grid” model with intrasystem combining, and eliminated need for any band allocations. The recommendation contains detailed summary concluding that in each of nation’s four hundred primary areas in each community of 100,000 population or more, and more, an allocated nor allocated allocation on least demand a minimum number of UHF and VHF channels “considerably in excess” of that proposed by FCC. NTSC opposed allocation.

RCA Communications, a Telco consulting engineer appearing for Home News Pub. Co., operator of NAB’s TV stations, appeared this past Monday afternoon for authorization to build TV station in Alexandria, La.

Mr. Minick owned KXMP New Brunswick, N. J., said at first glance experiments appear very discouraging as far as UHF there is concerned. To get same signal as converter transmitter power of 100 to 1000 times would be needed. Possibility of service seen in home of two people in carefully chosen actual situations.

Mr. Minick is a member of National Assn. of Educational Broadcasters and associated groups Friday asked FCC to set dates for opening on plan for reservation of UHF TV channels for educational stations. Time is needed to prepare case, it said.

Closed Circuit

(Continued from page 4)
September 11, 1950

Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.

You know, thinking the matter over, less than a year has elapsed since we first started televising on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels", and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through your station, and has helped in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user, but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,

MOORE'S

William S. Moore

WLW/11

WHOLESALE DISTRIBUTORS

WLW - TELEVISION

WLW-D  WLW-T  WLW-C

18 West Monument  140 West Ninth St.  Seneca Hotel
Dayton 2, Ohio  Cincinnati 2, Ohio  Columbus 15, Ohio

For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6301 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION
For your most effective “television savings plan” look to scientists at RCA Laboratories, whose long-range program of planned research has helped bring the finest home receivers within the reach of millions of families. For example: by research into simplified circuits and electron tubes—where one tube may do the work of 3—these scientists pointed the way to simplified assembly of better receivers... and the savings were passed on to you! Their research led to the Filterglass faceplates used on all RCA Victor home receivers at no extra cost. Their pioneering showed how to cut the cost of phosphors—by adoption of modern mass production methods—from about $300 a pound to less than $30!

Through their long-range program of planned research, RCA scientists and engineers have helped television grow from an infant industry to one of our ten largest consumer goods industries, and in barely 4 years have helped it become part of the daily lives of over 25 million people.

To see the latest wonders of radio, television, and electronic science, visit RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.

Benefit by RCA’s planned research. See the 1950 RCA Victor home television receivers—now better than ever... and selling at lower cost.

Research at RCA Laboratories has led to better television at lower cost.