NOVEMBER 6, 1950

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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

$7.00 Annually
25 cents weekly

20 TH
The Newsweekly of Radio and Television.
COW BELLS ring... and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

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

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

YANKEE does that for you in 29 local markets....

Turning wheels of fast freights and trailer trucks move hundreds of thousands of tons of merchandise into New England markets daily. Wheels of consumer cars, millions of them, roll this never ending flow of merchandise to its final destination — New England homes.

In this continuous flow of merchandise, Yankee home-town stations are an important daily sales factor.

They make up the vital local links in the media list which are most important to the local dealer.

For there is nothing like local advertising to drive home the final sales message — and nothing like the dealer's own home-town station to carry the message to his customers.

When you multiply this local selling by 29 you have a powerful influence to keep goods moving throughout New England.

For the most complete coverage of 29 markets in these six states, with local effectiveness everywhere, the only choice is Yankee's 29 home-town stations. They blanket the New England market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

Upcoming

Nov. 9-10: NAB District 5, Ansley Hotel, Atlanta. (Continued on page 39)

Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Neil House, Columbus.


Nov. 15-17: NAB Board, NAB Hqtrs., Washington.

BULLETS

RATE INCREASE for NBC-TV network scheduled for announcement Nov. 15, effective Jan. 1.

NBC SPLIT SPOT SALES INTO RADIO AND TV

NBC's Spot Sales department split into separate radio and television staffs, with James V. McConnel remaining as director in charge of both. Richard Close, former manager of Spot Sales, becomes eastern sales manager for radio, and Charles Philips, former account executive, becomes eastern sales manager for television. Sales development, promotion and research department, with Jacob Evans as manager, remains integrated operation serving both radio and television, as does sales service department, with Caroline Herbert Maxwell in charge.


SARNOFF AT COLOR MEET

BRIG. GEN. David Sarnoff, RCA board chairman, attended color TV conference Thursday in Washington, where RCA has slated demonstrations of its compatible color system starting Dec. 5.

BUCK TO RCA BOARD

WALTER A. BUCK, vice president and general manager, RCA Victor Division, elected to RCA board Friday, succeeding Edward J. Nally, director since RCA formation in 1919, who retired because of age. Mr. Nally was first RCA president, from 1919 to 1923.

WEISS RESIGNATION ACCEPTED

RESIGNATION of Lewis Allen Weiss as board chairman of Thomas S. Ellis Enterprises, after 20 years in top executive positions with company's Don Lee Broadcasting System, was formally accepted Friday by board of directors and Ben H. Brown, public administrator of Lee Estate. He submitted resignation July 19, and asked again that it be activated following $12,350,000 acquisition of Don Lee properties by General Tire & Rubber Co. [Broadcasting, Oct. 23, 30]. He plans extended vacation before deciding on future plans.

Business Briefly


DAIRY SPOTS @ Pevly Dairy Co., St. Louis, begins 26-week radio and TV spot series (Monday) in Nebraska, Kansas and Missouri for Reddi-Wip, for which it has area franchise. Agency, Olian Adv., St. Louis.

TWO SIGN FOR 'TANDEM PLAN'

FIVE half-hours weekly of NBC's Tandem Plan have been sold to Whitehall Phamacal Co., RCA Victor. Sponsorship will share each of five periods which are 6:30-7 p.m. part of The Big Show, Sunday, 6-7:30 p.m.; first half of NBC Symphony, Monday, 10-11 p.m.; first half of Screen Directors' Playhouse, Thursday, 10-11 p.m., and D'gy's Tavern, Friday, 10:30-11 p.m., and The Map Called X, Saturday at period not yet set. Tandem sponsorship began yesterday on premiere broadcast of The Big Show. Agency for Whitehall is John F. Mouney Agency; for RCA Victor, J. Walter Thompson.

'AMERICAN ALBUM' TO ABC

THE American Album of Famous Music moves from NBC to ABC Sun., Nov. 26, 8-10:30 p.m., with Evelyn MacGregor, contralto, added to show. Bayer Aspirin and Phillips' Milk of Magnesia are sponsors. Agent is Dancer-Fitzgerald-Sample, New York.

TV FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, begins sponsorship of its first daytime TV program, Betty Crocker Television Show, Thursday on CBS-TV, 2:30-3 p.m. (CST). Video Varieties, New York, under supervision of BBDO, same city. Program will be telecast twice weekly, Tuesday as well as Thursday, starting Jan. 2. Products are flour, Biquick and home appliances.

AMOS 'N ANDY SPONSORSHIP

REXALL Drug Co., Los Angeles, expects to accept CBS offer on Andy. CBS package, to replace Richard Diamond NBC series, starting Jan. 7, reports Friday. Amos 'n Andy, now sponsored by Lever Bros. under Oct. 1 contract running to end of year, understood to be budgeted at about $20,000. Last Rallx-sponsored Diamond show to Dec. 6. Its budget is $4,500. Under new sponsorship Amos 'n Andy will continue in Sunday, 7:30-8 p.m. (EST), time slot. Rexall Agency, BBDO, Los Angeles.

COCA-COLA SETS TV SHOW

COCA-COLA Co. will sponsor One Hour In Wonderland, special Walt Disney production, his first for television, on Christmas Day, 4-5 p.m. on NBC-TV. Included in show, in addition to Disney cartoons, will be Bing Crosby, R.勃根 and Charlie McCarthy. Program will be on 62 NBC-TV stations. Agency for Coca-Cola is D'Arcy Advertising.

JOHN HANSEN, research director and assistant sales promotion manager, ABC, Hollywood, will also be in charge of research and audience promotion.
34.4% MORE 'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN SEPTEMBER, 1950 THAN IN SEPTEMBER, 1949.

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD
THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.
He hauled a lumberman out of the woods

The woods included pine, oak, fir, and redwood—and the board feet went into a lot of Sioux City tepees. While truck-driving is one of his less significant talents, emptying trucks for sponsors is an important corollary of his salesmanship.

As Mr. E. S. Gaynor, president of the E. S. Gaynor Lumber Co., wrote to KTRI, both of Sioux City, Iowa: "It is with pleasure that we renew our contract for the Fulton Lewis, Jr. program. When we first signed for the program (Feb., 1950) we had just completed the largest year in our 39 years. Increases in 1950 (over '49): Feb. 17%, March 91%, April 40%, May 12%, June 52%, July 134%. January, the month before our sponsorship, showed a 22% loss. "We were told that the program would do this very thing, but the results are far greater than expected. Besides, we feel that Mr. Lewis is doing a wonderful job of selling America to Americans."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
They’re no longer
too young or too old!

Some time ago, when Grandpa passed middle age, he reluctantly yielded to the doctrine of the day that it was “time to start cutting down on meat.”

Nowadays, Gramp’s doctor, enlightened by the recent findings about protein, tells him to get a new set of uppers so he can tie into those roasts and chops.

On the other end of the age scale, very young babies are now being given healthy servings of suitably prepared meats along with their strained spinach and other foods. Although meat for babies was once unthought of, it’s the accepted thing today. Babies go for it, thrive on it.

Result—millions of youngsters and millions of oldsters, once excluded from the market for meat by fallacious dietary theories, are now in there pitching with their table tools.

So, when you see the statistics that show meat packing companies to be processing enough meat to allow every person several pounds more than they got back in the nineteen twenties and thirties, please remember this: There are a lot more people these days who are eating it instead of standing on the sidelines drooling at it.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
Of all the to tell people the most effective
devices men have used what they have to sell, is the microphone...

And this one reaches them today at lower cost than any other advertising medium, or any other microphone.
Korea is more than a distant fighting area to Gerald Angier Vernon, network television sales manager at ABC's Central Division. Jerry was born there in a mud hut at Unsan Kinko, 100 miles from the Manchurian border.

The hut was the best housing to be had, even by his father, a mining engineer, and his mother, a French concert pianist. She had imported a piano, but it was continually out of tune because of the dampness. His parents, both exhaustive travelers, continued to take advantage of their mutual wanderlust and journeyed from Korea to Switzerland and Mexico via Wyoming.

Jerry didn't speak English until he was 10 years old, when the family moved to Newport, R. I. He entered school there for the first time, as he had learned from tutors in Lausanne, Switzerland, and Mexico City. After six months in Newport, the Vernons moved to Allendale, N. J., and a staid insurance job for father. The reason: Heavy personal investments in oil, resulting in his "going the way of all oil investors."

Young Jerry whipped through elementary and high school in Allendale, running through the summers as a beach lifeguard. In high school, even though he didn't know exactly what career he wanted, he knew it had to involve contacts with people. A partial path to this basic requirement was found at college—Colgate U., Hamilton, N. Y.—where he majored in psychology.

He chose Colgate because it was small ("I could get to know a lot of people well"), was in an area which had cold winters ("I still like to ski"), had a good football team and a fine psychology department. As a psych major, Jerry worked as a guinea pig for Dr. Donald Laird, author of many articles and books on the effects of food and emotional disturbances on sleep, and was soon writing academic papers on the subject himself.

In his experiments, Jerry was called on to live his regular campus life except for (1) a rigidly controlled diet and (2) sleep in a laboratory bed for observation. He discovered one thing for sure—"I'm a Type B sleeper; that's the kind that hates to get up in the morning."

Before he was graduated in 1937, (Continued on page 78)

SIDNEY W. DEAN JR., former vice president J. Walter Thompson Co., to McCann-Erickson, N. Y., as vice president in charge of marketing services, coordinating agency services in research, media, sales promotion and merchandising.

ROBERT SELBY JR., KYA San Francisco sales department, to Harry W. Morris Adv., S. F., as account executive.

WALTER S. NORTH, national advertising manager Oakland Post-Enquirer, to Maloney, Regan & Schmitt, S. F.

Mr. Dean WALLACE X. ARON, Beaumont & Hohman, S. F., to Richard N. Meltzer Adv. Inc., S. F.

BRYAN HOUSTON, executive vice president Lennen & Mitchell Inc., N. Y., to manager Sherman & Marquette, N. Y.

LT. COL. WESLEY E. FARMER, onetime L.A. manager Botsford, Constantine & Gardner, named provost marshal, Heidelberg (Germany) Military Post.


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on all accounts
A Natural
For Your Next
SPOT Campaign

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N. Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it's heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M. Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M. Monday through Saturday: 6:20 to 6:30 P.M. Monday through Friday.

Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M. Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

Ask your nearest HOLLINGBERY representative.

WHAM The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc

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new business

V.

LA ROSA & SONS, Brooklyn, renewed for third consecutive year its half-hour, five-times-weekly show, Hollywood Theatre of Stars, C. P. MacGregor transcribed program on more than 14 stations on eastern Seaboard. C. P. MacGregor is show's m.c. Agency: Kiesewetter, Wetterau & Baker, N. Y.

BURNHAM & MORRILL Co. (processed baked beans, brown bread, sea foods, vegetables and special foods), Portland, Me., appoints BBDO, N. Y. Radio-TV will be used.

BUNTE BROS., Chicago, will sponsor one-minute spots in every TV market during pre-holiday season. Agency: Schoenfeld, Huber & Green, Chicago.

LEVER BROS. Ltd., Toronto (Surf), starts audience participation show Let's Start An Argument on number of Canadian stations five times weekly. Agency: J. Walter Thompson Co., Toronto.

CHEMICALS Inc., Oakland (packager Vano products), through Sidney Garfield & Assoc., S. F., launches extensive campaign in Northern California. Radio and TV will be used.

JOHN A. HUSTON Co., Toronto (Dolcin tablets), starts spot announcements on 17 Canadian stations. Agency: Victor van der Linde Co., N. Y.

ESSO STANDARD OIL Co. using special commercials on Red Barber's football telecasts and on Esso Reporter newscasts on radio for new anti-stalling gasoline.

KOTCHEK OLDSMOBILE Co., Detroit, names Broadcast Productions Inc., same city, to direct advertising and promotion. Pat Howe, account executive, to handle buying radio-TV spots.

McALPIN Co., Cincinnati (department store), names Robert Acomb Inc., Cincinnati, to handle production and promotion of new television show Express to Five. Show will be filmed in store's tea room on Mon. and shown following Sun. over WKRC-TV Cincinnati.

BILLY GRAHAM Evangelistic Foundation Inc. sponsors Hour of Decision with Billy Graham, over ABC Sunday, 2-2:30 p.m., beginning Nov. 5. Agency: Walter P. Bennett & Co., Chicago.


GOWNS BY VENERA Inc., N. Y., appoints I. R. Stempel Adv., same city, to direct advertising. Seasonal TV spots planned.

EMEROL Mfg. Co., N. Y., appoints Williams & Saylor Inc., same city, for Marvel lubricating oils and Inverse Oiler for automobiles. TV will be used. Joseph P. Quinn Jr. is account executive.

INGERSOLL STEEL, division Borg-Warner Corp., Chicago, names Fuller & Smith & Ross, Chicago, to direct national advertising on Koolshade storm shade. Media plans now being made.


(Continued on page 50)

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BROADCASTING • Telecasting
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

Covering a market—like fighting a fire—calls for adequate equipment. Especially if it's the big Beeline market—all of inland California plus western Nevada—with more people and higher total retail sales than Philadelphia.*

For that job you must have on-the-spot stations . . . the five BEELINE stations. Because Beeline people are independent inlanders who naturally prefer their own stations to outside stations.

Use all five BEELINE stations to blanket the entire 3-billion-dollar market. Individually, each covers a major Beeline trading area. No line costs or clearance problems. Combination rates.

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton—the trading center for nation's 4th wealthiest farm county. BMB home-city weekly audience totals 69% daytime, 67% at night. Serves 69,000 radio families in 2-county radius—an area where population has increased 46.9% since 1940!

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.

*Sales Management's 1950 Copyrighted Survey
South’s Greatest Salesman
Leads ’Em Right to Your Dealers

HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, “The Stars’ Address”—attracts ’em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans’ finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.
WWL Displays Blaze The Trail to Products

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.

South's Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS * CLEAR CHANNEL * CBS AFFILIATE

DEPARTMENT OF LOYOLA UNIVERSITY * REPRESENTED NATIONALLY BY THE KATZ AGENCY
feature of the week

WLS CHICAGO’S International Square Dance Festival the night of Oct. 28 in the huge Chicago Stadium broke all past records of the station’s promotion department. The idea for a mass square dance with hundreds of dancers from all parts of the country participating was conceived about eight months ago, and an executive planning committee headed by John Drake, WLS promotion director, began serious work on the project six months ago.

The results far exceeded the most optimistic expectations. More than 600 dancers from 15 states and Canada appeared before a crowd of 11,000 in the stadium. Of these, almost 10,000 were paid admissions. Square dance leaders and callers from 22 states attended a morning institute to discuss “New Dancita” (a tendency to invent new square dances and calls), the place of the round dance as part of a square dance party, the difference between folk dance groups and square dance groups, and the possibility of a national square dance association.

WLS, in addition to gaining its

strictly business

ONE of the most important sales that Bill Weldon, president of Blair-TV Inc., ever made, early in his radio career, was also probably the least profitable for himself.

Back in the middle ’30s, when radio was just beginning to come into its own, as a local salesman for WOR New York, Bill sold American Tobacco a test run of the Kay Kyser program on WOR for Pull Mall. An alert Mutual salesman saw the order come through, ran quickly to the agency and had a station in Binghamton added, which converted the deal into a Mutual sale, and Bill lost all the commission. To a nature as competitive as Bill Weldon’s, the incident rankled and still does, although he has brought off many a similar coup himself.

Shortly before his defection from radio and complete conversion to television, Bill sold a quarter-million-dollar package on an important regional network, and had the business on the air and running before the competitive networks ever knew the account was contemplating an expenditure in the area. This remains one of his favorite recollections.

WILLIAM H. WELDON

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

- WEXL reaches over 1/2 the population of the State of Michigan
- WEXL is Michigan’s First Independent Station (26 years)
- WEXL programs Music - News - Sports when you want them

Better “look on the other side” for High-Class Low-Cost Sell . . . on
Mrs. William F. Jackson,
167 N. E. 158 St.
Route 1, North Miami
FLORIDA

Oct 19th 1950

Dear Sirs,

I want to thank you station and all the fine people who kept on the air all night during the hurricane. Our lights went out at midnight; our phone at 12:40. But by means of our battery portable radio and WGBS, we were in constant touch with weather conditions. Just the fact of the human companionship helped us a lot and during the very worst I am sure your broadcast really kept me from terror and I was able to keep calm all through the storm. I’m sure I wouldn’t have been able to have been completely isolated as our house is an old farm house and this the worst storm we have experienced. I want to extend my sincere thanks to everyone participating in this broadcast and I hope they all realize just how much help and comfort they brought to us.

I am sure I speak for a good many other people.

May God Bless You All

Very Truly,

Mrs. Wm. F. Jackson

...and out of the storm-tossed dark comes the comforting voice of an old friend bringing human companionship... to banish terror, restore calm to frightened hearts... the voice of... WGBS.
**Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!**

PROVED FOR 3 YEARS!...

RENEWED FOR 6 YEARS!

**"THE CISCO KID"**

AMERICA'S GREATEST SALESMAN!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

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

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

This low-priced ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

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**open mike**

**Still at Toni**

EDITOR, Broadcasting:


PS—Toni has Godfrey.

Don P. Nathanson

Director of Advertising & Toni Co.

Chicago, Ill.

[EDITOR'S NOTE: Our apologies for identifying Mr. Nathanson with Tintair in the CLOSED CIRCUIT. While Tintair does have a Mr. Nathanson in its sales department he is not Mr. Don P.]

* * *

**Likes 'Help Wanted'**

EDITOR, Broadcasting:

Congratulations on your entire editorial page in current issue and particular thanks for "Help Wanted." Would like very much to have comments and recommendations.

Robert D. Sweeney

General Manager

WDSU New Orleans, La.

[EDITOR'S NOTE: Any nominations?]

* * *

**Answers Sherlock**

EDITOR, Broadcasting:

The letter of Mr. Lewis Sherlock of Plainview, Tex., in the Oct. 30 | OPEN MIKE did not state what connection Mr. Sherlock has with a radio station.

It is very evident that Mr. Sherlock thinks first class licensed engineers are hanging from trees. He should come up here in the Midwest. Regarding Mr. Sherlock's "baby sitters," we did very well with them during the last war—I was one of the "baby sitters" myself.

William P. Tenrick

General Manager

KNEM Nevada, Mo.

* * *

**Example of 'Bungling'**

EDITOR, Broadcasting:

Relative to the editorial, "ANA Post-Mortem" [Broadcasting, Oct. 23]... here is a typical example of bungling by the self-centered top brass supposedly being paid to represent radio...

G. Norman Pennell

Manager

KBMN Bozeman, Mont.

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**Eyes TV Summary**

EDITOR, Broadcasting:

Send us... a subscription form... We are particularly interested in your weekly television summary of the number of television receivers in each of the 62 televising cities.

Gene J. Dorman

U. S. Steel Corp. of Delaware

Pittsburgh

* * *

**Need More News**

EDITOR, Broadcasting:

Let me make a plea for more news in radio stations...

Station WRUN Utica, N. Y., has an organized and active news department...

WRUN is newspaper owned, with the Rome Daily Sentinel as parent, but it has its own news department... While the newspaper was on the scene [of a recent local train wreck] with photographers and reporters, WRUN joined them in the early hours, 3 a.m., with a tape recorder, complete with crew.

The station went on the air with the news... its programming included not only the story... but also tape-recorded interviews with eight of the passengers and rescuers...

Another, more tragic example... was the crash-up of a Robin Airplane plane just after take-off from the Oneida County Airport in Utica, New York.

The WRUN tape-recorder, manned by Announcer Ralph Al-

linger and Engineer Charles Fuchs, was on the scene before the crowds of curious had choked the high-

ways... Program Manager Nick Stemmler latched onto airline officials at the airport and had the passenger list before any of the opposition...

In short, if radio is to take news seriously, and to ignore local and regional news is to cut off a portion of radio's life blood, the ideal goal is a news department for every radio station...

Kenn Thorpe

News Editor

WRUN Utica, N. Y.

**OUR SINCERE THANKS**

To the many, many subscribers who took time out to congratualte us on the beginning of our 20th year. Space limitations preclude the publication of all these thoughtful letters, so abundant in their praise. We take this means of thanking those who sent messages to us, and of expressing appreciation to all of our subscribers for making these past two decades so exciting, and successful.

**Broadcasting * Telecasting**
Once upon a time a Fox (one of the New England Foxes) approached a Rooster perched in a tree.

"Come on down," said the Fox.  
"There has been a proclamation of peace and harmony among all Birds and Beasts. Let's talk it over."

But the Rooster, a skeptic from comb to spur, demurred.  
"Let's wait," he clucked, "until we're joined by that pack of Hounds I see on the horizon."

"Hounds!" hissed the Fox. "Zounds, but I just remembered a previous appointment. I must leave."

"But," replied the Rooster, "surely you're not afraid of Dogs in these new days of peace and harmony."

"No, no," said the Fox, "but it's ten to one they haven't heard of the proclamation yet."

"You should have spread the word," chortled the Rooster, "on WBZ." And the Fox blushed at his ineptness in forgetting that on WBZ he could have reached practically every creature in New England, including 7,736,700 Human Beings who will have spent $9,711,367,000 in 1950.

The Blushing Fox
(with Aesopologies)

WBZ
BOSTON
NBC AFFILIATE
50,000 Watts

WESTINGHOUSE RADIO STATIONS Inc
KDCA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting

November 6, 1950 • Page 19
RCA TAPE RECORDER Type RT-11A
50 to 15,000 c.p.s. (=2 db) at 15 in/sec
50 to 7,500 c.p.s. (=2 db) at 7 1/2 in/sec
COMPLETE—with motor board, plug-in type
recording amplifier, plug-in playback ampli-
plier, two standard NAB reels, power supply
and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—
with synchronous capstan
- Smooth tape runs—via
sapphire guides
- Automatic tape lift for fast
“forwards” and rewinds
- Microswitch “tape-break”
control—no tape spills, snarls
- Remote control of all
operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital
controls
- 3 heads—Erase—Record—
Playback
PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

NEW—High-Fidelity Tape Recorder
—the finest money can buy!

This is the world's foremost professional tape recorder, the one recorder that has everything—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run.

And with synchronizing equipment... for which provision is made... timing can be held to 0.3 second on any length program!

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts free and clear of heads during fast forward runs or re-winds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.

RCA Engineering Products,
Department 19KA,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11A.

NAME___________________________________________

ADDRESS________________________________________

STATION OR FIRM_________________________________

CITY________________________________STATE_________
FIVE MEN with a SINGLE thought

SELLING — and selling better and more station business than anyone else in the rep field—is the single thought of these five owner-salesmen who head up the new, expanded H-R Representatives, Inc. All are successful radio-TV sales experts of nationwide reputation, backed by a competent sales staff operating from completely equipped offices in all major time-buying centers.

Combined, they make H-R Representatives, Inc., the most aggressive station representative group ever assembled. Throughout the field of advertising agencies and advertisers, the names of Frank Headley, Dwight Reed and Paul Weeks have been known and respected for many years. Now, teaming up with them, are the equally well-known names of Frank Pellegrin and Carlin French, also long-standing radio-TV veterans.

The new H-R Representatives, Inc., is unique. Every one of its owners is a working salesman... anxious to get out and visit, talk with—and sell the prospects of stations his firm represents. The result is the most powerful combination of executive sales talent geared together today in a single station representation group.

If you'd like to be represented by an organization that believes in sending out a man to do a man's work—then you are cordially invited to contact our nearest office.

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SAN FRANCISCO • 814 California St. • EXbrook 2-3407 LOS ANGELES • (to be announced) ATLANTA • (to be announced)
ROAD AHEAD FOR SPONSORS?

TELEVISION was the top headliner at the eastern annual conference of the American Assn. of Advertising Agencies, held Tuesday and Wednesday at New York's Roosevelt Hotel. J. Davis Danforth, executive vice president of BBDO, was chairman of the two-day conference, built around the general theme of what lies ahead for advertising and for advertising people in this emergency period.

Just as television has invaded and pervaded the 1950 advertising scene, so this dynamic new medium stole the spotlight not only at the radio and TV production session on Tuesday afternoon and the timebuying session the following morning but at most of the other sessions as well. Fletcher D. Richards of Fletcher D. Richards Inc, chairman of the closed management session, reported that even this meeting of top agency management devoted most of its time to a discussion of TV costs, reaching general agreement that unless some way is found to reduce the extra costs involved in video advertising, the agencies will have to ask for extra fees from their clients using this medium. And at the final conference session fully half of the questions submitted dealt with some phase of television.

Radio Not Forgotten

While overshadowed by its glamorous new relative, radio was far from forgotten at the conference and ABC Vice Chairman Mark Woods received enthusiastic approval from the agency group when he said: "I am firmly convinced that radio has a place—and an important one—in the world of tomorrow, despite the reiterated announcements of its demise at the hands of television."

This view also was expressed by the panel on timebuying, whose chairman, Linnea Nelson, J. Walter Thompson Co., stated that "radio is here to stay as long as it pays off for the advertisers." Frank Silverman, BBDO, added: "No new medium, however powerful, has ever put any other advertising medium out of business." The other panel members and the audience indicated complete approval.

A plea for standardization of chain breaks was made by R. H. Groozer Jr., Campbell-Ewald Co., who noted that some stations allow 15 seconds for them, some 20 seconds and some 25 seconds, trebling the job of producing chain break announcements for a national campaign. He also asked broadcasters to adopt a standard discount system, including the 2% cash discount, but quickly added that standardization for ease in handling radio advertising should not be carried to the point where flexibility would be lost. Miss Nelson said timebuyers should constantly press their demands for standardization of radio practices, reporting that years of agency pressure had reduced the number of different station rate cards from about 20 to only five today and noting that television has started with only five different types of cards.

BASEBALL OUTLOOK

APPARENT drop in 1950 baseball receipts may become the 1951 summer specter for broadcasters, who received an estimated record outlay of $20 million-plus from sponsors last season. Reports from the baseball world show a revival of anti-television sentiment in the major leagues and resounding radio antagonism in the minors.

Top developments are the following:

- Lead in the minor leagues by the National Assn. to pare the number of major league broadcasts where they enter areas in which minor league clubs operate.
- Rebuff at Gordon McLen- don, president of Liberty Broadcast- ing System, cited by the association as a contributor to declining attendance.
- Decision by the Boston Braves, National League club, to cut telecasts of night home games next season from 39 to 14, asserting TV has hurt the club's box office at night when weather is adverse.

Two top executives of the National Assn. are carrying the fight against nationwide major league broadcasting—President George M. Trautman and Bob Finch, director of public relations. Mr. Finch claims, as a result of his survey made of minor league club owners, that such broadcasts were to blame for an estimated 8 million drop in minor league attendance in the 1950 season.

Cites LBS and MBS

Specifically named by Mr. Finch were LBS (for: its widespread re-peated major league broadcasts) and Mutual (for extensive coverage throughout the country of major league play).

Last Wednesday, Mr. Trautman carried this message to baseball's inner high council, meeting behind closed doors at the Cincinnati office of A. B. Chandler, baseball commissioner. Mr. Trautman complained of the major league broadcast problem to the major-minor leagues & Executive Council. He added that as yet, it couldn't be determined just how much of the attendance slump could be attributed to television. Mr. Finch significantly left TV out of his blast.

The council, after hearing the assertions, failed to come to any conclusion, tabling further action. When the subject will come up again is moot. However, a joint meeting of the 16 major league club officials is set for Nov. 10 in Cincinnati. At that time, the clubs probably will also confer on disposition of the $800,000 received for this fall's World Series TV rights.

Leagues Hit Radio-TV

(Continued on page 32)
CASSIDY NAMED
To Succeed Bill Brooks
HENRY C. CASSIDY, NBC director of European news, was appointed last week to succeed William F. Brooks as director of the network’s radio news and special events department.

Mr. Brooks was recently elevated to the post of vice president in charge of public relations. New chiefs of radio and television will report to him.

Mr. Cassidy became director of European news in March 1946. He joined the network as a staff correspondent in August 1945.

He had been a stringer for the network out of Moscow, where he was an Associated Press staffer, before joining NBC as a full-time correspondent.

Mr. Cassidy is a graduate of Harvard. He worked for the Boston Traveler from 1931 to 1933 and then joined AP in Boston. He subsequently served AP in New Haven, New York, Paris and Moscow.

In 1942, as an AM correspondent, he achieved two news beats by obtaining written interviews with Josef Stalin, the first just before the Normandy invasion and the second just after it.

FAB Meet Dec. 1-2
KEYED to a “better understanding between the press and radio,” the mid-year meeting of the Florida Association of Broadcasters Dec. 1-2 will center on the theme of “Press and Radio,” according to Garland Powell, president of FAB and director of WRUP Gainesville, Fla. Meeting will be held at the Mayflower Hotel, Jacksonville, Fla.

LOTTERY LAW
Wisconsin League To Seek Revision

LEAGUE of Wisconsin Radio Stations will meet this afternoon (Monday) in the state capital, Madison, to discuss the giveaway opinion recently given by the Attorney General’s office [Broadcasting, Oct. 30, 23] and to take some kind of positive action. Meeting, called by President Ben Laird, manager of WDUZ Green Bay, follows an emergency session held in Madison Oct. 28.

At that time, seven board members and more than 40 league members from 22 stations discussed the effect of the giveaway opinion by Attorney General Thomas Fairchild and his assistant, William Platz, and speculated as to the possible future application of the opinion.

Because it was charged that radio giveaways are in violation of Wisconsin’s strict anti-lottery laws, station men agreed that legal action will be required for modification of the lottery law provisions. Inasmuch as the law is a section of the State’s criminal code, revision could come only with passage of a state constitutional amendment.

Stations are believed to be planning some kind of definite action, and will meet today with Don Petty, general counsel of NAB. It was tentatively planned last week that the group would also see Mr. Fairchild and Mr. Platz.

Although stations are reportedly “unhappy” about the opinion, they are going along with the Attorney General’s definition of a lottery until the law is clarified. WDUZ, for example, voluntarily removed Stop the Music (one of the shows questioned originally) on Oct. 29. The show will remain off the air until its status is clear, Mr. Laird said.

Because the criminal code is involved, a station could be cited for a breach and management liable to imprisonment and fine, one attorney explained. Any infringement of the code might also bring repercussions from FCC when it came time for a station’s license renewal, one station man said.

KASH NAMED
Becomes R & S Media Head
EDWARD E. KASH, formerly with KDYL-TV Salt Lake City, has been appointed radio and television director of Rogers & Smith, advertising agency with offices in Chicago, Dallas and Kansas City. Mr. Kash headquarted in Dallas, although he is handling accounts on a consulting basis for the three offices.

First account already signed and slated to be bought is the Sanger Bros. (Dallas department store) venture in a shop by television show. Sanger’s entire TV budget is slated to be handled by Rogers & Smith, according to Mr. Kash.

NORAN E. KERSTA
Joins Roosevelt & Jones
NORAN E. KERSTA, who recently resigned as vice president in charge of radio and TV for the William Weintraub Advertising Agency, New York, has been appointed consultant on sales for Roosevelt & Jones Inc., New York.

Mr. Kersta, who is a former director of the NBC television department, will handle syndication of the Eleanor Roosevelt program, now on WNBC New York five days a week. He also will direct sales activities on other Roosevelt & Jones Inc. properties.
FIGHT ANTI-RADIO BILLS

FRONTAL attack on pending federal legislation discriminating against broadcasters was demanded by NAB District 4 at its Thursday-Friday meeting, held at Williamsburg, Va.

With proposals to levy a franchise tax on stations along with discriminatory excess profits taxes, District 4 members were told that NAB is laying plans to expand its government relations activity.

The perennial franchise tax idea has been advanced once more and NAB officials indicated they will take steps to meet this legislation.

With excess profits taxes pending in Congress, NAB will act to prevent hardship because of the industry's special post-war situation. Proposed excess tax legislation, it was pointed out, would be based on post-war experience. During this period broadcasters have faced unusually heavy expenditures because of AM plant expansion as well as FM and TV. Furthermore, AM stations that have taken the air since the war would suffer similar hardships.

Over 125 Attend

The District 4 sessions were opened Thursday morning by Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. Attendance exceeded 125.

NAB's plan to enlarge its legislative activity was divulged by William B. Ryan, NAB general manager, at the Thursday afternoon session where he made his first district meeting appearance since assuming office last spring. Mr. Ryan added that NAB is keeping many of its governmental activities to hold the line on membership dues but at the same time is expanding its activities as Broadcast Advertising Bureau. Special fees will be charged for such services, he added, "and you can take or leave special things like BAB." A proposed resolution involving apportionment of the membership dollar aroused considerable talk.

The proposed separation of TV operations in NAB was submitted by Gilbert M. Hutchinson, WBIG Greensboro, N. C., who felt AM stations should not be required to pay for activities designed to assist TV stations.

Tribute to Lucy

Tribute was paid by E. S. Whitlock, WRNL Richmond, Va., to his colleague, C. T. Lucy, general manager of WRVA Richmond, on WRVA's 25th anniversary. The convention joined in paying respect to Mr. Lucy who put WRVA on the air Nov. 2, 1925. He has been with Larus & Bros., station owner, 38 years.

The convention also paid respects to John W. New, WTAR Norfolk, who is in Norfolk General Hospital taking treatment for a heart ailment.

Director Essex named a Resolutions Committee consisting of Jim Moore, WSLS Roanoke, Va., chairman; Earl J. Gluck, WSOO Charlottesville, N. C.; John Schultz, WMV Martinsville, Va.; Joe Martin, WDSC Dillon, S. C., and Mr. Lucy Campbell Arnow, WTAR Norfolk, retired District 4 director, introduced NAB President Miller who outlined the association's role in the national emergency. Judge Miller recalled NAB's aggressive approach to the defense problem last summer, when the White House leaders accepted its offer of cooperation. He described defense activities following the board's August action in approving the program.

Membership has definitely started upward, Robert K. Richards, NAB public affairs director, declared in presenting the slide-film depicting association services.

He reviewed activities of each department, relating them to the actual savings they bring in station operation and the practical assistance they give management. In addition, he outlined the less publicized services such as government contacts and legislative activities.

With the NAB's move to continue upward, he discussed various cabinet firms that had joined the association, including various cabinet firms that had joined the association, including various cabinet firms that had joined the association, including various cabinet firms that had joined the association, including various cabinet firms that had joined the association, including

ELECTION FEVER

THE EYES of radio officialdom will be focused on election returns tomorrow (Tuesday) with keen interest as several broadcast-concerned legislators seek to retain their seats on Capitol Hill.

And Congressional incumbents and aspirants were expected to take to the radio-TV airwaves today in 11-hour attempts to sway the voting populace.

The cause of Democratic and GOP politicians was aided on the national level last Saturday evening by frankly partisan appeals scheduled by President Truman and Harold Stassen, respectively. Mr. Truman was scheduled to address an estimated AM-TV audience of 65 million, including 64 million televisioners.

Earlier, William Boyle Jr., chairman of the Democratic National Committee, and various cabinet and Senatorial members threw their radio-active support behind administration lines, while their less fortunate GOP brethren were scraping the financial barrel at city levels to raise radio TV funds [BROADCASTING, Oct. 23].

Key senatorial contests involving broadcast-minded legislators are those touching on the political fortunes of Sen. Charles Tobey (R-N. H.), acid-tongued critic of FCC and anti-monopoly crusader; Sen. Arthur Vandenberg (R-Mich.), former owner of a radio manufacturing firm bearing his name and now active in a commercial photograph-producing firm, and Sen. Warren Magnuson (D-Wash.). All are members of the Senate Interstate & Foreign Commerce Committee.

Double eyes will be focused on the Ohio race where Sen. Robert Taft

Mounts on Radio, TV

November 6, 1950 - Page 25
WITH A couple of deviations, leading news commentators last Wednesday treated the shooting at Blair House as a straight news story, without attempting cosmic interpretations.

Three of five commentators heard for this review that evening—Lowell Thomas, Elmer Davis and Gabriel Heatter—based their reports on wire service stories which, by the time the commentators went on the air, had the main facts of the shooting in hand.

Fulton Lewis Jr. augmented the wire news with an interview of a witness to the affair. Edward R. Murrow turned over part of his program to Charles Collingwood, CBS Washington correspondent, who personally covered the shooting and whose report was easily the most complete and best organized of the lot.

Among all the reports on the five programs only Mr. Collingwood’s included the homey but interesting information that the President had been napping in his underwear.

Messrs. Heatter and Lewis supplemented their descriptions of the shooting with allusions to other presidential attacks and assassinations. A minor discrepancy arose between these two historians, Mr. Lewis saying that Theodore Roosevelt’s life was saved when an assailant’s bullet was deflected by his eyeglasses and Mr. Heatter reporting that the bullet struck a speech manuscript in Mr. Roosevelt’s pocket. History was on neither Mr. Lewis’ nor Mr. Heatter’s side. The fact is that the bullet struck a speech manuscript and an eyeglass case in the onetime President’s pocket.

Mr. Heatter’s High Praises

Mr. Heatter, of all the commentators, strayed farthest from the main story. The fact that the President continued with his schedule after one attacker was in the morgue and the other under guard in a hospital struck Mr. Heatter as an act of incomparable bravery. While lauding Mr. Truman’s courage, Mr. Heatter also pointed out that Mr. Truman was a man who loved his mother, a devotion which, although commendable, seemed somewhat remote from the Puerto Ricans on the Blair House steps.

None of the commentators occupied his entire air time with the attempted assassination. Mr. Thomas also mentioned the UN’s re-election of Trygve Lie, the Korean military developments, the Pope’s pronouncement of the dogma of the Virgin Mary’s Assumption, and the Chinese Reds’ attack on Tibet. Mr. Thomas also inserted an item or two in his report, such as the fact that during the program he learned that Mr. Truman had been wearing a white hat.

Mr. Thomas also used an item that escaped the attention of his colleagues, a plea by Herbert Hoover for world disarmament.

Mr. Davis, among other things, reported that the GOP had appointed Harold Stassen to answer the President’s political address on radio scheduled for last Saturday.

“It can be hoped,” said Mr. Davis in his dry way, “that these speeches will raise the intellectual level of the candidates that has been the dirtiest I can remember.”

Things looked pretty black to Mr. Heatter Wednesday night. He reported that Chinese Communists had entered the Korean war, without specifying how many as the corresponding copy was in his most ominous way: “Here’s the latest, just in. It’s grim news.”

Growing more depressed by the moment, Mr. Heatter added that “it may become a new war.”

“The latest indications are... (Continued on page 86)
TRUMAN PLOT

Blanket Coverage by Radio-TV

ATTEmPTED Blair House assassination of the nation's Chief Executive last Wednesday was accorded fully comprehensive coverage by network affiliated and independent stations, all of which rose dramatically to the occasion on short notice. Radio and television, totally an unsuspecting item of the iminent plot on President Truman's life as the three White House policemen who were shot, marshalled their forces with dispatch, and with dramatic home to American listeners and viewers on the national and local levels.

Independent outlets, short-staffed in comparison with their network brethren, acquitted themselves brilliantly with the help of fortuitous circumstances and some accurate "hit".

The major networks received the wire story and issued bulletins between 2:40-3 p.m. Thereafter, as more detailed bulletins were broadcast, the networks were broadcast throughout the afternoon and evening. CBS at 3:30 aired an account of its White House correspondent, Charles Collingwood, who was to get on the way to Blair House to accompany the President to Arlington, and had stepped from a taxi a moment after the shooting was over. At the same time, Joe Wershba, of its Washington staff, interviewed an Executive Office guard who had been at the scene, but had not been shot, and who was present on the balcony. In this and other bulletins, a two-minute piece on the shooting was read and aired at 4:15 p.m. on News of the World, together with an on-the-spot description of the arrest of the family of one of the would-be assassins, Oscar Collazo.

For television coverage, WTOP-TV, CBS' Washington outlet, presented stills and films which it fed to the network, with Doug Edwardson handling commentary. Telenews films were used, showing the Blair House and also the Arlington ceremonies. Later, on a local basis, WTOP-TV repeated films and stills on Correspondent Walter Cronkite's program, and its other local news shows. Interviews by Bill Downs also were offered. WTOP, Washington Post AM station, also aired numerous bulletins, service and commentary by Griffigh Bancroft.

WML-TV, ABC Washington outlet, took motion picture film from the scene, and had it on a local news show at 7:15 p.m. WNET, New York, repeated the film at 9:15 p.m., and CCTV, Washington, at 10:45 p.m.

BROADCASTING • Telecasting

Puerto Rican Loyalty

ATTEmPT on the life of President Truman last Wednesday immediately evoked sentiments of regrets and a firm pledge of loyalty to democracy by the Puerto Rican Assn. of Broadcasters. In a cable to the Chief Executive Thursday, Tomas Muniz, PRAB president, termed the attack as the work of fanatics of a small group and declared "Puerto Rico is proud to be part of government under your intelligent leadership. . . ."

Puerto Rican revolution tying in with the Blair House incident. WMAL radio coverage began at 2:35 with a local flash and continued through the afternoon hours, with network feeds. Eye-witness accounts were featured.

MBS commentators who took part in the coverage included Bill Henry, William Hillman and Everett Holles, in addition to Mr. Seavey, WEAM, MBS Washington (Continued on page 9).

NARBA WINDUP

Accord Seen in 10 Days

NEGOTIATIONS for a new NARBA to govern AM allocations among North American nations appeared in the "fine detail" stage last week, with delegates generally hopeful that accord may be reached within about 10 days at the latest.

FCC Commr. Rosel H. Hyde, head of the U. S. delegation, reviewed the basic provisions of the proposed treaty in a lengthy session with his Canadian colleagues Thursday afternoon. They were also outlined to the State Dept., whose Capt. John S. Cross, assistant chief of the Telecommunications Policy Staff, is delegation vice chairman.

Minor Changes

With a few adjustments, the fundamental terms followed the lines indicated a week earlier (BROADCASTING, Oct. 30). In one change, 780 kc, U. S. 1-A clears a channel on which WBBM Chicago is the dominant station, was substituted for 770 kc (WJZ New York) as one of the six U. S. 1-A's which Cuba could use on condition that the U. S. dominants are protected along the lines provided in the expired NARBA. The substitution reported earlier at Cuba's request to her delegation indicated inability to give WJZ the required protection on 770 kc.

The 770 kc channel, it appeared, would be assigned to WKAQ San Juan P. R., with WBBM's 620 kc regional frequency going to the Dominican Republic, which has insisted that its one assignment be operated with 10 kw non-directionally in order to serve the entire island. WKAQ would protect both WJZ and KOB Albuquerque on 770 kc.

Authorities said the agreement as it now stands would require frequency changes for only four U. S. stations, and that these changes in some cases will improve the stations' service and in no case cause "serious" degradation of service.

WVCG Coral Gables, a daytimer on 1070 kc, would move to 1080 kc. WIBS Santurce, P. R., would move to 740 to 730 kc. WJWL Chicago would go from 850 to 850, and WKAQ would take 770 instead of 620 kc.

WSTN St. Petersburg, Fla., 5 kw on 620 kc, would receive additional interference as result of Dominican Republic use of that frequency, but authorities said the increase would be no greater than that received from a Cuban station which is to be deleted.

Cuban Assent

Cuba was reported to have agreed to the granting of 1-B classification to WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and also to KXEL Waterloo, Iowa, on 1540 kc.

Except for the substitution of 780 for 770 kc, the U. S. 1-A's which Cuba would be permitted to use were all the same as those indicated earlier in the negotiations: 640 kc (KFI Los Angeles is dominant); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WXJ Detroit); and 830 kc (WCCO Minneapolis).

The 11 channels on which Cuba would be given "special protection" by future U. S. assignments were said to be the following:

On 850, 640, 690, and 860 kc Cuba would have stations, which future U. S. assignments would protect to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border. On 750, 850, 720, 740, 720, and 800 kc Cuba would operate "1-D" stations, which future U. S. assignments would protect to the 25 microvolt daytime and 50 microvolt nighttime contours at the Cuban border.

No Effect Seen

Authorities said present assignments on these channels would not be affected, and reported that most of them already are near the penetration point insofar as assignments in southeastern United States are concerned.

It was considered likely that the Bahamas-Jamaica, seeking the use of one or possibly two U. S. 1-A clear—WCBS New York's 880 kc appeared the probable choice—and the Dominican Republic (620 kc) would also seek "1-D" protection by future assignments.

The agreement, if finally reached, would include all NARBA nations except Mexico, which withdrew from the conference three weeks ago, and which it is understood would be given an opportunity to subscribe to any treaty concluded by the remaining nations. Before they left the Washington sessions, the Mexican delegates reported that Mexico could not ratify any agreement until 1952 unless it was reached before the end of last month.

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The figure represents an increase of 19,028,006 from 1940, the largest

gain for any decade in American history. Percentage-wise the popula-
tion jumped 14.5%, over twice the 7.2% gain recorded between 1930 and 1940.

During the opening week of the 82d Congress in January President Truman will transmit the figures to that body as required by the Congres-
sional Apportionment Act. At that time the President will report the number of Representatives to which each state is entitled under the new count.

Secretary Sawyer made public a Census Bureau table which shows the new apportionment on the basis of the final population figures. Seven states will gain Representatives while nine states will lose House seats.

California's population increased by over 5.5 million between 1940 and 1950, the largest gain for any state. New York was second with

**COPYRIGHT MEET**

UNESCO Sessions Concluded

UNESCO's Committee of International Copyright Experts last Saturday concluded sessions looking toward the establishment of a new

international copyright convention. Embassy delegates and repre-
sentatives of the U.S. government, UNESCO and such organizations as American Federation of Musi-
cians, ASCAP and BMI attended. Meetings were held in the Old House of Office on Capitol Hill.

The committee reported that it had examined answers received from member governments of UNESCO on the convention proposal. Consideration of copyrights, translation rights and other matters were discussed by the group. Governments will receive additional questions involving other
topics to be explored. Target date for the convention is 1952. Com-
mittee has held two previous meetings.

RCA-NBC officials presided over a television demonstration and buffet supper Thursday afternoon at the Wardman Park Hotel. Frank M. Russell, vice president in charge of NBC Washington operations — WRC-AM-FM and

WBWN-TV — was host. Dinners also were held under the auspices of BMI and ASCAP during the 12th annual Capitol Hill Other

broadcasters attending the BMI dinner, in addition to Mr. Russell, included Earl Gammons, vice presi-
dent in charge of CBS Washington operations, and Robert Hinckley, ABC vice president.

**TEST SURVEY GROUP**

Continues Work on Plans

The SPECIAL test survey committee formed by Stanley G. Brey-
er, commercial manager, KJBS San Francisco, to find out why Hooper and the ratings differ in that city and which, if either, is correct, held

its sixth meeting Thursday in New York, but after a six-hour session reported that its initial draft of recommendations is not yet complete.

The nature of the project has changed appreciably since it was first proposed by Mr. Breyer in an advertisement in the July 3 issue of

BROADCASTING. At that time he conceived of a test to be made early in August in the San Francisco-Oakland area. Today his committee
is considering details of test surveys that will check not only Hooper and Pulse rating but all audience-size measurements obtained by all methods, with results applicable generally and not only in the San Francisco region.

The committee also has reconstituted itself. The six members named by Mr. Breyer — Kenneth H. Baker, NAB Director of research; Fred Manchee, executive vice president, BBDO; A. Wells Wilbor, di-
rector of marketing research, General Mills; Lewis H. Avery, presi-
dent, Avery-Knodel Inc., and also president of the National Assn. of

Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc.; and Sydney Shoreham, director, The Pulse Inc. — added four new members and reelected Messrs. Hooper and Roslow to observer status. The added members are:

Matthew W. Chappell, chairman of the psychology department, Hof-

(Continued on page 38)
GORDON P. BROWN, owner of WSBY Rochester, took his restrained-of-trade charges against the networks to FCC last week with a request that they be linked with the Commission's pending proposal to re-define "rebroadcasting" [Broadcasting, Oct. 9].

A perennial campaigner for stricter controls over the networks, he reiterated his claim that they "are using their facilities to stifle competition within the radio broadcasting industry by using and interpreting" the law on rebroadcasting [Sec. 325(a) of the Communications Act] "to mean exactly the opposite to what Congress intended it to mean."

In line with similar testimony presented at House hearings on the McCarran Bill last August [Broadcasting, Aug. 14], Mr. Brown claimed sponsors would spend "millions of additional dollars" in radio if they could deal directly with stations for rebroadcasts of their network programs.

"Both the sponsor and the radio station are prevented from negotiating for the rebroadcast of the sponsor's program because the network originating station (which is invariably owned by the networks) refuses to allow the radio stations to rebroadcast the sponsor's program if the sponsor hires the network's facilities to broadcast its original program," Mr. Brown asserted.

Cites Rule 325(a)

"The broadcast is prevented because of Rule 325(a) which states: 'No station may broadcast any program or any part thereof of another broadcasting station without the express written consent of the originating station,'" he said, continuing:

The above rule was intended to prevent any radio station from raiding the programs bought and paid for by another radio station or network. (It) was not intended to allow any radio station or network to tie up or restrain the further broadcast of a program bought and paid for by the sponsor if the sponsor were to hire the network to distribute his program rather than distributing it himself by transcriptions to each station.

Mr. Brown said that in Sec. 505(b) of the Communications Act "Congress saw fit to prevent labor unions from preventing sponsors from recording and rebroadcasting their programs as much as they desired, provided the sponsor paid for the talent on the original broadcast..."

"I, myself, and many other broadcasters fail to see why, if this rule applies to the labor unions, why it does not apply to the networks which are preventing the sponsors from using their programs for which they paid."

He requested FCC to broaden, if necessary, its pending proceeding looking toward a re-definition of "rebroadcasting," so that the questions he raised may be included.

The Commission, he said, should interpret the rebroadcasting law "from all angles, including as it relates to the violation of other sections of the act, as it relates to the practice of restraint of trade, as it relates to the depriving of owners of programs of their property rights, and as to the intent of Congress in formulating the rule and how this Congress' intent relates to the present interpretation and use of the rule, as well as how this interpretation relates to the direct petition of Congress that radio stations shall operate in the public interest, convenience and necessity."

FCC's pending proposal to re-define "rebroadcasting" deals with the meaning of "originating station" and whether the law on rebroadcasting [Sec. 325(a)] "was intended to endow network affiliates with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate." Nov. 19 is deadline for comments.

STATION TESTING

PROPOSED F.C.C. RULE CHANGES

Informal comments may now be made to FCC for either equipment or program test authority with both remaining valid for the life of the construction permit, or until determination is made on the license application. Formal requests for extension of these authorities have been required in the past. Request for equipment test authority must be made two days in advance, program test request 10 days in advance.

TAFT ANSWERS

BOYS OWN TIME IN OHIO

NOT to be denied as "Mr. Republican" himself, Sen. Robert Taft (R-Ohio) projected himself into the pre-election picture (see story page 25) with a scheduled broadcast of his own for yesterday (Sunday) evening.

"I've heard it said he bought radio time on eight Ohio radio stations to answer President Truman's political 'simulcast' of the previous evening. Broadcast was scheduled to originate in the studios of WLW Cincinnati. Sen. Taft had been mentioned earlier, along with Sen. Arthur Vandenberg (R-Mich.), as possible GOP standard-bearer to reply to the Chief Executive.

BUFFET supper and sales meeting for Shell Oil Co. service station operators at WFBE Baltimore included these executives (see page 13): John E. Surrick, v. p.-gen. mgr., WFBR; James A. Lowry, div. retail mgr., and E. Ross Wagner, local merchanti, Shell Oil; Richard T. Kelland, acct. exec., and William S. Firie, sales, WFBR.

SCROLL honors William J. Beaton (l), KWWK Pasadena, Calif., for third year as president of S. Calif. Broad- casters' Assn. Holding up signatures are Claire Hughes, station traffic manager, and Cliff Gill (r), manager, Pacific Regional Network, KFMY (FM) Hollywood and also SCBA sees- tress.


GIVING Denver welcome to Alex Dreier (center), NBC's "early bird" news analyst, in city Oct. 6 to ad- dress Chamber of Commerce on foreign affairs are Lloyd Yoder (l), KOA mgr., and G. R. Dunheave of Skelly Oil Co.

SPONSOR of five-times weekly news- cast by Merril Mueller (seated, r) on NBC Pacific Coast network is Fisher Flouring Mills, Seattle. Last- minute details are added by Trevor Evans, v. p., Pacific Nat'l Ad. Agenc. Standing are Walter G. Tolleson (l), of NBC Western Div., and John Thompson, of KNBC San Francisco.
Election Fever
(Continued from page 25)

Taft (R-Ohio) is fighting for his Senatorial life. Sen. Taft's family holds interests in WKRC Cincinnati and the Times Star, as well as in radio station, WLA.


Other incumbents seeking re-election include Sen. Francis J. Myers (D-Pa.) and Sen. Brien McMahon (D-Conn.). Sen. Myers is the No. 2 Senate Banking Democrat and minority whip.

Missing from Tuesday's election picture will be Sen. Chan Gurney (R-S.D.), who was defeated in state primaries. Former radio operator and founder of WNAX Yankton, S. D., Sen. Gurney is expected to accept a position in the Defense Dept. in early 1951.

The House race also will come to a close, with a rash of radio-electronics officioad, as well as FCC and other government agencies, especially results of elections involving the full-scale contingent of the radio-minded House Interstate & Foreign Commerce Committee. Chairman Robert Crosser (D-Ohio) is expected to return and head up the committee, which has preserved their majority.

Subcommittee Chairman

A new communications subcommittee chairman, to be named by Rep. Crosser, also will emerge, materializing when the 82d Congress convenes in January. Tomor-
row's results probably will throw some light on the ultimate choice. Rep. George Sadowski (D-Mich.), who is named committee chairman du-
ing the prolonged illness of the late Rep. Alfred L. Bulwinkle, was defeated in the Michigan primaries.

Rep. Charles Wocketon (R-N. J.) will be watched in tomorrow's elec-
tations, as a possible choice for the communications post should the Republicans regain House majority. Rep. Dwight R. Rogers (D-Fla.), who drew no GOP competition in his district, would be the logical Democratic choice.

Other House members with radio interests or connections who are up for re-election include: Harry Ellsworth (R-Ore.), member of the House Interstate Committee, who holds 125 out of 500 shares of KKNR Roseburg, Ore.; John Philip-
lip (R-Calif.), former part-owner of KPAS Banning, Calif.; Alvin O'Krona (R-Wis.), owner of WLIN Metrill, Wis., and Francis Walter (D-Pa.), caustic critic of FCC.

Candidate of Frank T. Bow for a congressional seat also has aroused interest of authorities on the radio and government levels. Mr. Bow, a former commentator at WFAY Portsmouth, Ohio, served as counsel for the House Select Committee to Investigate FCC during the 80th Congress. He is the Republican candidate for Ohio's District 18.

The outcome of Mr. Bow's candidate doubtless will be viewed with considerable interest by FCC officials, who recently went to court to have FCC dismiss a suit that he may-cal for another FCC probe if elected tomorrow.

President Truman's St. Louis speech was to be carried over one of the largest combined radio and television hookups in history Sat-

The Commission indicated it will then review the entire allocation to the non-Government fixed and mobile services between 1850 and 13,200 mc, including the problem presented by the FTL's petition for reallocation of the band 2110-2200 mc to common carrier fixed service.

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ALLOCATION

Review After TV Case

EXCESS TAXES

RTMA Presents Its Stand

CERTAIN objections to the Congressional excess tax program and recommendations which, if adopt-
ed, would provide a "fair adjustment" to the mushrooming television industry were laid before the Joint Internal Revenue Tax Committee of the 81st Congress by Radio-Television Mfrs. Assn. last week.

RTMA President Robert Sprague and the association's "de-

fense profits" tax committee met in closed session with the tax group last Wednesday. Discuss-
ions were held in connection with tax hearings set by the House Ways & Means Committee for Nov. 15.

Mr. Sprague told the tax committee such a "fair adjustment" could be evolved, and that the indus-

try expected to bear its share of the overall tax burden.

But a fair adjustment could be worked out by using reconstructed 1950 net earnings as a base. Earnings would be computed by taking the ratio of total industry net income for the period 1946-1950 to net income total for first six months of those years and multi-
plying it by the 1950 net income before deduction for federal taxes.

Little War Impact

Mr. Sprague pointed out that Korean hostilities left little direct impact on radio-TV earnings, and said RTMA's formula makes it possible to ascertain ratio of six-
months' earnings to annual profits before and after the base period.

"We are proceeding on the pre-

mise," Mr. Sprague explained, "that the excess profits tax of the type proposed is for the sole purpose of imposing extraordinary, extraordinary 

profits made by companies or 
corporations as a direct or indirect result of increased mobilization ac-
tivity; RTMA is assuming, he added, that the levy is not intended as "some sort of super tax for the purpose of taxing 'growth' in-
dustry, and thus discriminating against it."

Additionally, Mr. Sprague pointed out that the industry had not realized enough profits where-
by it could stand to pay high taxes on an effective basis.

The RTMA president said that the association had instructed its committee to evolve a formula which would not impose too heavy a burden on the growing TV in-
dustry. This project, he stressed, should not be construed as indicat-
ing that RTMA had "retreated" from its overall opposition to the high rates proposed by Sen. Joseph C. O'Mahoney (D-Wyo.).

Deadline for filing applications to appear before the House Ways & Means Committee in connection with the proposed tax legislation was Nov. 1.
RADIO and television networks and stations last week were plot- ting the finishing touches on extensive election coverage plans which promise to far overshadow broadcast reporting of previous Congress- ional campaigns.

NBC-TV last week announced its telecast plans for election night tomorrow (Tuesday), thus rounding out network schedules on all fronts. Individual AM-TV-FM stations also reported their election lineups for the 1960 non-Presi- dential race.

The picture suggests a long night for the average radio listener or televi- sion, and a prodigious sched- ule for news and special events personnel all over the country.

For NBC-TV coverage of Con- gressional, gubernatorial and mu- nicipal election contests, the net- work's special events department will utilize its far-flung organization around the country, Francis C. McCall, director of tele- vision news and special events for NBC, has already announced all mobile units will be stationed in key cities.

Special election news TV head- quarters will be set up in Studio 3B in the network's Radio City Building, to serve as focal point for piping in direct reports from affiliates. Newscasters John Cameron Swayze, Ben Grauer, Don Goddard, William G. Wilson, Radcliffe Hall and Robert McConnell will operate in New York and Dave Brinkley will report from Washington.

First returns will be carried on Camel Caravan at 7:45 p.m. and from 8 p.m. through 11 p.m. NBC- TV will tie in election reports at the start and end of its regular programs. Full-scale election operation will get underway at 12 midnight. Entire operation will be supervised by Mr. McCall, with assistance by Adolph Schneider and Clear Channel TV News director.

MBS Sets Plans

Other networks already have an- nounced their plans. MBS will de- vote the entire evening to election reporting, bridging gaps with mu- sical features, while CBS, NBC and ABC will interrupt scheduled pro- grams through the evening for bulletins. Liberty Broadcasting System plans pickups from various key points [BROADCASTING, Oct. 23].

Chevrolet Dealers will sponsor NBC election returns and news, 11:15 p.m. to 2 a.m., Nov. 8. Regular programs during periods are cancelled. Agency is Campbell- Ewald Co., N. Y.

Liberty Broadcasting System an- nounces facilities scheduled for tomorrow night (Nov. 7) to bring- ing listeners the latest election re- turns from across the country. A special musical program will origi- nate in Washington from 8 p.m. until sign-off with returns inter- spersed as received.

The closely-watched Ohio elec-
tional campaign will be given special coverage with direct reports from that state. During that part of Liberty's cov- erage top men of both parties will be interviewed.

Arthur MacArthur, one of Lib- erty's Washington reporters, will be on hand at Republican headquar- ters in Washington while George Campbell will cover the Demo- cratic headquarters.

Special Programs

Philadelphia radio and TV sta- tions are planning special pro- grams to handle election returns. All will have announcers at Demo- cratic and Republican headquarters and will stay on until all major con- tests have been decided.

WCAU will employ its unique "two-way communication broadcast method," and will have direct lines from the Bulletin city room. Outlet will have microphones in Harris- burg, Pittsburgh and Trenton. A reporter will be stationed in Wil- mington to cover the fight for state attorney general. John T. Con- nolly will cover the election for WCAU radio listeners. Alan Scott will be chief commentator and an- ylist.

WFIL, as key station of the Quaker Network, will originate a few line-ups of election news broad- cast for a number of selected sta- tions throughout Pennsylvania. They will broadcast from the Phila- delphia Inquirer newsroom as well as their own studio. John Corcoran will be news commentator and Sheldon Gross will handle the local broadcast.

WPEN will handle its local re- turns from the Philadelphia Daily News city room. The WPEN news- room will handle state returns. WIBG will also broadcast from the Daily News city room. Fred Knight will do the announcing, Bob Knox will be at Republican head- quarters and Ray Walton, Demo- cratic headquarters. Studio operation will be handled by Rupe Wer- ling, Doug Arthur, Tom Donahue and Joe Niagra.

KYW will have a special pro- gram from 11 to 12 p.m. Direct lines will be put into Republican and Democratic headquarters with John Franklin and Paul Taylor as announcers.

Nutmeg Network of Connectic- ut will supply vote roundups from various sections of the state on election night. Network comprises WICC Bridgeport, WDRC Hartford, WEJ New Haven, WICH Norwich, and WBRY Waterbury.

Among other stations reporting plans to BROADCASTING were: KMOX St. Louis—Will air complete national, regional and local coverage, with local and regional returns supervised by News Ed- tor Rex Davis. KMOX staff will bring reports in directly from various commissioners' offices in the area. Periods set aside will have five-minute reports every half hour early in the evening, cut-ins from CBS and beginning at 10:30, complete returns.

WJR Detroit—Returns to start at 8:30 p.m. Will make direct pick- ups from editorial rooms of news- papers. After 10:15 reports will be continuous. Special broadcasts are planned from both political quarters. Entire newsroom and special events staff will participate. Period from 10:15 to 2 a.m. (with exception of 11 p.m. newscast) will be sponsored by Sinclair Refining Co.

WTMM Trenton, N. J.—Will have around-the-clock coverage, with participation of 30 network sta- tions, announcers, engineers, etc. Beginning at 11 p.m. WTMM Com- menter George Taylor and News Editor Alan Sager will co- ordinate coverage from studio, while Special Events Director Ernie Kovacs and Roy Grove report in from state and county headquarters. Telephone and FM relay will bring returns from New Jersey and eastern Pennsylvania to Mears, Taylor and Snyder. Re- turn reports will continue from returns also will be featured. Spon- sors are Lucas Motors and Builders Lumber and Supply.

WTOP-AM Coverage

WTOP - AM - TV Washington — Complete network coverage, withsources Grifing Bancroft, Bill Shadel, Alex Kendrick and Joe Wershba on Washington scene. Beginning at 10 p.m. WTOP will air five-hour coast-to-coast relay. Five minute reports on early results will be given every half hour starting at 8:30 p.m. Will stay on air until final results are known. Coverage of state returns will be set up with direct wires to news services and key election centers. Coverage starts at 10 p.m. Correspondent Walter Cronkite to supplement New York CBS- TV newsman. Claude Mahoney will report local returns.

WMAL-AM-TV Washington — Will provide five-hour coverage every half hour to highlights. Entire operation will be coordinated at ABC New York headquarters. WMAL will air reports from key points to report Maryland and Virginia returns. Elmer Davis will head ABC-WMAL staff, with assistance from Bryson Raah, Gunnar Back, Martin Agronsky, H. R. Baukhage and many others. Na- tional election returns begin at 8 p.m. and will end at 1 a.m. Televisi- on returns on national elections will be simulcast with visual con- tent starting at 8:30 p.m. Roundup of local news returns will be tele- cast at least until midnight.

WINS will link with 50 kw stations for special trans- scribed election preview program covering races in Ohio, New York, Illinois, Pennsylvania and Cal- ifornia. Arthur Schilling, and special events director, will produce program. Cooperating are news and program directors of WINS, WPRI, WBZ in Philadelphia, WLAG, WCGM, WKG, WNET and others. Each station will send five minute analysis of Senatorial outlook. WPTR will coordinate (Continued on page 89)
Road Ahead
(Continued from page 32)
advocated the selection of people with good judgment, the ability to absorb agency policy, and above all the ability to get along with people for timebuying positions. Good timebuyers are not born, but trained, he stated, adding that the best place for that training is in the agency itself.
Panel members agreed that the same person should handle both radio and TV timebuying for an advertiser as familiarity with the client's individual marketing problems is more important than specialized knowledge of either medium. The group held, however, that broadcast salesmen should concentrate on either radio or television and not try to sell both broadcast media together.
A question about the future of BMB was put to Dr. Kenneth H. Baker, NAB research director, who said that the board of BAM, successor to BMB, will meet this month to consider that matter (see story page 48). After the panel members had praised the BMB studies as the only way of measuring both the medium and the audience, by a show of hands, had indicated that the majority of agencies represented are using BMB data, Dr. Baker told them that it is up to them whether there is to be a continuing uniform audience measurement or not.
As long as agencies are willing to pay the timebuying price, station claims and don't insist on a uniform measurement as a basic requirement, there will be a lot of broadcasters unwilling to finance such a measurement, he declared.
But, he added, this opposition would soon disappear if timebuyers would insist on uniform audience information, as is the situation now in newspapers as spacebuyers demand ABC circulation data from publications.
More Good AM Time
In a discussion of the effects of TV on radio timebuying, Mr. Silvernail said that it is somewhat easier to find good radio time availability in TV cities. Miss Nelson reported that TV's practice of double-spotting is spreading to radio, with stations that formerly avoided it now getting into the practice. Miss Nelson also said that some stations are being paid on a contract basis, so that some stations are buying an announcement into a single station break simply because it is being done and accepted on television.
Mr. Nelson also said that some stations are producing radio programs that are being sold to networks, which have decided that this is very profitable, and that one of these programs appears to be a success. Miss Nelson also said that some stations are requesting to produce reductions in radio rates but have not done so because radio stations are maintaining or even increasing their rates. She feels that some stations are paying the high costs of their TV operations.
Miss Nelson noted that while stations and networks had refused to reduce rates, the accompany for loss of audience to television, they have gone into program production in a big way, adding that NBC's just announced a program costing $5,000 to produce for $1,500, which while perhaps technically not rate cutting comes pretty close to being that.
A question about what can be done to make it easier to get timeclearances on television was answered by Mr. Kern. "Lift the freeze," he said.
With radio sets currently out-selling television receivers two to one, and with the radio sets coming to the radio than ever before, radio's universal coverage, blanketing every corner of America, must not be overlooked, ABC Vice Chairman McGowan told the Tuesday afternoon radio and TV production session of the AAAA meeting.
"However, many advertisers today do overlook radio," he said. "It's a basic business and academic theory that when TV enters a home, radio goes out, radio today is undersold, or perhaps—I should say radio is underestimated.

Not From Radio Audience
"Research shows," Mr. Woods continued, "that well over half the radio homes (28% of the population [60% of the population]) would not have been listening to the radio in the pre-television era. In other words, the TV audience comes from other sources than radio, from other leisure activities—reading of magazines, newspapers, begging to move, card playing and all the rest of a myriad of leisure activities which enrich American life. In this connection, he added, "radio is more than a leisure time activity. Among all advertising media, radio— and only radio—reaches people while they work."

This unique quality means that radio can never be displaced. For example, daytime radio reaches the housewife, the purchasing agent of America, during her business hours in her office. She is usually alone, not distracted by other persons in the household. She hears one voice, her radio, while she works.

"Day and night, radio programs today are regularly heard by over 90% of the nation's 40,700,000 radio homes. This deep market penetration is truly vast. It embraces all income groups, city size groups and geographical sections of the country," Mr. Woods reported. And he noted that, in addition "the vast motoring public which spends literally millions of hours listening to car radios represents an audience which is available only to radio."" Citing a recent BBDO survey showing that the average newspaper ad reaches 188 people per dollar, Mr. Woods pointed out that the average radio ad reaches 573 people per dollar, over three times as many as the average newspaper ad. Parenthetically he noted that a newspaper ad on the page with the radio lag range that 188 to 381 readers per dollar, "another indication of sustained public interest in radio."

Television homes, which listener surveys have shown, "to have by no means abandoned radio listening," will total some 16 million by the end of next year, Mr. Woods said. "That's tremendous circulation," he said, "that's nearly twice the current circulation of Life magazine. Yet radio sets will number over 80 million."

Declaring that it is "most important that we do not allow the tremendous impact of TV to knock the basic facts of radio out of focus," Mr. Woods concluded that it is "incumbent upon all of us—advertising managers, agency account executives and broadcasters—to hammer home to top management, to those who ultimately pass on budgets and media, that it is not only to over television live to one in '51."

Asked what effect television's continued growth would have on radio network rates, Mr. Woods pointed out that it has been eight or nine or possibly ten years since the last general increase in network rates and that any reduction today would drive the networks into the red.

"We believe with the circulation radio gives today is the best buy in comparison with any other medium, including TV," he said, urging the agency executives to remember that it is not just a matter of network rates, but what the advertiser gets for his dollar in any medium that counts.

Films Take 25%
Films already have established themselves in television, Brig. Gen. Edward Lyman Munson, director of NBC's TV film division, stated, reporting that 25% of the current telecast hours are now occupied by filmed programs and predicting that this percentage is likely to become larger rather than smaller in the future. Programs made on 35mm film and reduced to 16mm, which has become the video standard, produce satisfactory picture quality either in black-and-white or color, he said.

Kinescopic films have improved greatly in the past year and will continue to improve, Gen. Munson reported. He said that NBC- RCA is now using kinescopic techniques (motion picture cameras synchronized with TV cameras for filming live telecasts) show promise of solving the kinescope problem. In the past few years the emphasis on films for TV has shifted from simple stock to quality, he said. He urged agencies to do their part to achieve good quality in their video film programs and commercials so that the producers of films live up to the standards now generally accepted by TV broadcasters.

When an agency man asked about film standards, Charles L. Townsend, director of NBC's Technical services, said that NBC has compiled them into a pamphlet which the network will gladly send to any station.

Fred Rickey, producer in charge of color for CBS, who with 750 hours of work with color cameras is probably the most experienced man in color television, as CBS President Frank Stanton noted in his introduction, reported that during the extensive color telecasts in Washington in connection with PCC hearings NBC co-workers found out that "color equipment is dependable, that color programming is economical and that it offers the greatest opportunities for TV programming."

As to dependability, Mr. Rickey explained that after a full day's use at WTOP-TV Washington the color equipment would be loaded on a truck and used for an outdoor pickup the following noon, then moved into Turner's Arena for an evening program and hastily transferred to WTOP-TV for the next day's broadcasts. Such a schedule, maintained day after day, he said, "brought every member of our staff almost to the breaking point but never broke the back of this one color camera; there was not a single broadcast which did not go on as scheduled."

Color Costs No More
As to cost, color telecasts are basically about the same as those in black-and-white. Color cameras are actually cheaper, he added, as "the color picture is so much more rich and lifelike that it is simpler, and therefore more economical, to create a pleasing television scene in color than it is to create an equal effect in black-and-white."

The fact that the cost of color is no more in TV than black-and-white is one reason, Mr. Rickey said, why CBS expects most telecasts to be in color in contrast to NBC's preference for black-and-white. The increased costs of color have kept down the proportion of color movies to those in monochrome. He also noted that color brings to television a medium that white brightness range is only half that of 35mm film, "the detail and dimension which is badly lacking; it adds differentiation and distinction between widely color-separated objects."

In advertising, Mr. Rickey said, "the value of color is obvious, and advertising is the key to TV economics. It is to be expected that advertising will be expected to gain much from the presentation of their products in color.
Advantages of the Program Analyzer, which automatically graphs an individual's responses to the various parts of a program heard or viewed, as registered by his operation of like and dislike buttons, were listed by Dr. Herzog as: Providing a simultaneous and continuing record of responses of each individual subject, which takes care of the shortness and passing quality of exposure to the commercial and eliminates the problem of memory loss; measuring commercials in their real context, important since "even as crude a measure as sponsor identification reflects the influence of the program upon the advertising which it carries," and furnishing a non-verbal record of the like-dislike reactions which enables inarticulate people to express their views as well as articulate people.

Cites Limitations

But, Dr. Herzog warned, the Program Analyzer "does not measure the residual effect, that is, the reaction after the whole program has been heard." In cases where later parts of a program change the subject's original opinion of earlier parts (such as a joke liked at first but objected to when the listener finds it is only a camouflage-lead in to a commercial) the Program Analyzer curve alone can be quite misleading, Dr. Herzog noted. Interviews about Program-Analyzer responses are needed, she stated, as "a liking curve without reasons why is about as useful as if you or I were to attempt to read our own lung X-rays.

Turning to research designed "to determine the kind of appeals which should be presented in commercials before they are ever put together," which is just as important as measuring the response to them after they have been done, Dr. Herzog said: "We are focusing our sights on the prospect, and the old open-ended 'reason why' question (why do you use Brand X, why do you like it?) is turning into real motivational research."

Although most housewives may be presumed to use some kind of cleanser and most men to drink and shave, Dr. Herzog noted that "not everybody of the current non-users will be equally susceptible to our advertising message. . . . We are coming to refine the concept of the prospect and to conceive of him as that segment of non-users of the brand which can be converted," she said.

The research approach, she noted, is first to single out those consumers who are convertible and second to find the proper way to approach them. The depth interview is one technique which is useful as it "tends to explore the consumer's use of and attitude toward the particular product from all possible angles," she said. "The trouble is that the analyst cannot always tell for sure which of the many ramifications mentioned is really significant for a particular respondent, or what exactly the significance might be," Dr. Herzog added.

Accordingly, two additional techniques are used with the depth interviews, one introducing the subject into an experimental situation so that he may be questioned while he is actually using the soap or having a drink, etc., the other making use of a personality test, such as a Rohrschach, Szondi, Thematic Apperception or work association test, so that what the respondent says in the interview can be weighed against the type of person he is.

As such motivational studies are very expensive they will necessarily be limited to small samples, Dr. Herzog said, but when they have been statistically verified their conclusions can be projected to the whole body of prospects for the particular product, and the advertising can be keyed to the types of gratification which these prospects get or expect to get from use of the product.

Despite the status of advertising in this emergency period in our national history, at the conference's concluding general session, Frederic R. Gamble, AAAA president, said that the volume and the number of advertising seemed likely to continue at its present level, despite the material shortages with which some companies have had to cope.

He said that in addition to its traditional job of selling products and advancing our national economy by increasing the distribution of goods, advertising is now playing an important role through public service campaigns, largely planned and executed by the Advertising Council. The next step he stated, is to extend this type of advertising from the domestic to the international scene, promoting American ideals and standards of living on a global scale and thus laying the foundation for a lasting peace.

Urges Straight Copy

Fairfax Cone, of Foote, Cone & Belding, chairman of the AAAA board, urged agencies to drop their infatuation with techniques and gimmicks and to concentrate on the production of straight selling copy which he called the basis of all successful advertising. He cited the "ẫThe Hagman programs - and have Garroway programs as examples of sincere straightforward advertising presentations that have been outstandingly successful in selling their products.

After the panel chairman reported on their meetings, they served as a master panel to answer questions submitted during the conference. Asked why TV stations are allowed to continue multiple spotting, Miss Nelson pointed out that TV's impact is so great that advertisers wish to use it despite such practices and that as long as the demand for TV time exceeds the supply the stations, not the agencies will be in control.

She predicted that when the freeze is lifted and the number of TV stations increases the problem will continue.

To another question about reducing radio time charges to compensate for inroads made by TV in radio audiences, she replied that radio will not be able to do this since whenever advertisers find they are not getting returns from their radio advertising commensurate with their expenditures but that as radio continues to reach and influence its present vast audience any talk of general rate reductions is merely wishful thinking.

WCOL Joins MBS

WCOL, Carbondale, Pa., joined MBS Oct. 25, 1950. It is owned by W. Richard Carlson Jr., general manager of the 1230 kc, 250 w station. Affiliation provides Mutual with coverage for the Scranton-Carbondale area, Mr. Carlson said. WCOL is licensed to Carbondale Broadcasting Co.
INDUSTRY problems ranging from sales promotion to membership will face NAB's board of directors, meeting in Washington Nov. 16-17, with emphasis likely to be placed on spread of the doctrine that radio offers the best buy per dollar.

Such top-level topics as NARBA, association budget and defense activities will get their share of attention. Junior members, in discussion and district meeting reaction, however, the membership is most interested in association activities during the past two years.

The series of district sessions, complete, with one exception, was marked mainly by demand for expansion of BAB activities and expressions of confidence in the NAB headquarters operation.

Last spring the membership problem approached the critical point when stations resigned in droves, perhaps the one lesson taught, paying classes, because of an increase in dues and apparent dissatisfaction with the way NAB was operating.

Membership Upward Trend

AM station membership dropped from 1,150 in February to a low of around 940 in August. Now the trend has turned upward, spurred by belief that the headquarters operation is on a basis, not on a needs basis as of last week the NAB membership comprised 951 AM, 389 FM and 42 TV stations, along with 75 associates. This adds up to 1,457 members overall.

Indicative of the trend is the fact that 52 more stations joined the NAB in the last quarter, three times the number in the previous quarter. A number of larger stations that pulled out of NAB in the last two years have indicated they will return to membership.

An encouraging flow of applications is coming from non-members who have taken part in district meetings, according to NAB headquarters. NAB's new slide film, showing what each department does, has drawn favorable comments, along with praise from headquarters officials who made the nationwide circuit.

The membership drive went into full cooperation last week when Jack Hardey, NAB station relations director, started a field trip that eventually will take him into every state. He will make personal calls in hundreds of cities, according to New York State and Ohio. General Manager William B. Ryan

NAB BOARD MEET

'Sell Radio' Tops on Agenda

NAB board members have been conducting a quiet membership project, the One Call Club. Under this plan, board members and station officials are assigned to call on non-members. Results thus far are described as encouraging.

With membership less of a problem, the board will have more time to consider other matters. Robert D. Sweezy, WDSU New Orleans, board member and chairman of the board's BAB Committee, will report on the project. BAB has been incorporated and the Sweezy committee is scanning the field in search of a big-name president.

The committee is expected to meet prior to the board session.

To Report on TV

Mr. Sweezy also will report on the board on the NAB TV Committee's first meeting, held Aug. 31-Sept. 1. As committee chair, he will submit committee recommendations. The committee had voiced concern over such topics as television as telecasting of sports, TV's defense role, pre-approval for Standards of Practice and work of the special industry committee negotiating a TV contract with ASCAP.

In August, WWDC-FM Washington, will submit recommendations of the FM Committee, which met Aug. 7. Most of that session was open to all FM stations, wind- ing up in a series of recommenda- tions calling for easing of FCC transcription announcement requirements; full FM activity by BAB; inclusion in the next indu- stry coverage survey by the new Broad- cast Audience Measurement Inc. (see story page 49); inclusion of FM-band tuners on TV sets; increased FM production by set makers.

Glenn Shaw, KLX Oakland, District 15 director, will report for the AM Committee on behalf of Chairman Hugh B. Terry, KLZ Denver. This committee at its Oct. 23-24 meeting demanded that a survey as to what radio can do in the media field be told effectively by NAB and BAB. It recommended that data on audience and facilities be assembled as part of a broad look at radio in a major media picture [BROADCASTING, Oct. 30].

When the three basic committees — AM, FM and TV — report to the board they will present the views of the three basic industry segments. This carries out the media thinking behind the three-committee setup, effective last June, by the board on recommendations of General Manager Ryan.

Plans for the 1961 industry con- vention will be reviewed by the board at its meeting. Eugene S. Thomas, WOR-TV New York, chairman of the board's Convention Sites & Planning Committee.

Convention Plans

Judging by present signs the convention, to be held in mid- April, will consist of both workshop sessions and top-level management discussions. The management and engineering sections will be held simultaneously, with some joint gatherings. For the last two years the engineers have met before or after the management meetings. As usual the board will review the budget, cut nearly $100,000 last spring by Mr. Ryan to its present $700,000 point. That ties into plans for separation of BAB next April 1. At that time 30% of each member's dues will go into BAB for one year, unless the station chooses to belong to NAB and obtain a 30% discount in dues. The budget report will cover the first half of the 1951 fiscal year, which will be ended Nov. 21.

Once again the board will have on the agenda plans to redistri- bute the nation. This would permit a cut in the board's size and ease the travel load on NAB officials during district meetings. Redistricting has been in the works for years and the board has looked at many maps setting up new bracketing of states. Another plan would provide two-directors-at-large for AM, FM and TV instead of the 10 present mem- bers for large, medium, small, FM and TV stations.

One possible change in by-laws is expected to come before the board's special By-Laws Committee, headed by Frank U. Fletcher, WARL-FM Arlington, Va. This would set up procedure for special elections to fill board vacancies. At present the board itself elects members to fill vacancies.

Board discussion will include such topics as legislative problems, including pending excise tax legislation; work of EMB; status of NARBA negotiations; proposed trip of NAB President Justin Miller to South America on behalf of the State Dept, tentatively set for February; postponement of meeting of Inter-American Assn. of Broadcasters; National Television Week activities, including the Voice of Democracy contest.

NPA ADMINISTRATOR William H. Harrison said last week NPA has no intention of adopting policy of defy radio or offer present- enalty-type exempt construction now underway, but left the door open for future bans on building if "increasing material shortages" war- rant such action. Construction under- way at any future date of ad- ditional NPA orders probably would not be halted, either, he indicated.

Mr. Harrison expressed regret that this phase of the original or- der [BROADCASTING, Oct. 30], an- nouncing a ban on construction of new buildings for "amusement, recre- tional or entertainment pur- poses," had caused widespread con- cern. Erection of radio and TV buildings or studios and electronics manufacturing plants were specifically included in the regulation.

Authorities had expressed concern that it might conceivably af- fect such construction under a catchall warning which cited the "risk of being unable to complete present building.

Austin Queries

It was understood that at least one construction firm, the Austin Co., which handles some radio-TV work, had asked Mr. Harrison for a clarification of the order.

The NPA administrator added later, after issuance of the regu- lation, that no "specific assurance" could be given that projects already begun may be completed.

The modifying order, released last Tuesday, seeks clarifica- tion for policy as follows: "In the event that increasing material shortages clear- ly indicate the necessity for such action in the national interest, NPA may further limit the com- mencement of construction of addi- tional types of projects which do not support the defense effort or increase the nation's productive ca- pacity.

Mr. Harrison emphasized that NPA will continue a policy which would not interfere with production

(Continued on page 88)
IOWA SURVEY REPORTS
STARTLING LISTENERSHIP!

Average Iowa Family
Lists 13 Hours Per Day!

Although much research has been done on the total amount of radio listening that occurs in the average home, most studies — whether interviews, telephone surveys or mail questionnaires — have been handicapped by some aspect of their technique. One result is that the number of listening hours per day in an average home has been seriously underestimated for many years.

Now the Diary Study of the 1950 Iowa Radio Audience Survey reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include all the listening to all sets in the home by all members of the household over four years of age. Here is the breakdown:

<table>
<thead>
<tr>
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<th>Average</th>
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<tbody>
<tr>
<td></td>
<td>Weekday</td>
<td>Man</td>
<td>Child</td>
<td>Child</td>
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<tr>
<td>Average</td>
<td>13.95</td>
<td>4.05</td>
<td>2.61</td>
<td>2.91</td>
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<tr>
<td>Saturday</td>
<td>15.39</td>
<td>4.30</td>
<td>3.44</td>
<td>3.72</td>
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<tr>
<td>Sunday</td>
<td>13.32</td>
<td>4.35</td>
<td>4.41</td>
<td>4.19</td>
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<tr>
<td>Weekdays:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban homes</td>
<td>13.24</td>
<td>4.13</td>
<td>3.79</td>
<td>3.48</td>
</tr>
<tr>
<td>Village homes</td>
<td>12.51</td>
<td>7.20</td>
<td>3.84</td>
<td>2.54</td>
</tr>
<tr>
<td>Farm homes</td>
<td>15.47</td>
<td>7.10</td>
<td>4.27</td>
<td>2.52</td>
</tr>
</tbody>
</table>

A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

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.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
Baseball Outlook
(Continued from page 28)
meets quarterly, are Bill DeWitt, president of the St. Louis Browns; Frank Shaughnessy, president of the International League; Mr. Trautman, Commissioner; President William Harridge of the American League and Fredrick of the National; Herman D. White, president of the Northern League; Charlie Hurth of the Southern Assn., and Frank E. McKinney, former head of the Pittsburgh Pirates and president, Universal Broadcasting Co., Indianapolis (licensee, of WISH).

After Mr. Finch had his inning, Mr. McLendon, who often handles play-by-play for LBS baseball broadcasts, issued a denial, emphasizing major league broadcast have beneficial rather than adverse effects on minor league attendance. He promised to prove his stand in a forthcoming report based on a personal survey, and to present it to both major and minor league officials.

Mr. McLendon also put aside Mr. Finch's assertion that the quality of play of major league teams is often overemphasized by announcers, thus causing a let down among spectators at minor league parks. He said it wouldn't be to the best interests of baseball if a dull picture of play was presented. He was quoted: "We simply endeavor to give a correct picture of what's going on."

Take to Justice Dept.
Also revealed by Mr. Finch are plans of the minor league spokesmen to continue their anti-major league broadcast fight to the Justice Dept., requesting a review of the recommendation last year which led to a modification of professional baseball's policy of granting permission to broadcast and telecasting [BROADCASTING, Oct. 31, 1949.]

The Justice Dept. at that time said the changes were made to eliminate "the causes of complaints" by broadcasters of restrictive practices. The announcement followed an investigation by the agency and talks with baseball interests.

Easing of baseball rules mainly affected restrictive practices employed in territories where minor league clubs operated. With limitations—providing a minor league club is not playing at home—major league games may be broadcast in those areas.

While Mr. Finch's survey includes television effects on box office, apparently hasty conclusions are hard to reach since there is no mention of video in his statement. However, it is expected that data will be compiled on this subject following study of the survey in greater detail.

An independent survey of television effects on nighttime home games in the Boston area was reported to have been the cause of the Braves decision to reduce by 25 the number of telecasts. According to Braves headquarters, the survey includes research into all attendance figures dating back some five years, taking into account weather conditions, pitching averages of starters, records and standings of visiting and home club at game time.

Plan Further Survey
It was asserted that questions put to individual home owners with TV sets asked by delivery men (briefed on what to ask by the surveyors), brought answers in the two areas canvassed which pointed to a stay-away-from-the-park move when weather conditions were bad.

Braves officials expect to survey further, placing emphasis on a close watch of attendance figures for each night game played at Braves Stadium. They will concentrate on comparisons of telecast games and those not picked up by cameras. Comparisons also will be made of last year's data with those of this year—the difference being the reduced number of telecasts permitted. New policy was formed in Boston when Braves officials noted a sag in attendance from over a million in 1949 to less than a million last season.

LIBERTY Broadcasting System air all Los Angeles Rams professional football home games on 300 stations throughout country with exception of California. Network also carries all USC and UCLA home games for balance of season.

Platoon Truman
(Continued from page 37)
outlet, gave a recap at 11:05.
WBNW (TV), NBC outlet, broke into the Kate Smith TV program with first bulletins and interviews by commentator Robert McCormick. Six minutes of the film also were used on the Cameo Caravans and repeated locally at midnight. Bulletins also were utilized.

NBC's AM station, WFL, flashed the shooting at 2:30 with Ken Ludlum doing commentary. At 3:15 p.m. Mr. Boucholter, aided by Jay Bureau, gave a round-up, weekly hour-long review of eye-witness accounts from Blair House.

WTG (TV), DuMont TV Network Washington station, flew George Putnam up to New York to give a report on the network's Broadway to Hollywood show. International News Photo pictures were used.

Liberty Broadcasting System, through its new Washington affiliate WOL, carried personal accounts by George Campbell and Arthur MacArthur, Liberman who was at Blair House, beginning at 3:30 p.m. and continuing through a 7 p.m. round-up with Mr. Boucholter. A tape-recording of the interview with Harvey, AP photographer.

WASH-FM fed coverage to the Continental FM Network as well as Mutual. Report of Mr. Wagner by Nels Griggs. Station's coverage was piped separately to listeners of Continental FM Network on the network's regular 7:45 p.m. newscast. Interview with Secretary Ross also was presented.

WWDC AM-FM carried a running account for four hours during the afternoon, increasing its already heavy newscast schedule. WWDC-FM, Washington Transit System, broadcast its news programs from two to three per hour, and additionally, gave transit riders information relating to car routes closed by the Blair House shooting. WWDC claims it broke the story at 2:29 p.m. over AM-FM. Dennis Sartain, WWDC news director, Ken Evans and Herman Perl, took part.

BGAY Silver Spring, Md., also gave outstanding coverage despite its remote location off the District line and partly because of some road blocks. Ernest Tannen, checked with the police department after Mark Foster, BGAY salesman, phoned into the story. Another source was a Washington taxi driver. First flash went on at 2:22 p.m., seven minutes after the gun battle, station claims.

WINX interrupted its Sports Parade 11:00-11:15 to air the report of the afternoon to air bulletins written on the basis of wire reports. WQWQ carried news programs about every half hour until about 6 p.m. Other Washington stations also kept their listeners well informed.

QUICK BUY
Brings Results on WIP

TIME purchased on WIP Philadelphia by Ford dealer of that city to get a message across to the public resulted in a "four times better day" than any other previous weekend and the same arithmetical margin when comparing results with other local dealers, it is reported.

When the dealer—John B. White—heard about new regulations cutting buying on credit from 21 to 15 months, he wired his agency, J. Cunningham Cox, Philadelphia, to advertise Oct. 21 to the public that it had but one day to act before the deadline.

The agency called a WIP salesman at his home—as offices were closed for the weekend—and within an hour, three programs were scheduled for the evening: News shows, 6:15-6:30 p.m. and 7:15-8 p.m., and a half-hour record show, 8:30 p.m. An hour after the first program was aired, the auto dealer's telephone rang until 10 p.m. (and 11 p.m. the following night), called in additional sales help to take care of buyers.
HERE ARE THE FACTS: WOAI is the ONE completely dominant advertising medium in the prosperous San Antonio-South Texas Area. The August-September Hooper Index, for example, shows WOAI leading the second San Antonio station by 113% more audience locally in total rated time periods! An example of WOAI's vast audience superiority in the South Texas Area is indicated by this BMB fact: in counties within a 60-mile radius of San Antonio, WOAI tops all local stations in their home counties — while also leading all San Antonio stations in these counties — both day and night! BMB shows WOAI as the only San Antonio station with listeners in Austin (now Texas' 5th market), where WOAI delivers a BMB total weekly audience of 82% day and 80% night.

No wonder WOAI sells more merchandise to more people in South Texas than any other advertising medium — and at lower cost!

THERE IS NO SUBSTITUTE FOR WOAI IN THE SOUTHWEST

NBC - TQN
Represented Nationally By
EDWARD PETRY & COMPANY, Inc.

New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit • Atlanta
WMBD is the pick of the field - a favorite that alone gives you effective coverage in the rich Heart of Illinois market . . .

Many radio advertisers gauge BMB measurements on the basis of 50% coverage or better.

The latest BMB study proves that WMBD is such a favorite in 6 out of the 14 daytime counties covered by WMBD. DAY and NIGHT, WMBD alone does an effective job in ALL of Peoria area.

Compare before you buy . . . ask FREE and PETERS for the COMPLETE WMBD story!

Test Survey (Continued from page 28)

BROADCASTING  •  Telecasting

The committee will bend every effort to complete its first draft before Nov. 20, he said, meeting again probably during the week of Nov. 13 and in the interim exchanging ideas by mail. The committee's job is complicated, he noted, by its volunteer nature, its members taking time away from their own business duties to serve the industry welfare without reimbursement for expenses, let alone for their counsel.

Last Thursday's meeting at BMB-BAB offices in New York was attended by Messrs. Baker, Chappell, Deckinger, Krueger and Wilbor. Mr. Avery and Mr. Manchee were both out of New York on business that day.

In 5 clinical surveys, KFMI outdrew Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMI, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lowen Taylor, Mgr.
AD FREEDOM

WARNING against possible moves to deny American business the freedom of advertising in the emergency period at hand was sounded at the 10th (Southwest) District Advertising Federation of America, convention held in Houston Oct. 22-24.

Whereas advertising rendered outstanding service in World War II, and recognizing its tremendous power to vitalize the forces of Democracy in the present emergency, we hereby pledge our full support to the Advertising Federation of America in combating any curtailment of the right to advertise.

Whereas advertising is the foundation of the American free press and radio, and whereas advertising is one of the primary bulwarks of Communism, the Advertising Federation of America is strongly urged to be doubly alert and to strongly resist any attempt by legislation, administrative ruling, and/or interpretation to use the present crisis as an entering wedge to deny American business freedom of advertising.

Whereas the Advertising Federation of America is the voice of organized advertising, and recognizing that the ultimate effectiveness of AFA action stems from the grass roots level, therefore, we urge all Tenth District advertising clubs to strongly recommend that all other districts be alert to these dangers in their own communities and that they promptly inform the Federation of any attempt to abridge the freedom of advertising at any time.

Not only do we urge that all governmental restrictions on free advertising be resisted, but we further recommend that the United States Government employ the principles of American advertising in its relations with other nations so that the benefits which advertising has brought to the American people may be spread throughout the world.

Explaining the resolution, T. J. McHale, newly elected executive secretary of the 10th District, said it was aimed against any clamping down on management's right to advertise when more of the country's business is done under war contracts.

"We don't want to see anybody in Washington curtailing advertising by denying it to be a legitimate business expense and necessary operating cost."

Mr. McHale is president of the Dallas Advertising League, which presented the resolution.

Newly elected president (governor) of the district is A. B. Penn, Humble Oil Co., Houston. Other officers are Dale C. Rogers, Tulsa, first lieutenant governor, and Curtis Taulbee, Fort Worth, second lieutenant governor.


BRANHAM MEET

Clinical Review Held

INFORMAL look at advertising problems of mutual interest was taken at the Branham Co., national station representative, one-day clinic Oct. 25 in New Orleans, coincident with the District 6 NAB meeting.

Leading Southern agency and advertiser executives met with Branham affiliate station executives from Tennessee, Alabama, Arkansas and Louisianas. Among those attending were:


Granville Sewell and Ronnie Claire, Sewell-Thompson Adv.; L. K. Nicholson, John F. Ting Jr. and T. J. Adams, New Orleans Times Picayune (WTIP): Bob Weinmann, manager, and Jack O'Meallie, WTIP commercial manager; Manager Henry Clay, Assistant Manager H. G. Robertson, Program Director Horace Logan and Fred Watkins, local sales manager; KWKH Shreveport; Jack Wolaver, manager, and Bob Brown of KTSH Hot Springs; Henry Slavick, manager and Earl Moreland, commercial manager; WBGU Manager Bill Carlier, WRBC Jackson, Miss., manager; Dewey Long, WAGB Moultrie manager; Sid Nihols of Memphis, George Harding and Sinone McCaskey of Dallas, all Branham executives.


WTIC'S 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

November 6, 1950 • Page 39
WINDOW DISPLAYS
WMIN Plans Two Monthly

WMIN St. Paul, Minn., has set up a special window display department under the sales promotion manager. Each month the new department will handle displays in windows of two business firms advertising on WMIN.

The series was launched with a medical display in the window of a local drug store. Included in the display was a sign calling attention to "Drama of Medicine," sponsored by the firm on WMIN. Second display for the month was in the window of an appliance shop and featured a music motif.

NARND AGENDA
Dr. Baker To Address
Nov. 16-18 Meet

LARGEST attendance in the history of the National Asn. of Radio News Directors is expected at the organization's Nov. 16-18 fifth annual convention at Chicago's Hotel Sherman [Broadcasting, Oct. 30], according to Jack Shelley, WHO Des Moines and NARND president.

With the setting up of panels and addition of Dr. W. E. G. Baker, vice president, General Electric, as speaker, the agenda is about complete, although another speaker may be scheduled by Ben Chafee, WMAS Macon, in charge of convention programming, Mr. Shelley said.

Three panels scheduled will throw open discussions on the newsmen's relations with doctors and hospitals, crime news and radio news research. Moderating the latter panel is Mitchell Charney, journalism professor at the U. of Minnesota. Various phases will be presented by Earle Smith, KMBB Kansas City; Sheldon Peterson, KLZ Denver; Charles L. Swanson, Minnesota School of Journalism; Arthur M. Barnes, Iowa School of Journalism.

Panel on crime reporting will be led by Mr. Smith of KMBC with the following taking part: Bruce Barrington, KXOK St. Louis; Ron Cochran, WCOP Boston; Fred S. Seibert, U. of Illinois and assistant to FBI Director J. Edgar Hoover.

Third group on the medical phase of news reporting will have Russ Van Dyke, KRNT Des Moines, at the helm with speakers including C. J. Foley, American Hospital Assn.; Dr. George F. Lull, secretary-general manager, American Medical Assn., and Annie Laurie Crawford, assistant executive secretary in charge of public relations, American Nurses Assn.

Dr. Baker will address the convention on "The Future of Radio and TV." Conventioneers also will see a demonstration of Phonevision by Comdr. E. F. McDonald Jr., Zenith Radio Corp. president. Program also features speeches by top military spokesmen and leaders in the news field.

Leo Leaving NSRB
STEPHENV. E. LEO, special assistant to Chairman W. Stuart Symington of the National Security Resources Board, will resign from government service sometime next month to join a St. Louis consulting engineering firm. Mr. Leo assisted Mr. Symington on broad mobilization problems, including responsibility for communications, since he left the Air Force where he had been public relations director. He will accept a vice presidency with Sverdrup & Parcel.

ABC Co-op Sales Up
ABC co-operative program sponsorship has increased by 25% over the last year, Co-op Dept. Manager Ludwig Simmel announced last week. He said a survey taken Oct. 28 shows a net increase of 166 sponsors during the preceding year, bringing the current total to 808.

AFRA STRIKE?
Members Okay Authority

A SHORT NOTICE strike against the networks by the American Federation of Radio Artists became a possibility last week, when a membership meeting in New York voted authority for its negotiators to call a strike at any time. The AFRA contracts with the networks expired Oct. 31.

Spokesmen for the networks expressed confidence, however, despite the current gap between offers and demands, that agreement would be reached without a strike.

AFRA is understood to have agreed to the negotiating of staff announcer contracts in the various cities, rather than standardized contracts negotiated from New York. The New York contract, when one is agreed to, is expected nevertheless to be followed closely in other cities.

100 GRAIN BELT COUNTIES
in South Dakota - Minnesota - Iowa are served and sold by KELO - including Minnehaha County (home county) - the only county in North or South Dakota with retail sales in excess of 100 million dollars.

* Sales Management, 1950
LOW-POWER FM

ORAL ARGUMENT on proposals to extend low-power FM station privileges to non-profit, tax-exempt institutions, such as churches and similar groups, was held before FCC last Monday. Such outlets would be 10-w noncommercial stations similar to those allowed to educational organizations.

The long-pending joint petition of the Radio Commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, which requests FCC to allow 10-w stations throughout the commercial FM band where assignable, was reviewed by Leonard Marks, Washington counsel. He explained the Commission already had religious organizations eligible to be licensees and should rule on other qualifications on a case-to-case basis.

Such low power stations, Mr. Marks argued, will boost FM generally, create new FM set demand and make it economically possible for hundreds of small communities to have their own local medium of expression. Granting such stations, "representative of community life," he said, would be in the public interest. Sufficient FM frequencies also are available, he noted. Extensive opportunity for broadening tolerance, understanding and education would be provided, Mr. Marks stated.

It was indicated the Baptist groups already are interested in establishing several hundred such stations throughout the South.

Rev. Everett C. Parker, director of the Protestant Radio Commission, pointed out that cost has prohibited any extensive work in the radio field up until now. He was extensively questioned by Chairman Wayne Coy on whether such stations would be used for inter-denominational attacks or would permit atheists to speak.

Rev. Parker indicated personal attacks do nothing for religion as a whole. He said he didn't know where to draw the line as to who could speak on the air, but felt perhaps only those who were "subversives" should be denied air time. Atheists should be given time if they represent a sufficient interest in the community, he said.

Chairman Coy expressed the view the greatest need for these stations already is being met by parochial preachers and opinions of the latest badness in the community and that such stations would never get off the ground. The station has been used only for religious purposes.

On the air, the Commission pointed out that the stations would be kept at religious foundations, education, entertainment, etc. They would be subject to the same qualifications; in fact, they would already be allowed to air by the way they are conducted.

The Commission, it was pointed out, has already conducted open sessions with the Federal Communications Commission and the public. It has, in fact, already had five meetings with the FCC in New York.

The Commission said it believes that churches and religious organizations have been prevented from using all-frequency radio because they lacked knowledge of the FCC rules. It pointed out that it would have been difficult even to apply for new station licenses if it had not been for the Commission.

The Commission pointed out that churches and religious organizations already have been licensed to operate radio stations, even though the FCC has not released licenses for them, and that they have been using equipment available to them.

"OPEN HOUSE" Wincharger Marks 15th Year

CELEBRATING its 15th anniversary, Wincharger Corp., Sioux City, Iowa, subsidiary of Zenith Radio Corp., recently threw open its plant doors to some 3,000 visitors, including leading personalities of the entertainment world. Firm manufactures radio sets, antennas, antenna towers and other equipment.

"Open House" activities comprised tours of Wincharger's production lines, and displays of Zenith's latest radio and television models. A loud speaker system provided audio background for the 45-minute tours conducted by well-briefed guides. Additionally, the company stressed its record of efficiency and technical accomplishments, and incentive system of compensation.

Radio-stage-screen personalities, appearing in the city's Civic Auditorium, included Andy and Della Russell, Gil Lamb, Borrah Minnevitch and his Harmonica Raseals, Lou Breese, and others. The Russells presided over a special luncheon for area radio and press representatives and gave an impromptu performance.

RWG SALARIES

Networks Agree on Scales

PROSPECT of a Radio Writers Guild strike against the networks vanished last week, as the parties agreed upon salary scales at a meeting in New York just under the Oct. 31 strike deadline.

Scales to Vary

Although the new scales vary from network to network, and no details have been released officially, they reportedly include weekly minimums of $130 for senior continuity writers and for senior news writers, and $140 for editors.

The new salary rates are understood to be contingent upon further agreement by the parties as to items remaining open, such as vacations, severance pay, and seniority. Negotiations on these matters will continue at a meeting this week.
To a businessman with a driver's license and no Cadillac

(This is not a Cosmopolitan contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. (Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)

Since the going price for chicks is around $150 per M, and his hatchery hatchet chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per 1/4-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones (more farms in Iowa have telephones than in any other state) and ordered 23,000 chicks after a single 1/4-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

**WMT**

5000 WATTS

CEDAR RAPIDS

DAY AND NIGHT

BASIC COLUMBIA NETWORK

---

**ABC SEPARATION**

Conrad, Moore Appointed

FURTHER separation of ABC West Coast radio and television branches [Broadcasting, Oct. 30] became effective last week with appointments of Francis H. Conrad, supervisor of ABC Western Division station relations department, as Western Division director of radio and manager of the ABC Los Angeles outlet KECA; and Richard A. Moore, director of television of ABC Western Division, as manager of KECA-TV.

Announcement was made by Frank Samuels, ABC Western Division vice-president, following week-end conferences with Robert E. Kintner, ABC president. Mr. Kintner was on a 14-city trip attending ABC affiliated stations meetings.

Both men will continue their present duties in addition to the new appointments. Mr. Conrad joined ABC in 1944 when it was the Blue Network. Prior to that he had been in the NBC New York sales department and a timebuyer with McCann-Erickson, New York.

Mr. Moore first joined the network in 1946 as a New York attorney. In 1948 he transferred to the television division, going to the West Coast to head up operation of KECA-TV and KGO-TV San Francisco.

During his Hollywood visit, Mr. Kintner, due back in New York today (Monday), made it clear that he felt radio is still the "greatest medium in advertising and news reporting" and that the policy of dividing network operations into two separate divisions was being done to reassert the importance of radio.

On the subject of television, he stated that it was most important and that the network was making great forward strides in it. "We do not believe," he said, "that television will put radio out of business any more than radio has put newspapers out of business."

**WKRC Aids School**

FACILITIES of WKRC-AM-FM-TV Cincinnati are being used for the newly-announced radio and television courses now being offered for the first time in the history of the Conservatory of Music in that city. Hubert Taft Jr., executive vice president, Radio Cincinnati, said the courses, carrying full credits, are under the direction of Bill Fredericks, senior announcer-producer at WKRC. Series of lectures are being given by stations' executives, including: Mr. Taft, Manager Herman Fast, Sales Manager Joel Stovall, Program Director Paul Shumate and Byron Taggart, M.C. of many WKRC shows.

For SEVENTH consecutive season, five concerts of Springfield Symphony Orchestra to be carried by WBZA-FM Springfield, Mass.
BAM DIRECTORS
First Meeting Set Nov. 20

Steps to set up a new industry measurement service as successor to BMB will be taken Nov. 20 at the first board meeting of Broadcast Audience Measurement Inc., to be held at BMB headquarters in New York.

First job of BAM, incorporated last summer by the BAM Organizing Committee, headed by Henry P. Johnston, WSGN Birmingham, will be to elect permanent officers.

When organizational work is out of the way, BAM will settle down to a study of the entire radio-televison research situation. The Nov. 20 meeting will have before it a report by the special committee studying research uniformity under direction of Dr. Kenneth H. Baker, NAB research director. This committee met Thursday in New York to draw up a report (see story this issue).

Most of BMB's second radio coverage study has been completed, with BMB operating a skeleton office to take care of orders. Dr. Baker has directed BMB as acting president for more than a year.

Members of the BAM board of directors are:
Affiliated Stations—Paul W. Monroe, WTCF Hartford; Frank King, WMGR Jacksonville, Fla.; Merrill Lindsay, WSGY Decatur, Ill.
Unaffiliated Stations—Howard Lane, WZST Chicago; J. W. Woodruff Jr., WBBL Columbus, Ga.; Herb Hollister, KDNL Boulder, Colo.
Television Stations—George Burbach, KED-TV St. Louis; Clyde W. Bembeni, KRLD-TV Dallas; Norman Chandler, KTTV (TV) Los Angeles.


Networks—Ernest F. Janke Jr., vice president, station relations, ABC; Robert A. Schmid, vice president, advertising, promotion, research & planning, MBS; Hugh M. Beville Jr., director, planning & research, NBC.

NEW STUDIOS
Mark KXLY's 28th Year

NEW STUDIOS of KXLY-CBS, Spokane were visited Oct. 10 by an estimated 1,500 persons, helping to celebrate the station's 28th year of operation and its opening of a new radio-TV center at 818 West Sprague Ave. Move was described as first step in the station's preparation for eventual television.

Highpoint of the celebration was a full-hour participation show, KXLY, operating on 820 kc with 5 kw, is licensed to Symptoms Broadcasting Co.

Why buy 2 or more... on RADIO BALTIMORE WBAL

LOBBY REPORT
Danger, House Group Says

Expansion of pressure politics may challenge the very existence of representative government, according to the House Committee on Lobbying Activities which has released a 67-page report on the controversial subject.

Democrats on the committee, headed by Rep. Frank Buchanan (D-Pa.), signed the report which did not bear signatures of Republican members who have clashed frequently with Rep. Buchanan during hearings. The probes, including lobbying a "billion dollar industry," emphasized the harboring of "very real" dangers to the legislative process of Congress.

To offset heavily financed pressure by private groups, the committee looked at the following alternatives: Government backing of poorly financed groups; formal placing of organized groups in the legislative process; streamlining of both legislative and administrative procedure in government; stronger political, military and discipline; more information on lobbying and lobbyists. Of the varied ways discussed, gathering of more information was most favored. Rejected by the committee were the first two (strengthening private groups) which were found incompatible with popular representation and inclined toward creating more pressure on government.

WGR delivers a Big Plus beyond Buffalo

○ Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences plus coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's best wavelength does it!
THE LATEST WCKY STORY

LOOK BEFORE YOU BUY!

LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER
LOOK AT RESULTS

<table>
<thead>
<tr>
<th></th>
<th>Share of Audience*</th>
<th>Open 3/4 HR Daytime Rate**</th>
<th>Power</th>
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<tr>
<td>WCKY</td>
<td>19.8</td>
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<td>Sta D</td>
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(*—Pulse May-June 1950 8 AM-8 PM Mon.-Fri.  
**—Standard Rate & Data)

IT'S OBVIOUS - - - FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

IN CINCINNATI, WCKY IS YOUR BEST BUY!

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

LOOK AT RESULTS!

THE WESTERN STATIONERY COMPANY, OF TOPEKA, KANSAS, ADVERTISING A BRONCO PONY CHRISTMAS TOY FOR $2.49 ON WCKY'S JAMBOREE, HAS SOLD 6,280 IN LESS THAN TWO WEEKS.

THESE ORDERS COME FROM 32 STATES WITH 87% OF THEM FROM THE 13 SOUTHERN STATES WCKY BLANKETS WITH ITS 50,000 WATT SIGNAL.

WCKY—On the Air Everywhere
24 Hours a Day
7 Days a Week

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

FIFTY THOUSAND WATTS OF SELLING POWER
**editorial**

**Time for a DCB?**

AT ABOUT the time of the Nazi blitzkrieg into the low-lands and Scandinavia in the spring of 1940, plans were being made for a war-time economy in the United States. In September, 19 years ago, the Defense Communications Board was established.

Today we have many of the counterparts of the World War II emergency government. Plans for home defense are under way, against the day of a sneak atomic attack. Communications are pegged as the "new center" of civil defense. Cutbacks in radio and TV production are upcoming. Washington bristles with the kind of activity that prevailed prior to and just after Pearl Harbor.

There also functions in Washington, quietly and behind the scenes, the President's Communications Policy Board of five members. It is headed by the former FCC Comr. Irving Stewart. One of the subjects before it is the formulation of a permanent government policy communications agency.

If the international situation worsens, re- imposition of virtually all of the World War II restrictions can be expected. There was no civilian set production. Broadcasters were hard put to remain on the air. Stations were permitted to operate subnormally. Many regulations were waived.

These latter moves came via the Board of War Communications, successor to the Defense Communications Board. The FCC Chairman was head of this policy agency. Other members were from the Army, Navy, Coast Guard and State Dept.

Both manpower and material crises were met through the functioning of this board. Radio went on a full war-time basis, but not a single station went silent because it lacked essential equipment or manpower.

The time seems propitious to complete plans for another Defense Communications Board. Whether this plan should emanate from the President's Policy Committee or from the FCC is unimportant. The blue-print already exists, then it appears time to activate it.

**Worth the Try**

THE SERIOUSNESS of the FCC's proposal to radio network programs to TV stations in all except those markets having four or more TV outlets becomes more apparent as the potential impact of the suggested rules is realized. Last week we reported that radio broadcasters, as well as those now in TV, are aroused because they recognize in this move a possible TV "Blue Book." And what may be done in TV can be ordained in radio, since the same principles apply.

Since unburdening ourselves, we are advised that the FCC does not relish this proposed rule-making proceeding. It is pointed out that the Commission, for two years, abstained from interfering with any controversy among the four TV networks and that it entered into the affair only after two complaints had been filed and when the AT&T fought it by stalemating on voluntary time allotments.

Though there's no official pronouncement, it's reasonable to assume that the FCC would dis mis the proposed proceeding on rationing rules if the parties can compromise their differences, permitting the AT&T to file rev ised tariffs.

Certainly the four networks should be able to compose their allocations differences. The present paucity of cable and microwave relays won't exist forever. While it's difficult to tell when the freeze on new TV stations will be lifted, it should be obvious that there will be additional outlets in the major markets, as rapidly as the regulatory processes and the war situation will permit.

To hazard even "temporary" program rationing is too great a risk. If the FCC attempts to invoke rules, there will be prolonged litigation.

Realizing this, we hope the networks or AT&T will again take the initiative and endeavor to work out an equitable allocation of spectrum. AT&T has been for a short period—three or six months. No one knows what the cable requirements will be six months hence. Last summer there were the doldrums and the hiatus.

Certainly it's worth the try.

**LAST WEEK radio observed its 50th anniversary. The official starting date is recorded as Nov. 2, when KDKA Pittsburgh went on the air to broadcast the Harding-Cox election returns and remained on regular schedule with regular call letters. Last week, a dozen stations observed their silver anniversary among them WBAL Baltimore. That station for the past five years has operated with a "temporary" license—the only remaining victim of the infamous FCC "Blue Book" on commercial versus sustaining program balance still on the hook. It is out on the hook because Drew Pearson and his former partner Robert S. Allen have pending an application for the station's facilities, based entirely on the now interred "Blue Book." How long can a license remain temporary?**

**Was it All In Fun?**

OUR FRIENDS of the flickers are in a rhubarb because of the recent Dean Martin-Jerry Lewis skit on NBC's "The Edsel" program. Motion Picture Organizations (COMO) alleged that the vehicle during the Colgate Comedy Hour "held the motion picture industry up to public ridicule and gave the impression that the industry had collapsed and that people were staying away from motion picture theatres in favor of television."

The COMO, in seeking to forestall repetitions, has written key figures in radio and TV and industry. It says it does not propose to take such attacks laying down. The principals have expressed regret. And we agree that it's not good business to engage in public feuds. One of the key figures to whom COMO wrote was J. H. Crown, vice president of the Fort Industry, wartime radio censor, and interim president of NAB, who also happens to be a member of the U. S. Chamber of Commerce Committee on Advertising. He spoke eloquently and forcefully for radio when he responded to COMO's Arthur L. Mayer:

I wonder if your memory is not rather short and you ran not "The Hucksters" which MGM made in 1947 and I'll bet there is an area that still hankers to rid headline advertising of the ad world. And for that reason alone I have no objection to "The Edsel" but I will say that the Edsel show is a very good show, one that is not as objectionable as most of the skits that emanate from the studio. And as to the "a picture of a successful user of radio and TV" Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a beauty contest, wearing a sign which read "Breast-o-chicken." Oh, Mister Taishoff! (If you still have your copy handy, men, it was on page 14.)

**Static and Snow**

By AWFREY QUINCY

NOW, an illegal TV station is forced off the air. Since when is it a crime in this country to be merely illegal? * * *

Man bites dog, with new twist. Very much in the news is this head "Pilot Drops Suit." We always thought it was the pilot who got dropped. * * *

Comr. Hennock wants to know, which came first, education or commercialism? Everybody knows that the egg came first, but that's something no chick ever learnt. * * *

In the Oct. 23 issue of BROADCASTING the art work really took us. A picture of Ralph Edwards and Hugh Terry with the Denver Dish managing to look like they were eating. A picture of a successful user of radio and TV, Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a beauty contest, wearing a sign which read "Breast-o-chicken." Oh, Mister Taishoff! (If you still have your copy handy, men, it was on page 14.)

**John Kimball West**

UNLESS it had drawn on the singular resources of Barnum & Bailey, NBC could not have picked a more outstanding vice president in charge of the Western Division than John Kimball West.

Mr. West is six feet, six inches tall. It is not only because of his elevation that Mr. West, who is about to take up his new assignment, will stand out in Hollywood society. His tastes in haberdashery are sure to be regarded as bizarre. Mr. West habitually wears dark blue suits, white shirts, small-striped ties, black shoes and gray fedoras.

Mr. West is as much an Easterner as he looks. Except for a plaid-sweater, cardigan in which he was an RCA Victor district manager in such62 remote posts as Cleveland and San Francisco, he has spent most of his business career in the neighborhood of Philadelphia, his home town. RCA Victor headquarters.

(Continued on page 49)
"DAILY TRIPLE"

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

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

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


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

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.
LOU FRANKEL, WFDR (FM) New York director of special events and public relations, promoted to general manager. Formerly with Rural Radio Network and WHCU Ithaca, N. Y.

J. D. JONES Jr., chief engineer-commercial manager KTAT Frederick, Okla., named general manager. Will continue with technical supervision.

ROGER R. HUNT, manager West Coast Radio Sales, S. F., to manager KUSA Yuba City, Calif.

GEORGE STELLMAN, account executive, Jordan Co., L. A., Nov. 13 joins KNX Hollywood and Columbia Pacific Network as account executive. BERT WEST, CPN sales service manager, to new post as director of sales service, KNX-Columbia Pacific Network. ROBERT WOOD, KNX commercial traffic manager, succeeds Mr. West as CPN sales service manager.

BILL GORDON, disc jockey, sports director and news commentator WNAW North Adams, Mass., appointed general manager.

ANN RAWLINSON to commercial staff WFMD Frederick, Md.

CLINTON BROWN to KBON-FM Omaha sales staff. Was with Omaha World Herald.

G. F. (Red) BAUER, resigned as sales manager WINN Louisville [BROADCASTING, Oct. 30], announces he will open restaurant in Ft. Lauderdale, Fla.

ERLE G. HOWERY, station manager WWYO Pineville, W. Va., named general manager. Succeeds JACK K. SHIPMAN, who remains as treasurer.

G. LaVERNE FLAMBO, executive vice president and commercial manager WQUA Moline, Ill., named general manager. Will also continue duties as executive vice president. W. JOHN GRANDY, account executive KDAL Duluth, Minn., replaces him as commercial manager.

Mr. Flambo HELEN K. MOBBERLY, charge of Washington Transit Radio sales WWDC-FM Washington, named assistant to WWDC-AM-FM general manager. HERMAN M. PARIS, WWDC general sales manager, also named general sales manager Washington Transit Radio (WWDC-FM).

JACK HEALEY named commercial manager of KNUZ Houston.


ROBERT KEDDY, broadcast regulations division CBC, Toronto, to acting secretary board of governors, CBC, Ottawa.

KARL MONK, commercial manager CKWS Kingston, to manager CHOK Sarnia, Ont.

BILL BRENNA, salesman CHOK Sarnia, to sales staff All-Canada Radio Facilities Ltd., Toronto, station representative.

LEROY BREMMER, general manager-technical director KERB Kermit, Tex., to TV staff United Nations, Lake Success, N. Y.

BILL BALDWIN, general manager KFGT Frémont, Neb., to KBON Omaha as AM account executive.

CKXL Calgary, Alta., names National Broadcast Sales, Toronto, and Donald Cooke Inc. as national representatives.

Mr. Bremmer KERB Kermit, Tex., names Bowles & Co. as exclusive national representative.

LEON R. BROOKS, foreign funds section chief, Office of Alien Property, Dept. of Justice, joins legal staff CBS Washington office.

RAY BARNETT, KSX San Mateo, to KGO San Francisco as radio sales representative.

ELIZABETH GREENE, Walston Hoffman & Goodwin, S. F., to sales department KCBS San Francisco.

FOR MORE AUDIENCE AT LESS COST WITH HIGHER POWER AND GREATER RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. Wilson

WCKY

CINCINNATI

50,000 WATT OF SELLING POWER
Respects
(Continued from page 46)
where he has been stationed in recent years as vice president and
director of public relations, is at Camden, N. J., across the river
from Philadelphia.
He was born in Charleston, W. Va., Sept. 10, 1907, but moved
to Philadelphia at the age of 5 and considers that city as home. His
father, C. K. West, retired two years ago after serving the General
Electric Co. as vice president in charge of the Atlantic district.
The younger West started to follow his father’s career in the General
Electric Co. After graduating from prep school at Pennington,
N. J., and studying for a year and a half at Wesleyan College,
Middletown, Conn., he went to work in the GE Edison Lamp works
at Harrison, N. J.
About a year later, the Harri-
son Edison Lamp works was con-
verted into a radio tube manufac-
turing plant for RCA Radiotron
Co., and Mr. West stayed, along
with a number of other GE em-
ployees, to join RCA.
World’s Fair Assignment
His assignment was in the ad-
vertising department. In 1939 he
went to the Chicago World’s Fair
as a assistant to Mr. Fol-
som, without a title. In June 1945
he was appointed director of pub-
lc relations and two years later was
appointed to a vice presidency.
Mr. West’s selection to head NBC
operations in the west is in line
with the closer supervision that
RCA has lately exerted over its
operating subsidiaries. It is no
secret that since Mr. Folsom be-
came RCA president RCA has
taken a new and firmer hand in the
management of NBC.
Mr. West takes to Holly-
wood is a fair for crack adminis-
tration as well as experience in
public relations. There is little
doubt that NBC’s Western Divi-
sion will operate on a business-like
basis under his command.
Mr. West is too preoccupied with
business to have time for avoca-
tions other than golf, a game he
plays frequently with scores he
describes as “fair to poor.” His
only club membership is in the
Pine Valley, N. J., Golf Club.
He married a Philadelphia girl,
Peggy Brush, in 1934. They have
two adopted children, Peggy, 10,
and Helen, 7.
PROFITS TAX
Move To Shelve Plan Seen
DRIVE by some members of Con-
gress to shelve the proposal for an
excess profits tax may be forth-
coming when legislators return
from recess Nov. 27, or at an
earlier date if beckoned by Presi-
dent Truman, who already has
indicated he may call Congress back
after the national elections.
Advance notice of such sentiment
has been given by Sen. Ralph E.
Flanders (R-Vt.) who has sug-
gested that Congress increase cor-
poration tax rates instead of
enacting an excess profits tax.
Sen. Flanders has said he hoped
to present his views before the
Senate Finance Committee.
Meanwhile, informal sessions on
the proposal, by the Joint Com-
mittee on Internal Revenue & Tax-
ation were about concluded last
week. The Congressional group has
been requested to prepare a report
on the profits tax by Nov. 15, date
set for the House Ways & Means
Committee to open hearings.

WARE TEAMWORK
At Historic Church Event
FLAWLESS station teamwork is
reported by WARE Ware, Mass.,
1 kw outlet, in its 3½-hour broad-
cast of the entire consecration
of Notre Dame Church at Southbridge,
Mass., Oct. 11. With notice of only
18 hours to arrange the program,
the staff immediately went to work
on the necessary details.
After Donald W. Howe, owner
and manager, WARE, learned that
larger metropolitan stations didn’t
plan to cover the event, News Edi-
tor Bill O’Neil and Sales Manager
Bob Sinnett obtained permission
from diocesan and parish officials
to schedule the broadcast, promis-
ing it would be memorable and
dignified. Program Director Tom
Colton arranged for telephone
lines. Search for a qualified nar-
rator at Worcester Diocese led to
Francis of Assisi Church, Fitch-
burg, Mass.
With only two hours to go to find
a sponsor, Dean Paint & Wallpaper
Co., a branch of a Worcester firm,
agreed to take the 3½-hour segment
as a public service. On broadcast
day, staffers’ hopes were pinned on
Rev. Ally, making his first micro-
phone attempt. WARE reports he
covered the ceremony with the
aplomb of an experienced broad-
caster.” Program’s success, sta-
tion adds, was conclusive when the
stimulated audience, of a primarily
Catholic-populated area, made its
reaction known. By request, WARE,
which had taped the entire
event, rebroadcast the final half-
hour the following Sunday.

Rate Value for FM
FM is no longer considered as
“bonus” at WOZK-AM-FM Alton,
Ill., according to Edward A.
Wheeler, president, WOKZ Inc.
Mr. Wheeler said new rates, effec-
tive Wednesday, will be for the
combined facilities of AM and FM,
with a portion definitely attributed
to the FM audience. Accompany-
ing the new rate policy is a promo-
tion campaign. North Shore Broad-
casting Co., which purchased the
WOZK facilities, also is licensee of
WSAW (FM) Evanston, Ill.

I’m broadcasting
the three daily
Vancouver newscasts
on an exclusive basis—
Watch my ratings rise—
TOP DOG on the Coast!

COMING!

5000 WATTS
ON TEX
910 on your dial

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burd-Smith

November 6, 1950 • Page 49
Strictly Business
(Continued from page 16)
selling various products to retail outlets.

In 1933, a boyhood friend who was then with Young & Rubicam told him about a new sort of business—national representation of radio stations. The friend arranged a meeting with John Blair, who had shortly before established John Blair & Co., and was in the process of expanding his New York operation. The two made a deal on the spot, and Bill Weldon had taken the first major step in his career.

Two years with John Blair convinced Bill that he needed a “grass-roots” background of actual radio station operating and sales experience, so in 1936 he became a salesman with WOR. After a year and a half with the key Mutual outlet, he returned to the Blair fold, becoming a vice president of the company in 1946.

The war caused one more interruption in his Blair career. During the war he served in the Navy as commanding officer of an LST in the Pacific area, where he saw a great deal of combat.

The post-war year of 1946 found the radio industry awakening to the combined threat and opportunity in the new art of commercial telecasting. While Bill and the other principals of John Blair & Co. discussed at length the alternative methods of providing the best representative service for a growing list of television stations, Bill made it his special business to undertake a thorough survey of the whole television field from every aspect. As a result, when in 1948 the Blair group decided on the principle of separate and exclusive representation of television stations, with specialised salesmen selling television alone, Bill was ideally prepared to direct the operation. He was offered and accepted the presidency of Blair-TV Inc., TV’s first exclusive representative firm.

AM-TV Split

Today, Bill Weldon derives his greatest satisfaction from the fact that the principle of separation of AM and TV sales function, pioneered by Blair-TV, has been recognized by many elements of the radio and television industries as the sound approach to a difficult problem.

In addition to fostering and developing a sound sales concept, Blair-TV today is also one of the largest and most successful elements in the television representation field, representing WBNS-TV Columbus, Ohio; KTSU (Don Lee Television) Hollywood; WDSI-TV New Orleans; WOW-TV Omaha; WTVR Richmond, Va.; KDYL-TV Salt Lake City; KJYL San Antonio, and KTVI-TV Seattle.

Bill Weldon was born in Westfield, N. J., on May 16, 1905. He prepped at Pingry School, Elizabeth, N. J., and was graduated from Lafayette College, Easton, Pa. He is married to the former Grace Hardingham of Plainfield, and they have twin daughters, Donna and Blaire, three years old. He is a member of the Plainfield Country Club, and Phi Phi fraternity.

In common with many of his Madison Avenue brothers-under-the-skin, his principal hobby is golf. He is sensitive about his scores. “I’ve always felt that a business-man-golfer who plays in the 70s was neglecting his business. If he plays in the 80s, he’s neglecting his golf. At this stage of the development of spot television, it’s pretty obvious that I’m neglecting my golf.”

New Business
(Continued from page 18)

CORY Corp., Chicago, planning to sponsor quarter-hour television show, Cal York Photoplay, and is shopping for network. Agency: Dancer-Fitzgerald-Sample, N. Y.

MILES Labs. renewing The Quiz Kids, Louis G. Cowan package, on 30 NBC-TV interconnected stations, Fri., 8-8:30 p.m. for 52 weeks, effective Dec. 1. Agency: Wade Adv., N. Y.


TOWNLEY RESTAURANT & CAFE, N. Y., names William Wilbur Advertising Inc., N. Y., for its advertising. Radio will be used.

Network Accounts


Adpeople

D. B. LEWIS, president Lewis Food Co., L. A. (Dr. Ross dog and cat food), joins Academy of Television Arts and Sciences as corporate member. Lewis firm sponsors The Buggles, KECA-TV Los Angeles.

DINNER commemorating 15th anniversary of the Esso Reporter in the Carolinas brought out station managers and advertising executives alike for special occasion in Charlotte, N. C. [Broadcasting, Oct. 30]. Flanking the station-inscribed cake are (l to r): Laurens Wright, Esso Division manager; V. C. Carrier, company’s assistant advertising manager; Cecil Hoskins, WWNC Asheville; Charles H. Crutchfield, WBT Charlotte; Curt Peterson, partner, Marschalk & Pratt; E. S. Diggs, Esso region manager; Richard Mason, WPTF Raleigh. Newscasts are carried by all three stations.

When a BMI "Pin Up" Hit—Published by Republic

TIME OUT FOR TEARS

On Records: Savannah Churchill— Arco 1116; Ann Shelton—Lon. 239; Nat King Cole—Cap. 1270; Bill Lawrence—Col. 39029; Ink Spots—Dec. 27259; Dinah Washington—5503; The Showmen—Abbey 15030; Billy Williams Quartzette—MGM.

On Transcriptions: Bob Eberly— World; Ralph Norman— Associated.

* Soon to be released.
A DOUBLE TAKE!
(without double talk)

With Any TV Spot
— your take is greater — because flexibly and forcibly — it delivers a thrifty, streamlined sales punch!...with sound and sight.

These TV stations offer a double take — their markets are among the most prosperous... their programs are tailor made for each market.

Over 200 Spot TV Advertisers are now using them. Why not you?

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
HAS THE TWO-YEAR "freeze" on construction of new television stations been in vain?

Observers at FCC's lengthy VHF-UHF allocation proceeding were asking themselves this question last week as testimony of several witnesses suggested:

- The Commission's original 1945 standards on station separation may be "technically feasible" with proper receiver design and good receiving antennas and location.
- Undue weight has been placed by FCC on factors such as troposphere and terrain which affect station separation.
- Allocation, if based on providing service to "natural" population groupings rather than geographic areas which provide maximum service through flexible rules on power and antenna heights and provision for directional antennas, offset carrier operation and similar techniques for efficient channel use.

Service within a station's own area may be substantially increased, without adding interference to other outlets, by simply boosting transmitting antenna height, while attempting improvement of the same service through increase in power will magnify interference to other stations.

Educational Bids

Meanwhile, FCC announced it has designated Nov. 27 as the date for accepting testimony on reservation of channels for educational groups [Broadcasting, Oct. 30].

The Commission, which plans to hear further general testimony this week on Wednesday afternoon, Thursday and Friday only, indicated it would not hold up any other portion of the hearing on this account. Cross-examination will proceed immediately after direct testimony has been concluded on all issues except that relating to reservation of educational channels, FCC said.

Glenn D. Gillett, Washington consulting engineer and president of the Assn. of Federal Communications Consulting Engineers, Tuesday told the Commission AFCC believes the proposed allocation plan should be employed only as a general guide and not be made a part of FCC's rules. He explained maximum use of facilities and "the rapid inclusion of technical advancements" are not gained by making an allocation which requires months of rule-making hearings to modify.

"The final goal of TV allocation is the most equitable distribution of facilities compatible with actual population distribution and economic support," he stated.

Mr. Gillett was challenged by FCC Counsel Harry Plotkin when he presented AFCC's conclusion that the Commission's allocation proposal "places VHF and UHF channels on exactly the same basis." AFCC therefore had recommended that "UHF assignments should not be considered on a par with" VHF because VHF operation "is and will continue to be the backbone of television for many years to come."

Mr. Plotkin observed FCC's proposed allocation does not consider UHF service needs because the plan designates specific service radii for each, the UHF predicted service range being less than VHF.

Other principal recommendations and conclusions of AFCC presented by Mr. Gillett included:

- Undue weight has been given by FCC to those factors such as terrain and troposphere which tend to increase muito're separation of stations.
- Safety factors are easily desirable but lesser separation than that now proposed by FCC may be used without producing interference greater than indicated.
- Benefits of directionality, transmitting and receiving antennas cited.
- Power and antenna height should be adjusted to value necessary for adequate coverage which should generally, but not in unusual cases, cover the greater part of a rural district or urban or area of smaller cities. Flexible minimums would reduce hardship cases and prevent waste of facilities.

Conversely, maximum levels should be flexible to allow fullest service opportunities where possible.

Use Technical Advances

- Full use should be made of all technical advancements, including directional antennas, offset carrier operation and any other means of more effectively using VHF channels for maximum service. Allocation plan must be "sufficiently flexible to permit maximum use of future developments in the art."
- Exact purpose of FCC's proposed plan is not clear and allocation of "protecting stations to their natural area more logical." Grade C rural service does not seem to be protected for any station and such provision should be made, with particular need for rural service protection in less densely populated areas.

Available VHF and UHF propagation data show FCC's prediction of UHF coverage is over optimistic as rugged terrain of some areas will cause UHF signals to fall off at lesser distances than computed by Commission.

Provision for power increase overcomes propagation deficiencies seen as no solution since "such an allowance requiring effective radiated power up to 2000 kw is obviously impractical."

Allocation in accordance with FCC's proposed priorities "will not permit a growth of television broadcasting in accordance with the demand and to the best interests of the industry."

"TV will not be exception to rule that in system of free enterprise business ventures succeed where economic support is found." Allocation must be based on plan to "provide the maximum of service to the greatest number of people."

FCC should not delay a bid to provide a second service to a large population in order to supply first service to a small city.

Question Haunts FCC Hearing

A THREE-JUDGE court will hear preliminary arguments in RCA's color television suit against the FCC in Chicago's Federal District Court on Nov. 14, six days before FCC's approval of the CBS color standards is slated to become effective.

The date was set by Judge Philip Sullivan last Monday. The three-judge court will be composed of Judge Sullivan; Judge J. Earle Major of the Court of Appeals, who was designated chief magistrate in the RCA suit, and District Judge Walter LaBuy, who in 1948 found AFM Chief James C. Petriello not guilty of government charges of violations of the Lea Act [Broadcasting, Jan. 19, 1948].

The Nov. 14 date was set when Nov. 8, on which RCA and FCC attorneys had agreed, was found inconvenient for the court. The argument will cover the motion of RCA, NBC, and the RCA Victor Distributing Corp. for temporary injunction against the FCC color decision pending full trial of their suit, along with counter-motions filed Monday by FCC seeking dismissal of the suit and summary judgment upholding the FCC decision [Broadcasting, Oct. 30].

Pilot Radio Corp.'s request to intervene on the side of RCA and its subsidiaries also will be argued at the Nov. 14 session. A CBS petition to intervene on FCC's side received agreement of both RCA and FCC last Monday.

Others To Intervene

Court authorities also expected petitions to intervene from other companies, since several queries regarding procedure had been received.

FCC's motion for dismissal of the RCA complaint or for summary judgment, filed Monday, claimed NBC and the RCA Victor Distributing Corp. lack legal standing and that RCA has failed to show a legally sufficient cause of action.

In any event, the motion contended, the records show "that there is no genuine issue as to any material fact and that defendants ... are entitled to a judgment as a matter of law."

The motion was based on an affidavit by FCC General Counsel Benedict P. Cottone outlining the background of the color case, indicating if evidence presented by the various participants in the hearing, and reviewing FCC's final color decision.

To the RCA charge that E. W. Chapin, head of the FCC labora-

tories division, invented an adapter usable only with the CBS system and was still permitted to advise the Commission on its decision, the Commission claimed that "RCA had full opportunity to object to the continued participation of said engineer in the proceedings but did not do so."... FCC also contended that RCA has not claimed Mr. Chapin's... (Continued on page 88)
DOES MACY'S TELL GIMBEL'S?  

Asks RCA Give CBS Tube

FCC ASKED RCA last week to turn over to CBS some of the latest models of RCA's tri-color TV picture tube, for tests with the Commission-approved CBS color television system.

Noting that RCA said last July it hoped to have samples available for industry study this fall, FCC in a letter to the company reiterated its desire to see the tri-color tube tested on the CBS system, and said: "The Commission believes that your cooperation in this matter will be in the public interest and will aid in assuring that all means are being taken by the television industry to bring to the American people the best that color television has to offer. Your early response to this request would be appreciated."  

RCA had not completed its an-
swer late last week.

A spokesman for CBS said Columbus had twice asked for conferences on the tri-color tube once on Sept. 8 and again on Sept. 23. The CBS spokesman said that on Sept. 20 RCA replied to the first request by saying information would be made available when the tube is ready, and that no reply to the second request has been received.

FCC's letter to RCA made no reference to requests by CBS. It quoted the Commission's statement that it is appropriate to request when arrangements can be concluded between you and the CBS Inc., whereby the "proof test" may be conducted. The letter continued: "Specifically, it is requested that you state when you can make available to CBS samples of the most recent successful models of both your single-gun and three-gun direct view tri-color tubes, together with such circuits and equipment as may be necessary for their operation."

"It will be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation on the RCA system."

Provision for Research  

FCC also pointed out that, despite adoption of final color standards, provision has been made for additional experimentation in color as well as other TV fields, and that RCA has been given special temporary authorizations covering color conversion equipment and its color system [TELECASTING, Oct. 23].

"As you know," the letter said, "the Commission's authorizations for such experimentation are based on the premise that persons so authorized have a definite program of research and experimentation in the technical phases of television broadcasting which indicates reasonable promise of substantial contribution to the developments of the television art."

"In issuing such authorizations the Commission expects that the fruits derived from such research and development will be made available to all persons upon their completion."

The Commission recalled that expert witnesses testified during the color hearings that a tri-color tube, "if successfully developed, could be used on the CBS system. It would replace the present mechanical color wheel, which limits CBS picture tube size to a maximum of 12 1/2 inches."

Long Interest Shown  

FCC's interest in a test of a tri-color tube with the CBS system was indicated both in its Sept. 1 First Report on color and in its Oct. 11 Second Report, which approved the CBS system, the letter pointed out.

"In this connection," FCC continued, "your Progress Report on RCA Color Television and UHF, submitted to the Commission on July 31, 1950, outlines the research work being conducted by you with respect to direct-view tri-color tubes and states 'It is hoped that these tests will be such that samples can be made available to the industry in the fall for their own study and development work.' The Commission was pleased to note the progress mentioned in your letter and the proposed availability of the tube to interested persons.

FCC's interest was made public Tuesday on authorization by a board composed of Comrs. Paul A. Walker, E. M. Webster, and George E. Sterling. Comr. Sterling dis-
dissented from the Commission's Oct. 11 order approving the CBS system, without further delay.

GE Has New System

A NEW high-definition TV system developed by General Electric Co., described as highly compatible with present receivers, was announced last week in a statement filed with the FCC by Art Priest, manager of engineering, Commercial Equipment Division.

Description of the system was given by R. B. Dome, electrical consultant of the GE Receiver Divi-

sion.

While the high-definition tech-
nique has not been set up and field tested, Mr. Dome explained, certain elements of the system have been taken for granted. In substance, the system subdivides the video frequency and transmits portions of the high-frequency end alternately.

A receiver designed for the new standard would give an increase of 50% in horizontal detail, the Commission was told.

GE's new system, Mr. Dome said, carries fine detail on odd lines with-

out superfine detail. Even lines carry superfine detail but no fine detail. Transmitters thus would be modified to provide these end results: Odd fields to transmit coarse and fine detail as at present; even fields to transmit coarse and superfine detail, with the superfine detail transposed in frequency to fit into the space previously occupied by the fine detail; provision for a retransposing carrier wave for the superhighs.

Adds Four Tubes

Suitable circuitry would be provided at the receiver to accommodate to full bandwidth. Four more tubes would be required: keyed amplifier, amplifier-doubler, high-frequency power amplifier and detector-supergain amplifier.

In relaying, a 2.7 mc bandwidth would not provide improved definition but the advantages of the system can be realized on 4 mc. Without altering present re-

ceivers, a 384-line picture would be provided or substantially that of present-day sets. With the high-definition signal, service would be increased to 545 lines.

Mr. Dome observed that existing sets would offer a weak fine-grained pattern; transposed super-high signals would exist as spurious signals theoretically self-canceling but actually were 100% integration; brightness would be reduced 50% but this would be avoided by pre-emphasis and be relatively unimportant. Of course, high-def-
nition signals would require new transmission equipments, he noted.

Mr. Dome said all precision equipment under the new GE sys-

tem is localized at the transmitter, in contrast to the plan to others higher-definition systems. He added that it uses the same field, frame and line rates and that the picture has excellent texture without visible dot structure.

November 6, 1950 • Page 53
Telefile:

WSAZ-TV Pioneers in Television
For Rugged West Virginia

From wild frontier country to the nation's coal and chemical center in a generation, green-mountained West Virginia today is underwriting a new pioneering saga, an addition to its heritage of backwoodsmen who fought Indian wars and formed the backbone of General Washington's Independence army.

The story of television coming into its own in the rugged mountain state is a 20th century rival to the opening of the backcountry's mountain trails by early-American settlers.

Where once trails were roughly hewn through dense forests, relay towers erected to interconnect WSAZ-TV Huntington, and TV facilities in Cincinnati now grace the Kentucky-OH country side.

In the two-month period between the time West Virginia's first and only TV outlet received its authorization to go on the air and transmission of a test pattern, a mountain crest about two miles from the heart of Huntington was leveled, timber removed, a mast transmit-
terrier building built, and a 310-ft. tower with a 50-ft. batwing stub-
surround antenna erected.

Engineers Build Mobile Unit

The station's engineers meanwhile put together a mobile unit patterned closely after the RCA unit. It was built on a Ford cab-over-engine truck model with a chassis lengthened to a 158-inch wheel base, at about one-half the cost of a ready-built and equipped truck.

By Oct. 24, 1949, WSAZ-TV was airing its first commercial program, a keynote featuring Stop the Music. Official premier was Nov. 15 when such guests as Joseph H. McConnell, president of NBC; Frank M. Folom, president of RCA; West Virginia's Gov. Okey L. Patterson and Huntington's Mayor W. W. Payne greeted the station's opening.

An estimated 50,000 television viewers witnessed the premiere from screens placed in hotel lobbies, store windows, theatres and from 2,500 sets then in use in private homes.

WSAZ-TV Can Reach 1,200,000 People

Huntington, located on the west-
ern border of the state across the river from Ohio and Kentucky, has access to the West Virginia-Ohio-Kentucky tri-state area and portions of Virginia, which lies to the south. Adding this area to the 200,000 population of the Huntington-ashland-Ironton metropolitan area and the Charleston region to the east, WSAZ-TV has as a goal the entertainment and merchandising for about 1,200,000 people.

Introduction of video served to dry up the usual inter-state and inter-market feudling which has been as traditional to the area as the battling among old West Vir-
ginian families in homestead days. All Charleston and Huntington newspapers, as well as the Ash-
land, Ky., Ironton and Portsmouth, Ohio, papers carried special edi-
tions when the station began operation.

With this wide-area interest, WSAZ-TV also has been responsi-
ble for the mounting set count in the Huntington-Charleston market region. Climbing at the approxi-
mate rate of 1,500 sets per month, the totals have risen from some 5,000 sets the first of the year to nearly 30,000 by November.

In the year following its debut, the station relied for the most part on kinescope and local program-
ing. But early in July, it got the go ahead to construct a $100,000 Cincinnati-Huntington TV relay. That marked the beginning of a new era for WSAZ-TV.

Regular network service at WSAZ-TV was inaugurated on Labor Day with the telecast of a doubleheader between Cincinnati and St. Louis. While marking the entrance of programs direct from the ABC, CBS, NBC and DuMont, all of which supply programs for the station's viewers, the day also was the occasion for an unscheduled picture story of a fire which broke out at the West Virginia Electric & Supply Co. WSAZ-TV telecast the blaze which lasted an hour and a half.

The relay facility links the station with Cincinnati outlets WLWT (TV) which serves WSAZ-TV with NBC programs; WKRC-TV for CBS shows and WCPO-TV for ABC or DuMont schedules.

WSAZ-TV is owned and operated by WSAZ Inc. Guiding the station's destiny is a hard-working trio of executives. Marshall Rosen, station manager of WSAZ from 1944 to 1949, is general manager. Mr. Rosene entered the radio busi-
ness after a long association with newspaper advertising in Columb-
us, Ohi.

WSAZ-TV's station manager is Lawrence H. Rogers II, former sales promotion manager of WSAZ-
AM. Leroy Kilpatrick, at one time with West Virginia Network, is chief engineer. Both Messrs. Rosene and Kilpatrick designed and put into operation the physical plant and installed equipment after extensive field trips and studies of TV operations as they existed in 1949. The planners concentrated on eliminating unnecessary facili-
ties which had been explored elsewhere in earlier experimental in-
stallations.

Officials Directing WSAZ Operations

Board of directors of WSAZ Inc. includes: Col. J. H. Long (presi-
dent, Huntington Publishing Co.,) president; Capt. John A. Kennedy (of San Diego Union), first vice president. William J. Bird (pub-
lisher, Huntington Herald-Di-
apatch), second vice president; Walker Long (publisher, Huntington Herald-Advertiser), secretary-treasurer.

Among the key personnel are James H. Ferguson, who came to WSAZ-TV from WLWT where he was producer and director; the station's program director and John Jiruksa, chief studio techni-
cian, who aided in the design and construction of many of the station's facilities, including the mobile unit and the intercity relay system. Naseeb S. Tweed, who is production manager and heads all film and studio operations, is a native of Huntington who entered television "cold" with the station.

Another Huntington product is Elizabeth Conaty, commercial traffi-
c manager, who boasts two years

(Continued on page 68)
Every time we look at Bill Tynan we think first of shamrocks, shillalahs and St. Patrick — and then, in the next instant, we think how glad we are to have him with us, as another of our capable, ambitious, sincere and hard-hitting F & P Colonels. Because, after all, it's natural that a great many of you advertisers and agencies will inevitably judge the television stations we represent at least party by your personal respect for the F & P men who call on you in their behalf. Hence our manpower must be top-notch, since we do in fact represent the finest group of the best-managed stations in America. . . .

When Bill Tynan or any other of us F & P Colonels calls on you, we invite you to proof-test his skill and calibre. We are not afraid of hard work or tough assignments. In fact, we want them and we thrive on them, here in this pioneer group of radio and television station representatives.
DEFENDS CBS COLOR  Murphy Answers Critics

ADRIAN MURPHY, CBS vice president, last week enumerated six "misconceptions" he said were widely held concerning the FCC decision to adopt CBS color television standards.

Mr. Murphy, speaking at a Thursday meeting of New York Radio Executives Club, listed the misconceptions and pointed out why CBS thought them wrong.

1. Some people, he said, have tried to make it felt that the FCC decision was "improper." Murphy said that CBS was unable to read anything but permanence in the order and that FCC's reference to future color experimentation did not "leave the door open."

"It only leaves it slightly ajar," he said.

Not 'Sudden'

2. There have been references to the "suddenness" of the decision. Mr. Murphy said CBS first proposed a color system in 1940, was experimenting with such a system in 1941, with FCC's knowledge, and has been at it ever since, except during the war. Further, he said, throughout the most recent FCC color hearings it was evident that "some system was going to be adopted." Nowhere in the hearings was there any indication that the system would not be CBS, he said.

3. The CBS color technique is often called a "mechanical" system, and that is not so, Mr. Murphy said, adding that the CBS system "is as electronic as any other." What CBS has that no other system now has, he explained, is the capacity to use mechanical means which enable CBS color to be used now, while tri-color electronic tube s are still not available for competition.

"It is a pattern of most engineers during the hearings was that the tri-color tube, when perfected could be used with the CBS system.

Compares With Movies

4. There has been talk that color television will be like color movies, and that would lead back to black-and-white. Mr. Murphy believes that eventually television will be almost all color.

"There are no distinct analogies between movies and television," he said. "Color is used sparingly in movies because it is far more expensive than black-and-white and is in scarce supply. Color TV will be used more than black-and-white, he said."

Further, he said, television is an advertising medium, and movies are not. Advertisers will want to be in the same TV circuit. Programming is different from movie programming, with TV fare being more adaptable to color than movies.

5. There has been talk that no station save WCBS-TV New York will carry colorcasts. Mr. Murphy said CBS had reason to believe otherwise. He anticipated that network colorcasts would be picked up by stations just as fast as receivers were equipped to accommodate them.

6. An effort has been made to spread the word that a compatible color system is "just around the corner." Mr. Murphy said that despite promises to the contrary, no compatible system of commercial quality had been developed. He said that RCA in 1947 had promised such a system by September 1948, but had failed to produce it then or since.

"You can't kill color television," he said. Murphy. CBS is convinced, he said, that as soon as the public sees color, it will want it.

AT&T FACILITIES

COMDR. MORTIMER W. LOEWI, Network, told DuMont affiliates last for equal access to AT&T network a network that will enable your facilities to avoid establishment of four networks competing for your facilities on an equal basis, you will stay in the driver's seat."

Commander Loewi said the FCC had shown in its AM network rate, it is interested in preventing networks from exerting dictatorial powers over stations.

"By its latest actions to insure a freely operated, competitive system of television broadcasting, the FCC has once again proved its interest lies not in the control of TV but rather in assuring that a healthy competitive situation will prevail in the industry," Commander Loewi said.

"In this way the public interest will be best served. In this way the Commission is providing the incentive to all major networks not only to continue present operations but to put into action large-scale plans for expanding both program service and facilities until such time as there can be an ample number of independent stations and intercity connections facilities throughout the country."

Murphy Answers Critics

BUZZING with activity was an apt description of KSTP-TV Minneapolis-St. Paul during a recent Marge McCready's For You—Ladies program. As her guest, Hostess McCready had Clare D. Ford, state apologist with the U. S. Minnesota's extension division. In showing viewers how the bees make honey and what to do in the case of a bee sting, 4000 bees were let loose in the studio. Mr. Feng proceeded to have himself stung and demonstrated for viewers how to remove the bee's stinger.

DuMont Calls on Voters To Press Candidates

A CALL for voters to urge Congressional and Senatorial candidates to take an affirmative stand in protecting the public interest in television was issued last Tuesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc.

In a speech before the joint Radio-Television Mfia. Assn. and Institute of Radio Engineers meeting in Syracuse, Dr. DuMont pointed out that it was the voters who could insist on adequate television service for every section of the country.

"Eight million families have invested $3 billion in TV receiving sets," he said. "Every television owner should demand from his Congressional and Senatorial candidates affirmative efforts to protect his investment," Dr. DuMont continued.

All major problems now existing in the TV industry, he went on, were imposed by the government. He pointed specifically to FCC approval of CBS color as "an arbitrary and hasty decision...which has caused tremendous confusion, doubt and possibly large financial loss to the...public and to the television industry."

"Asserting that CBS has an almost-impossible problem of selling its system to either the American public or to the broadcasters," Dr. DuMont called on industry to keep faith with the public by providing optimum black-and-white telecast and to continue its research on a compatible and all-electronic color system.

DuMont was also attacked by Dr. DuMont for the proposed legislation on excess profits taxes, which he said would be inequitable to newer, developing companies including many electronic firms.

Other talks were made by A. V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., and W. B. Whalley, Sylvania Electric Products Inc.'s physics laboratory.

Mr. Loughren described a proposed color TV system using the "mixed highs" principle and other technical improvements. Mr. Whalley also presented a paper on TV, analyzing set requirements to obtain the best possible picture. He said his specifications would make better use of high quality picture tubes than are presently available.

Movie TV Relays

TEMPORARY authorizations were extended by FCC last week for experimental relays used by Paramount Television Productions and Twentieth Century-Fox Film Corp. in their New York theatre TV projects. All were TV relays.

Participating in the two-way closed circuit conference with DuMont Network affiliates are (I to r): Robert F. Jamieson, manager of station relations; Comdr. Mortimer W. Loewi, network director; Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs Inc.; and Dr. Allen B. DuMont.

Telecasting * BROADCASTING
Mobile Unit Handles Film Commercials on the Spot for Better Control and Economy

Using the new GPL 16-mm Utility Projector, the American Broadcasting Company scored another television "first" by handling filmed commercials direct from its mobile units at football games. This new technique eliminates the need for expensive studio stand-by facilities and film-chain tie up. It results in smoother programming. And it gives the director on location full control of timing.

The GPL Utility Projector (PA-101) is used with a standard image orthicon camera without special phasing facilities. It projects either direct into the camera, or on an intermediate screen in a shadow box. With the latter, one of the cameras used for game pick-up can be swung around to the shadow box to take commercials.

The PA-101 is not only a professional auxiliary projector for the larger station, it is ideal for studio as well as field work in smaller stations. Easily portable, it may be used for film preview or rear screen projection. And for film telecasts, it may be used with regular studio cameras to provide quality equal to specialized iconoscope film-chain equipment.

Write, wire or phone for details...
Mr. Coy charged that "they, in the worst tradition of out-of-context quoting, you come to a dead stop and ignore the rest of that paragraph of the decision." He said "you refused to finish the paragraph because you thought we would have demolished your entire argument."

FCC's Responsibility

The rest of the paragraph, Mr. Coy noted, says that "the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions."

Mr. Coy's letter underlined the following sentence from the same paragraph:

"In weighing these recommendations and expert opinions we cannot overlook the fact that many of these opinions offered recommendations and expert opinion of the same kind as the basis of their advocacy in the 1946-47 hearing of the simultaneous stations, which never survived field-testing."

The complete paragraph, the FCC Chairman told Mr. Halligan, "puts quite a different face upon the matter."

"To continue the quote and give the people the WHOLE story would hardly have served your purpose of pulling the wool over their eyes," he asserted. He also said:

"The hidden ball trick is a fine piece of football strategy but when it is employed by a large radio manufacturer and presented in a way that is likely to deceive and frighten the public on such an important basis as the FCC's decision, it becomes pretty contemptible."

Chairman Coy noted that FCC's color hearing covered 62 days and included 93 witnesses who gave 9,717 pages of testimony and presented 265 exhibits.

"Of course," he said, "you did not mention that the FCC was established by the Congress of the United States for exactly this specific type of investigation and decision-making process."

He said Mr. Halligan is "most certainly not entitled to his opinion as to the "ultimate wisdom of the Commission's decision."

But, he said, quoting Bernard Baruch, "Every man has a right to be wrong in his opinion, but not in his facts."

"Color is on the way," Mr. Coy declared, "and the American people have an opportunity to enjoy it—if they wish." The advertisement phrase, "5 Men Against the American Way," brought this reply:

"The things that the phrase, "The American Way," for are not meant to me and I deeply resent attempts such as yours to debase the courage of the those who stand up against such a malious smear campaign."

In my view, the American Way includes the truth, the unvarnished truth, so that they can make their own decision as to the facts instead of misleading them with one-sided attacks such as yours. It is my view that the advantage of new inventions as soon as they are ready should be tried to be shelled to them as not to intercept the flow of profits from existing products.

Mr. Coy considered it "unfortunate" that the FCC had been "full pages of advertising to correct the misrepresentations you have made." He said he was making his letter public "with the hopes that the facts it contains will reach at least some of the readers who may have been misled by your hit-and-run attack and that some of the mischief may be repaired."

PHONEVISION

Zenith Seeks Dec. 1 Test

ZENITH Radio Corp. sought a second postponement of its Phonevision test in Chicago last week after encountering the recurring stumbling-block—refusal of the major network-television industry to make good films available. Zenith, which developed the pay-as-you-see system of television, planned last week to move the starting date from Dec. 1 to Dec. 7. The test, scheduled for three months in some 300 Chicago-area homes, was originally set for Oct. 26. The FCC approved the first postponement.

Comdr. Eugene F. McDonald Jr., Zenith president, explained: "We simply do not have enough good, first-quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations with a number of major producers."

He said the Phonevision transmitter atop the Field Bldg. in the city has been putting out excellent test pictures since September. Inasmuch as Phonevision-equipped TV sets have been placed in the test homes, "we are, at the point now" except for the shortage of suitable films.

Despite the fact that motion picture producers "should have greater interest in the test than almost any other group because of the vital effect of television upon their industry . . . most of the producers have been reluctant to make their productions available . . . even though it is evident that our 300-family test can have no effect upon attendance at Chicago theatres."

Zenith is working with several of them. "I hope that this will be our last postponement, and that we can secure a true cross section of their production in time to start the test on Dec. 1," Comdr. McDonald said.

Page 58 • November 6, 1950
ARTHUR GODFREY'S TALENT SCOUTS
sponsored by Thomas J. Lipton, a CBS Package Program consistently riding the rating crest.

For another top CBS Package Program now available for sponsorship, turn to back page of this insert.
<table>
<thead>
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<th>Date</th>
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<tr>
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<td>2:14</td>
<td>The Daily News</td>
<td>NBC</td>
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<tr>
<td>Tuesday</td>
<td>4:30</td>
<td>Afternoon News</td>
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Notes:
- "NBC Daytime" shows are broadcast Monday through Friday from 2:14 to 4:30 p.m. on NBC.
- "CBS Daytime" shows are broadcast Monday through Friday from 7:30 to 10:30 a.m. on CBS.
- "OBS Daytime" shows are broadcast Monday through Friday from 1:30 to 4:30 p.m. on OBS.
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<td>Philip Morris Co.</td>
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<td>L, E-M</td>
<td>Nauckeette, What's My Line</td>
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<td>They Stand Accused</td>
<td>L, E-M</td>
<td>Madlock At Home Party</td>
</tr>
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**THE SAN FRANCISCO TELEPULSE**

is now available to Pulse subscribers and all interested parties. Utilizing the same interviewing technique and covering a full week's televiewing from 12 Noon to 12 Midnight, San Francisco joins the following roster of Tele-Pulse reports available monthly:

**BOSTON**

**NEW YORK**

**PHILADELPHIA**

**WASHINGTON, D.C.**

**CHICAGO**

**CINCINNATI**

**CLEVELAND**

**COLUMBUS**

**DAYTON**

**ST. LOUIS**

**LOS ANGELES**

For Telafacts

in these markets . . .

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**THE PULSE INCORPORATED**

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New York 19, N. Y.
SONGS FOR SALE
bright new music
and fun...it's a
CBS Package Program
designed for a
fast run into the
winner's circle.

Comedian Jan Murray
exposes aspiring new
songwriters to a
panel of experts for
a session of what
Variety calls “topflight
entertainment values.”
THAT'S a contract gentleman! It covers the Home Products Co. new campaign for Centennial TV and TV products over WKRC-TV Cincinnati. L to r: Edward Brownstein, sales executive, WKRC-TV; Rodney Young, promotion manager, Home Products; Don Chopin, station's local sales manager, and Felix Kohn, vice president of Home Products.

NEW TECHNIQUES TV Society Studies Program Problems

DEEPER comprehension of television as a new and "miraculous" medium—along with new techniques and ideas for production—is a more critical need in the TV industry today than is the need for new material. This opinion was voiced by Henry Souvaine, independent package producer, at an American Television Society meeting held in New York a fortnight ago.

A panel discussion of "Ideas, Writers, Programs for TV—From Where?" was presided over by Don McC lure, N. W. Ayer & Son TV director and chairman of the Society's Forum Committee. On the panel, in addition to Mr. Souvaine, were Arthur Heine man and Janet Wood, CBS-TV story editors, and Annie Laurie Williams, authors' representative.

A large part of existing material in the libraries, Mr. Souvaine said, has not been seen in three-quarters of the American people. Improved techniques, rather than new material, will make television better five years from now, he stressed, adding that the producer or account executive who thinks out new formulas and adaptations should "get a medal."

There are factors narrowing the field of suitable TV material, Mr. Heine man said, from which Broadway is free. Where for Broadway production, playwrights have a year or two for a script, in TV, they have "until yesterday morning." Plays are rewritten at least once and the production worked into shape over an extensive try-out period, but TV material and programs are "on the wing."

A volatile group of pressures peculiar to TV are at work, Mr. Heine man continued, describing an automobile sponsor's objection to having a traffic smash-up in the script; last-minute cancellation of a leading lady around whom the show had been built; the intrusion of the "exact time" factor; and...
BUYERS of TV time want "more facts and less bulk; more standardization and fewer adjectives," according to a survey made by TV salesmen of Edward Petry & Co. among time-buyers in eight cities, representing agencies placing 75% of the multi-million dollar appropriations spent annually by national advertisers for radio and TV time.

In personal interviews, the Petry TV salesmen discovered that 60% of the TV buyers want more market information and 56% want more program information. Over 62% of the TV buyers said that visual material, such as films and still pictures of TV programs, help them most in their decisions, with 86% of these stating that they do not receive enough of this material.

Chief Complaint

Chief complaint about market and program information, voiced by 47% of those interviewed, is that it is not sufficiently standardized; 42% said it is "not factual enough," and 19% complained that much of the data is prepared in forms that do not fit their files. On market data only, 17% of the agency TV buyers said the material is too bulky; 17% said it is too sparse and a third 17% found it out of date. Half of the buyers found rate information insufficiently standardized; 31% said there was not enough factual material.

Four Stations Issue New Rate Cards

NEW rate cards have been announced by four television stations—KFI-TV Los Angeles, WAVE-TV Louisville, WTVJ (TV) Pittsburgh and WTTV (TV) Miami.

KFI-TV has put into effect Rate Card No. 5, representing a 50% increase over previous rates. Class A (6 to 11 p.m. Mon-Sat.) hourly rates become $700; one-minute live or film announcements, $135; two-minute participations, $150. Hour of Class B time (12 noon to 6 p.m., Mon-Sat.) becomes $90; spot announcements, $81; participations, $90. Class C time (9 a.m. to 12 noon) becomes $300 an hour; spots, $54; participations, $60.

Rate Card No. 4 for WAVE-TV became effective Oct. 1 and set and an hour of Class A time (6-11 p.m., Mon-Fri.; 12 noon-11 p.m., Sat. and Sun.) at $300 on a one-time basis. One-minute or 20-second film announcements start at $60 in Class A time. Class B time (5-6 p.m., Mon-Sat.; sign-off Mon-Sat. and Sun.; 11 p.m.-sign-off, Mon-Sat.) costs $225 for a one-time hour and film announcements start at $45. In Class C time (sign-off Mon-Sat. and Sun.) rates start at $150 an hour and $30 for film spots on a one-time basis.

Nov. 1 was the effective date for Rate Card No. 5 at WTVJ. Basic hourly rate increased from $450 to $600 in Class A time (6-11 p.m., Mon-Fri.; 12 noon-11 p.m., Sat. and Sun.). Class A announcements start at $100 a minute. An hour of Class B time (5-6 p.m., Mon-Fri.; 11 p.m.-sign-off, Sun-Sat.) became $480 and spots, $80. In the remaining time, Class C, a one-time hour is now set at $360 while minute spots start at $60.

On Jan. 1, 1961, Rate Card No. 5 becomes effective at WTVJ. A one-hour Class A film time (6-11 p.m. and all day Sunday) becomes $375, while spots of one minute or less will be $65. Class B time (4-6 p.m., 11-12 p.m.) starts at $291 an hour and $50 for spots. All other time, Class C, will be $188 an hour and $38 for spots. Live rates are furnished upon request.

Set Usage In Homes With Children

TELEVISION set usage in homes without children falls to its lowest point between 5 and 7 p.m. The highest period for TV viewing by children is between 5:30 and 6:45.

These are among the major findings of Advertest Research as reported in its latest issue of "The Television Audience of Today," covering children's television. Study is based on 788 interviews in TV homes throughout the New York television area. It was reported that 62.3% of

Weekly Television Summary—November 6, 1950, TELECASTING Survey

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<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
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* Data and contiguous areas. Total Markets on Air 636 Stations on Air 107 Sets in Use 8,546,446

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Atlanta TV audiences see a * lot of television through the Eyes of the South...

From morning straight through 'til midnight six days a week; from noon until midnight on Sunday! Of the more than 90 hours weekly, 20½ are locally produced live programs. Standouts like Woody Willow, Rich's in Your Home, Strictly for the Girls, EAL News and Come into the Kitchen are included. This local flavor—plus a beaming of the best from NBC and ABC—is why more Atlanta people see more programs on WSB-TV. WSB-TV is an affiliate of The Atlanta Journal and The Atlanta Constitution. Edw. Petry & Co., Inc. is national representative.

*Supply your own adjective!
"Freeze' in Vain?"

(Continued from page 58)"Eupated in UHF allocation, Mr. Gillett replied, "trouble." He explained there may be some "heart-breaking disappointment" later if the expected UHF coverage is not realized, noting RCA-NBC experience at Bridgeport [TELECASTING, Oct. 10].

"I don't know if I want the UHF channels, period," Mr. Gillett said.

He suggested a flexible allocation plan to "allow us to trim sails" later as propagation data develops.

Paul Raibourn, president of Paramount Television Productions, licensee of KTLA (TV) Los Angeles, observed the "Commission has a complex job of establishing an equitable allocation policy after a substantial portion of the spectrum has been preempted for Government communications purposes and for the many uses in which radio is proving itself indispensable from the standpoint of general security and personal safety." As to the existing standards of separation as revised in 1940, Mr. Raibourn said he "raised the question" whether such standards "are not technically feasible with proper receiving apparatus, including proper antenna design and location."

"There is question whether the public interest might not be better served," he said. "If allocation factors remained the same and manufacturers were thereby forced to design and produce receivers with interest toward discrimination.

R. G. Kloefker, head of the department of electrical engineering at Kansas State College, urged FCC to lower its minimum radiated power requirements for low population density in order that smaller communities might economically afford stations. He pointed out many areas are low in population and there are few other stations to cause interference in such areas. Kansas State has asked FCC to switch Channel 8, from Junction City to Manhattan, to operate as KSAC, a regional AM outlet which shares time with WIBW Topeka.


Mr. Inglis presented data to show it is a very difficult problem in some cases for a station to serve adequately an entire television area as required by FCC's proposed rules, hence the conclusion that outlying cities such as New Brunswick have technical need for community stations. Earlier Mr. Inglis presented conclusions based on the Home News Pub. Co.'s UHF experiments there [TELECASTING, Oct. 10].

George C. Davis, engineering consultant for Johnson-Kennedy Radio Corp., licensee of WIND Chicago, introduced a coverage map to illustrate the extent of the Chicago metropolitan area. He said to provide Grade B service from the center of Chicago to the farthest point, a distance of 39.5 miles, would require 100 kw from a 500 ft. antenna. He urged that FCC make its rules more flexible to cover such cases.

Waldschmitt Proposal

Similarly, a more realistic and practical approach to the definition of metropolitan districts and communities was proposed by Dr. A. Waldschmitt, consulting engineer for Trent Broadcast Corp. (WTTM), Trenton, N. J., and Independent Merchants Broadcasting Co. (WLOL), Minneapolis. Some modification in the rules on coverage also would be in order, he indicated.

Use of high power and high antenna was urged by A. Earl Cullum Jr., consulting engineer, who appeared for several station clients. On the premise that rural citizens are entitled to TV service, he introduced measurements on 65 mc and 195 mc, representative of the lower and upper segments of the VHF band.

Based on his calculations, Mr. Cullum said there is no change in co-channel interference by variations in antenna height. This is contrary to the belief of some engineers. He showed actual measurements to support this claim. The closer the co-channel spacing, the more important the antenna height, he declared.

Increase in power, however, increases interference, according to Mr. Cullum. He said 500 kw required at 186 mc to give the same service as 100 kw at 63 mc. Manufacturers can produce transmitters turning out 10 to 20 kw at 186 mc, he said, and are working on even greater power.

Mr. Cullum contended FCC's proposed allocation wipes out Class C rural service because of the protection given to Class B. He said co-channel spacing is dominant in allocation, with adjacent-channel spacing less important because receiver design can take care of much of the interference. He submitted as a rule of thumb the use of approximately half the co-channel spacing in adjacent-channel allocation.

Articles describing the WCON-TV (WSB-TV) Atlanta 1675-foot antenna and an RCA high-gain directional antenna were introduced by Mr. Cullum. He explained he had been trying several months to get FCC permission to install automatic recorders in the Southeast, to make further measurements.

In general Mr. Cullum advocated use of 100 kw with 1000-foot towers and 225-mile separation in the lower VHF band and 300 kw with 1800-foot towers and 500-mile separation on the upper VHF band. He said WBBN-TV Buffalo, WJBF-TV Detroit, WSB-TV Atlanta and WBAI-TV Baltimore were among stations that had applied for high power and tall antennas.

Mr. Cullum said that if all parts of the nation are to have three TV services, there can be no more than three stations in a community. He said FCC's proposed allocation penalizes rural dwellers. He gives as additional reason UHF frequencies cannot provide excellent TV service if proper consideration is given to physical fac-

**WSAZ-TV Channel 5**

**Exclusive Coverage of the Rich Huntington-Charleston Market**

*Now Interconnected*
lors involved, he insisted. Radiated power of 100 to 1,000 kw should be standard in UHF, he said, with antennas 1,000 feet or more in height. He argued FCC should encourage tests in the UHF band.

Serious competitive problems face UHF stations, according to Mr. Cullum. On questioning, he said the 1057-foot tower in Atlanta cost $85,000 for erection and $27,000 for antenna gear, or a package cost of around $200,000. He estimated a 500-foot tower, with reduced power, would cost $75,000 for a differential of $125,000 in view of rising costs.

He felt TV offset technique should be studied further but separation should not be reduced in view of the failure to realize anticipated gains in some cases.

Four VHF channels can serve 75% to 85% of the U.S. population, he said, with 1000-ft towers and 100 kw power in the lower band and 300 kw power in the upper half. Four more channels would provide a second service to the nation and another four would give a third service. As to height, he said the cost of a 1000-foot tower is feasible when spread over a period of years. He claimed several TV stations can use the same tower under proper conditions.

Cullum Lists Clients

On questioning, Mr. Cullum said he was testifying on behalf of several clients. While they had not reviewed details of his testimony in advance, he explained, they were familiar with the general recommendations and approved them. Clients included WSB-TV Atlanta, Hearst Radio, WFAB-TV Dallas, Fort Industry Co., and WHD Reading, Pa.

Dixie B. McKee, consultant representing WLAN Lancaster, objected to the proposed 10 kw minimum power on the ground lower power might prove adequate. He advocated use of directional antennas and felt UHF stations faced serious economic problems in cities with VHF stations.

Robert L. Kennedy, consultant representing WHYN Holyoke, Mass., said his studies showed that adequate service could be rendered in VHF with less than 10 kw in at least one case and he believed there would be similar cases.

Andrew F. Inglia, consultant appearing for WROW Albany, N.Y., a TV applicant, said WRGB on Channel 4 is the only one located to the tri-city area. It violates the FCC's rules, he contended. UHF is impractical in the area, he argued, in asking allocation of Channels 7 and 11 to Albany-Troy-Schenectady with power-height limited to 25 kw and 500 feet. He opposed the requirement that a TV station must cover an entire metropolitan area with Class B service and felt lower power will be adequate in many cases. He asked removal of restrictions on directional antennas.

Paul F. Godley, radio-TV consulting engineer, of Montclair, N.J., urged FCC to keep its allocations plan flexible so that directional antennas might be employed for stations to "fill in" coverage in areas where it is needed.

He submitted charts and maps to show that directive antenna systems having nulls deeper than 10 db below radiation maxima may be readily designed and constructed and that these may be effective utilized in connection with TV allocation problems.

Where FCC’s proposed standards would turn thumbs down "nulls deeper than minus 10 db as compared to the maximum value of radiation in any direction," Mr. Godley said his own tests showed that as much as minus 15 db may be "amply conservative."

FCC Assistant General Counsel Plotkin's questioning took the tack that it would be wiser not to authorize directional antennas immediately, until they are proved practical. Mr. Godley insisted, however, that on the basis of his studies he felt directions should be permitted from the beginning as a means of giving needed service not provided in the allocation plan itself.

He represented Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., and offered maps applying his conclusions to the Allentown-Easton area.

Bernard C. O'Brien, chief engineer of WHBC Rochester and other Gannett stations, submitted data which Mr. Plotkin felt might make possible, if correct, fundamental improvements in FCC's current proposed allocation plan. He was asked to turn over his work sheets to FCC engineers for checking purposes.

His data, he said, compared FCC's 1948 150-mile separation plan with the currently proposed 1949 220-mile separation plan for co-channel stations, which are based on computations for the eastern portion of the U.S. and using the "priorities" FCC contemplated as the foundation for allocations (see table above).

"It is clear from the above tabulation," Mr. O’Brien said, "that the (Continued on page 69)
Teletype
(Continued from page 54)

Television experience in Cincinnati. Handling TV promotion and publicity as well as continuity is Emile Calvani, of Ashland.

Program promotion and sales departments of the AM and TV stations are separate except for policy-making top executives. Publicity is combined for the units. A compact force of 28 employees make up the TV station staff; up from only 16 before the start of inter-connected operations.

Policy being maintained at the TV facility is patterned after that of its AM sister, WSAZ, to wit: A firm expands when it is advisable to find a listener and advertising obligations. This credo found WSAZ boosting its 100 w power (with which it began operation in 1928) to a greater range (now 5 kw) as the demand grew for more and better radio service. It was this policy that stimulated plans for bringing live network programming via an interconnection with Cincinnati video stations.

Seven-day per week programming has been part of the schedule since the station's inception. Before the fall season, an average of 33 hours of programming a week was maintained, 30.3% devoted to network with 92.6% of network hours commercial. Of non-network hours, 44% was commercial.

At its debut, the station counted 18 local advertisers and nine network time purchasers; the figures were 45 and 21, respectively, prior to "Relay Day." In its fall agenda, some 91 network commercial shows per week are now being telecast and WSAZ-TV is now on the air 35 hours a week.

Plans now in effect provide for about 75% of live network programming from NBC with the remainder divided among the other networks; increase of hours of operation through use of daytime hours, beginning programs at 2 p.m. and closing about midnight.

Tri-state viewers have been present at sport and special events through the up-to-date coverage of WSAZ-TV. Some highlights:

Telecast of the Marshall College-Xavier U. football tilt, nine days after the station's bow: remote of all city collegiate basketball games played at home; provision for WSAZ-TV cameras and microwave equipment at Memorial Field House now under construction.

Coverage of the statewide annual Band Festival (featuring top high school bands in the Huntington-Charleston area); aid in capture of several criminals who had escaped the Cabell County Jail; promotion and telecast of forums (including three in cooperation with the Marshall College faculty and one with Huntington police officials); a weekly children's forum, Junior Jury.

Local format used by WSAZ-TV comes up to standards befitting a one-year-old station. Among the favorites is Sports Almanac, a panel of experts made up of a sports editor, fish and game authority, and a well-known guest to answer questions on sports (about 16 retailers in Huntington, Charleston and area participate, supplying prizes).

Store remotes have been successful whenever used. Following a telecast from Frankl's, the store owner wrote the station that the program "was the most successful promotion in the 23-year history of Frankl's." The same program won Frankel the first prize in a nationwide Hotpoint dealers promotion contest.

A 20-minute film sponsored at 9 p.m. on the station by Thomas Field & Co., Charleston, home; distributor, used a simple tagline stating that if the local dealer could not supply the viewer with a Mobiloire fan—contact or visit the Charleston firm. Its 65 fans on hand were sold 11 a.m. next day. Hundreds of calls were received, all of them traced directly to the TV show.

Bob Mills is the station's local Dan Garroway, Mr. Mills, m.c. of The Music Shop, introduces local talent for the participation program, which has been used by Sears, Roebuck & Co. for a direct-selling approach on fans, washing machines and such items.

In addition to these key programs, WSAZ-TV has been telecasting the Hillbilly Round-up with different "live" hillbilly acts each day on a rotating schedule; Television Chapel, an actual church service from the studio each Sunday, with choir, organist and minister (a rotating schedule presents services from member churches of the Ministerial Asn.); The Harmoniators, a colored quintet rendering hymns and spirituals.

Station's Facilities

WSAZ-TV operates on Channel 5 (76-82 mc) with 12 kw visual and 8 kw audio power. The 37 x 18-ft. main studio and station offices, control room, storage rooms, etc., are located on the 14th floor of the West Virginia Bldg. in Huntington. Station is RCA-equipped throughout with present facilities including: A TTS4 transmitter with a TPS4435 batwing superturnstile antenna; two field cameras with standard lenses, an EK 17 telescopic lens, field switcher and microwave gear aboard its mobile unit.

Studio equipment and film facilities include two field cameras with T.A. dollies; two 16mm projectors; projection equipment with two EK 35mm projectors and a station-constructed Balopticam with time signal clock and a lap-dissolve switch unit entirely new and constructed by station personnel for dissolving from film to live to network.

A write card quoted $150 per hour as basic one-time. Station's second rate card, which went into effect Sept. 1, 1960, lists one-time rates as: Class A one-hour $200; Class B $150; Class C $100. For the future, WSAZ-TV, which has already spent $260,000 for transmitting and studio plant equipment alone, looks to increased revenue from its new program schedule and continued healthy respect and encouragement by its viewers in the tri-state market.

Class A $150; Class C $100. For the future, WSAZ-TV, which has already spent $260,000 for transmitting and studio plant equipment alone, looks to increased revenue from its new program schedule and continued healthy respect and encouragement by its viewers in the tri-state market.
"Freeze" in Vain?

(Continued from page 67)

150-mile plan meets the priorities ... but not the 220-mile plan.

He made clear that the comparison dealt only with UHF allocations -and UHF was used on Grade B service measurements.

Regardless of the number of UHF channels allocated, he urged more efficient use of VHF frequencies, meaning clearer channels and co-channel separation, and a more flexible standard for station spacing.

"In the eastern U. S. where communities are close together," he said, "spacing of 100 miles and upward should be considered on the basis of local needs and no hard-and-fast minimum should be set. Such spacings, in fact, exist right now, and with the benefits of offset carrier the stations are apparently giving good service.

Mr. O'Brien felt "the experience and propagation measurements of the RCA UHF station at Bridgeport, as well as the earlier surveys of RCA, Philco, Col and Westinghouse on UHF, do little to remove the doubts and uncertainty regarding the coverage capabilities of a UHF television station."

Proposes VHF Revision

To improve UHF in an area where VHF audiences are well established, he said, "is a grave mistake."

He proposed:

... that the Commission review their proposed allocation with respect to VHF in order to accommodate more stations with reduced spacings; to consider the natural boundaries of each community rather than an arbitrary minimum spacing; in determining the distance between co-channel stations, and to recognize the fullest use of offset carrier and directional transmitting and receiving antennas in their allocation of VHF TV channels.

We further recommend that the Commission study any allocation plan proposed in the public interest upon which the final allocation is based, before the plan is as final.

Charles E. Denny, general manager of WERC-AM-FM Erie, Pa., testified as a broadcaster and radio businessman that he felt listeners would be reluctant to buy UHF converters and enter VHF communities would be slow to enter the UHF field. Under questioning he said he would "prefer" that there be no mix of UHF assignments in cities with established VHF operations, though he would not oppose it categorically.

E. W. Allen, chief of FCC's Technical Research Division, submitted a series of documents discussing the effects of increased antenna heights and presenting summaries of VHF propagation measurements and studies and conclusions on cosmic-spheric propagation in the UHF.

Mr. Allen will discuss these findings when the hearings resume Wednesday afternoon.

EXPANDING into full scale TV film production, Sol Lesser, independent motion picture producer, has joined forces with Douglas Fairbanks Jr. under name of Avon Pictures Inc. for immediate filming of Shakespeare's plays for television. Initial series of 13 planned, first two acquired from Pathéon Productions, London, to be "Julius Caesar," and "Anthony and Cleopatra." Each film will run 28 minutes.

Remainder of series to include "Romeo and Juliet," "Macbeth," "Richard III," "Henry V." will be produced in England. Gordon Little and Desmond Davis will co-produce and direct. Films will be made available throughout world through Sol Lesser Productions. Plan for U.S. distribution is to release one film every four weeks, withdraw it for year after playing all major TV markets, and then make it available again.

First of projected series of 14 half-hour dramatic shows comprising new Bigelow Theatre has been completed by Jerry Fairbanks Productions, Hollywood, for Bigelow Sanford Carpet Co. This is first show, "Kerry Fallon's Birthday." Series, being shot at rate of one program per day by Fairbanks Multicam process, features Hollywood personalities. Frank Woodruff of Young & Rubicam Inc, New York, agency for Bigelow, is producing and directing. Films will be spat-

FIGHTS DENIAL

WJAX-TV Takes Court Action

THE CITY of Jacksonville, Fla., went into the courts last week in an effort to upset FCC's denial of its application for an extension of time in which to complete WJAX-TV (TELECASTING, Aug. 7, Sept. 4).

In a notice of appeal filed Thursday in the U. S. Court of Appeals for the District of Columbia by Robert Irwin of the Washington law firm of Dow, Lohnes & Albertson, the city claimed FCC's action was "arbitrary and capricious" and was "unlawfully" based on the question of the city's "diligence" in completing construction.

"This is not a statutory criterion as to whether the application should have been granted, but, at most, only one element to be considered by the Commission," the court was told.

The notice pointed out that this was the city's first request for an extension of its completion date, and claimed FCC's denial was "absolutely contrary to long-established Commission policy in other similar instances, thereby discriminating against the city."

The actions of the Commission in denying the application of the city, thereby suddenly abandoning a policy of being lenient in extending time to complete construction of stations, was arbitrary and capricious, particularly when such change was made without adequate notice to holders of construction permits, the city contended.

It said FCC should have ruled that the city did proceed in good faith with construction of the station.

Further, the notice asserted, FCC already had held that Jacksonville needed the TV service proposed by the city and that such service was in the public interest, and no evidence to the contrary has been presented.

"The Commission's action was contrary to the public interest in that it deprived the City of Jacksonville of an additional television service when, because of the Commission's 'freeze' prohibiting the granting of additional facilities, there is no possibility of the city receiving additional television service for an indefinite period of time," the notice declared.


JOINING Woodbury College, L. A., in survey seeking impact of TV on education are Valley College, Redlands U., San Jose State Teachers College. School plan to interview over 3,000 TV set owners and teachers from San Diego to San Francisco.

TECHNICAL Appliance Corp., Sherburne, N. Y., announced Master Antenna Distribution System featuring flexibility and optimum performance for stores and apartment dwellings.

Television * Broadcasting

November 6, 1950 * Page 69
Stay just where you are. Yet see anything and everything you wish about your plant, store, laboratory—yes, even in the very midst of that hazardous spot, without inconvenience or danger! Such is the terrific impact of Du Mont Industrial TV. No longer an experiment. A tried and proved, packaged, ready-to-operate system. Camera picks up image and transmits it over cables to one or more viewing monitors. Pictures are sharper, clearer, more descriptive than usual home television. And of course in FULL COLOR—highly realistic—from lightest pastels to deepest hues!

NEW HORIZONS indeed, for your field of endeavor, from television's pioneering organization. Your eyes as well as your ears can now extend as far as you wish, in bridging today's magnitude and tempo and efficiency.

**Du Mont**

Color Television for Industry

TELEVISION TRANSMITTER DIVISION, ALLEN B. DU MONT LABORATORIES, INC., 1000 Main Ave., Clifton, N.J.

A "COMPOUND of personal, American and world history" is H. V. Kaltenborn's own description of his newest book, Fifty Fabulous Years, which links experiences in the Spanish-American war with his current stature as "dean" of American radio commentators.

The NBC analyst weaves authoritative interpretation with an account of his own life touching on men and events through the past half-century. Episodes not included visits to Russia, interviews with Hitler and Mussolini, his coverage of major news breaks and hilarious experiences as a traveling salesman in Spain—all against the backdrop of contemporary events.

Mr. Kaltenborn also devotes sections of his work to radio coverage of the Munich crisis, early broadcasting conditions, extemporaneous broadcasting, USSR radio, news analysts, and sponsors and audiences.

The commentator, author of five previous books, concludes with the hope that he may launch a television news program this fall to supplement his regular aural broadcasts, and the promise that the second half of the 20th century will usher in "as many marvels" as during 1900-50. "The further development of television will be one of them," he adds.

Resigns Murray Account

DORLAND Inc., New York, has resigned the Arthur Murray Dance Studios account effective the end of this month. In his resignation letter to Mr. Murray, Atherton Pettingell, president of Dorland Inc., claimed interference with personnel associated with The Arthur Murray Show on TV.

M. S. Klinedinst named manager industrial equipment sales section RCA engineering products department, succeeding P. E. Reed, named vice president in-charge government service division, RCA service department.

Mr. Bonham, vice president for public relations American Red Cross, resigns to open public relations firm with headquarters in Washington, D. C., and representatives in New York, Philadelphia, Chicago, Los Angeles and Dallas. Had been with Red Cross 20 years.

FIFTY BROADCASTING stations.

The standards program library, Chicago, will include in its November release, 16-inch disc of eight titles by St. Olaf Choir of Minnesota College. Standard also announced it will give subscribers two "no-cost" bonus Christmas shows.

Kolin Hagar, one-time general manager WGY Schenectady and assistant to president ACCAC, new Progressive Broadcasting System as eastern district manager with headquarters in New York.

George Jones, general sales manager, C. P. MacGregor, (subscriptions) Hollywood, on tour to six-week business trip contacting radio stations, agencies, advertisers and MacGregor Record Co. distributors in 25 major cities.


Ralph A. Bergsten to vice president and general manager Don McNeill Enterprises, Chicago. Firm to move Dec. 1 to Civic Opera Blvd. from Merchandise Mart.


Elwood Siegel, educational and sales film producer Hollywood, to Murphy Lillie Inc., N. Y., producer of industry and TV motion pictures, as production manager and assistant director.


Howard Hammond, graduate Northwestern Broadcasting School, Portland, Ore., to KWIL Albany, Ore., as combo-man.

R. F. Clausen promoted from assistant chief engineer to chief engineer of radio tube division, Sylvania Electric Products Inc., Emporium, Pa. succeeds M. A. Acheson, who transfers to staff of E. Finley Carter, vice president in charge of engineering in New York.

Gordon W. Olive, director general of engineering, CBC, Montreal, becomes Fellow of IRE Jan. 1.

Alaska Sales Office

ALASKA RADIO SALES, formed as a new subsidiary of Pan American Broadcasting Co., becomes the eastern representative for all six stations of Alaska Broadcasting System, CBS and NBC affiliates. Charles Soden continues as network sales manager and Roy V. Smith as spot sales manager. Organization is located at 17 E. 42d St., New York.

EMEASUREMENTS Lab of General Electric opened Oct. 30 at Lynn, Mass.

Howard Hammond, RCA Victor Division

Mr. Soden

Mr. Smith

The stars of today and tomorrow are Yours for more sales

with the new era in

Thesaurus

ARThur FIDELER Conducts

"The Concert Hall of the Air"

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

Radio Corporation of America

RCA Victor Division

November 6, 1950 * Page 71

RESULTS?
THATS US

CHNS
HALIFAX NOVA SCOTIA
Maritimes Busines Station
5000 WATTS NOW!

Interested? Ask JOS. WEED & CO.
350 Madison Ave., New York
ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage
Gains over all "official" Metropolitan
County Areas in 10 Years (1939-1949)*

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

*featured Sales Management Nov. 10th.

**MOMDAYiIn.,,IDA.
MOMDA.ev.,ee.
MONDAY
IAI,M...W
140
50x
93
FORJOE
Mutual
County Areas
Sales
in
Albuquerque
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568
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CHECK SRDS
NEW MEXICO
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sales
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Albuquerque,
KEHLE,
T.
Albuquerque,
SLAXON
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inks
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Total Retail
slaxonv
s,m.v
sports.
INDEX
WBUD
ELDON WILCOX,
ELL
writer,
KFI
Chemistry.
FRANK FONTAINE,
con-mimic,
signing
radio
in
exclusive two-year
radio
contract.
WILLIAM TUSHER, ABC
commentator, father of girl, Wendy
Lynn, Oct. 20.
RICHARD CARR, freelance
radio writer, father of boy, Kevin
BILL O'CONNOR resigns as
announcer WGN-AM to freelance.
ELLEN HENRY, public relations
manager ABC's Central Division,
father of boy, Bill
Henry 3d.
JOHN MILTON KENNEDY,
announcer CBS Lux Radio Theater,
signed to exclusive one-year
contract, becoming film, "Lullaby of Broadway."
MARC LAWRENCE, film actor,
signed to do daily radio serial, Grand
Motels, for Progressive Broadcasting
Systems.
ELDON WILCOX, production manager
CKPR Port William, to announcing
staff CBO Ottawa.
A.W. ALEXANDER, news writer
CBL Toronto, to station relations
department, CBC Toronto.
ALAN FISHER, producer Sky
King, MBS Chicago. Has produced
David Harding, Counterpunch and Escapes.
BOB LAZICH, KAYL Storm Lake,
Iowa, announcer, to announce KTHI
Sioux City.
JOHN PALLADINE replaces BOB
KENT on The Nite Owl Show on
WBUD Merriwille, Pa. Mr. Kent is
now program director (Broadcasting,
Oct. 16).
MARIANNE BOGGS, WJIE Galli-
polis, Ohio, program director, and
RICK CAMPBELL, announcer CKFY
Toronto, to CHUM Toronto, as early
morning producer and disc-jockey.

BOB VAUGHN, KRON-TV San
Francisco director and star of Cartoon
Circle, called back to active duty as
first lieutenant in Army.
EUGENE ACCAS, research depart-
ment Foote, Cone & Belding, N. Y.
named presentation writer in NBC
promotion and advertising department
for radio.
TOM STANFORD, Crown Film Unit,
London, Eng., to KPIX (TV) San
Francisco as film editor, replacing
ARLENE HEALY, resigned.
KAY IRWIN, KGO-TV San Francisco
assistant continuity editor, named
production assistant. HARRI
FLOYD, transfers from KGO contin-
uity to television continuity de-
artment. RUTH SHEPPARD, gradu-
ate of U. of California, replaces Mr.
Floyd. PHYLLIS TOWNER, assistant
KGO-TV film editor, named head of
film department. CAROLYN FON-
SECA joins as assistant film editor.
JACKIE KELL, "Homer" in The
Aldrich Family, named junior chair-
man of radio and motion picture
committee of National Safety Council.
GERRY HENSEN, WKLY Paducah,
Ky., morning man, to WSIV Pekin,
Ill. Will take over Early Bird pro-
gram.
W. H. (BIL) MILLER, announcer
WWDC Washington, to WBTY (TV)
Charlotte production staff.
TOM CARSON, WJW Detroit staff
announcer, begins new program, Tom
Posters, replacing Hugh Ciszek con-
ducted by BRUCE MACDONALD, now
assistant program director (Broadcast-
ing, Oct. 16).
JOE GRIES announcer trainee WILX
Wilkes-Barre, Pa., to staff announce
KWED Seguin, Tex.
LIB COX to continuity staff WIS Co-
lumbia, S. C. Was with NBC New
York.
PAUL MASON, WHN Charleston,
S. C., disc jockey, and Mary June Cox
announce their marriage.
ROBERT S. STEVENS, news editor
WVCG Coral Gables, Fla., named pro-
gram director. CY RUSSELL joins
WVCG as sport director.
MALCOLM MCCORMACK, WZB Bos-
ton staff announcer, appointed farm
director, replacing ROGER HARRI-
DEN to join "Voice to Farm's" sales staff.
MR. T. BELL, WBOK Sehing, Fla., disc
jockey-continuity writer, to go on
active duty with Navy.
FRED RAWLINSON, morning man
WJZ Hazleton, Md., to WDFM
Frederick, Md., as announcer.

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News

CHEZ HUNTELY, Columbia Pacific Network newscaster, leaves nightly Ten O’Clock Wire to devote more time to daily news analysis over network.

GRANT HOLCOMB, KCBS San Francisco news director, replaces him on program. DICK JOY, CBS newscaster, starts local nightly Ten O’Clock Wire on KNX Hollywood.

RICHARD R. SANDERS, newscaster KFRI Columbia, Mo., to WTPS-AM FM New Orleans as newscaster-announcer.

NARND sending brochure to station managers whose news men are not affiliated with association. Gives information on coming convention and samples of opinions of some managers about radio news. Front carries picture of Jack Shelley, WHO Des Moines, NARND president.

EDWARD ARNOW, Redwood City (Calif.) Tribune editorial staff, to KNBC San Francisco as staff news writer.

SAM ZELMAN, ABC Hollywood news editor, appointed to newly-created position, assistant western division manager of news and special events. SAUL HALPERT, staff news writer, succeeds him as news editor.

HARRY CREGHTON, staff announcer and sportscaster WGN-TV Chicago, elected president Chicago Sports Broadcasters Assn. BOB FINNEGAN, WND same city, announcer, is vice president, and CHUCK WILEY, WBBM Chicago publicity writer, is secretary-treasurer.

FELIX MORLEY to newly-opened Washington office of Barron’s Weekly, national business and financial publication, as chief (Boston area, Oct. 22. Was NBC commenter and editor of Washington Post from 1933 to 1940.

ROMNEY WHEELER heading NBC London news office. Was Associated Press bureau chief Amsterdam, Holland. He replaces MERRILL MUELLER, recently assigned to NBC’s S. F. news office.

TED PARRISH, WMBG Richmond, to WXG Richmond as announcer. Will handle news and special events.

DONALD BRUCE, wire Indianapolis news commentator, awarded Americanism citation from Indiana division American Legion. Citation thanked him for placing facts of communism before people in his two daily broadcasts.

JOHN F. WILBERT to news staff WTTM Trenton, N. J. Was with New York Daily Mirror. He replaces JOHN FRACKSTA, who enters Army.

BEHIND the razor and shaving cream is Paul Jones, Mutual’s sports director, who directed the network’s 12th World Series. His arm was in a sling as result of a plane crash near Columbus, Ohio, on the way to Philadelphia. Wielding the Gillette razor is Pat Carlton (Miss Philadelphia of 1950).

On All Accounts
(Continued from page 10)

with a minor in English literature, Jerry had annexed membership in Sigma Chi, national social fraternity; Koseosini, senior honorary; Maroon Key, junior honorary, and had been given the Balfour Award, the top commendation of Sigma Chi for members outstanding in extra curricular activities, scholastic record and character.

Jerry’s conviction that he would work best with people was a proven fact by now, and he headed straight for radio and sales. Joining NBC, New York, as a page, he went to the guide staff two months later and then to research as assistant to the liaison man between research and sales. In the fall of 1940 he was transferred to Chicago as research chief in network promotion, and in two years became research director of the Central Division of ABC when NBC Red and Blue networks split.

The pace and promotions were fast. In February 1945 he was appointed to the local sales staff, and to network in September 1946. Two years later, shortly before ABC’s O&O video station, WENR-TV, took the air, Jerry was named coordinator of television sales.

As coordinator, working from the sales standpoint, he integrated sales, engineering, production, research and promotion, seeing that salesmen were aware of problems in sales procedure. He returned to network sales in February 1949 when he completed the coordinating job and the position was eliminated.

Last month (October), he was named manager of the network television sales department. Now that ABC has split its radio and TV operation down through the sales divisions, Jerry supervises all video accounts and personally services clients and agencies in the St. Louis area. As a network salesman, when TV and AM were combined, he handled International Shoe (Peter Pan Shoe), Bendix and Quaker Oats.

Jerry’s enthusiasm for his work extends to his private life also. “A typical Sunday golfer,” he joins friends at Glenview Naval Air Station’s course weekly during the summer, and likes to sail, ski, ride horses, fly-fish and drive his car. A bachelor (for only a short time more), Jerry shares a 15-room house on Chicago’s far North Side with 12 men, an unofficial group of “guys who like each other.” They frequently hear weird strains of what appears to be music coming from Jerry’s room. He dotes on exotic records, and has a passel of bagpipe and drum solos, and Egyptian, Chinese, Arabian and Japanese discs.

The records he most enjoys, though, for strictly personal reasons, are those made in New York 13 years ago. In off hours from his guide job, he recorded several original efforts with his guide trainer. Jerry was m.c., and the trainer, who later turned pro, was the talent. His name is Dave Garroway.

WGCN RED LION
Daytimer Starts Service

WGCN Red Lion, Pa., went on the air Oct. 22. Licensed to the Rev. John M. Norris, the station operates on a daytime schedule on 1440 kc with 1 kw. Studios and transmitter are located about a mile east of Red Lion on the Delta Rd.

Personnel, in addition to Rev. Norris, are John H. Norris, station manager; M. F. McDowell, chief engineer; Vincent A. Freeman, commercial manager; George Kienzie, program manager; N. Carl Kitchen, continuity, and Sarah E. Kitchen, traffic. WGCN subscribes to SESAC and UP news.
CRUSADE EFFORT

Clay Thanks Broadcasters

BROADCASTERS have been congratulated by Gen. Lucius D. Clay, chairman, Crusade For Freedom (which operates Radio Free Europe), for their cooperation in promoting the ceremonies held in Berlin at the dedication of the Freedom Bell. Program was carried by three major radio networks, ABC, CBS and NBC, and by a great number of independent stations.

In a letter to station manager, Gen. Clay thanked "commentators, newscasters, program officials and performers" for contributions "of generous amounts of time and talent," making the campaign "a grand success." According to the Crusade's Radio and Television Committee headed by Roger Brown, of the New York publicity firm under his name, 95% of the nation's radio and TV stations promoted the Crusade with spots and other material related to the campaign. In addition to carrying announcements, top network programs and personalities on both radio and TV devoted time to interviews, special talks and dramatizations.

The committee also reported some 125 TV stations carrying a 10-minute documentary film, an average two times per station, 250 TV outlets programming a 20-second film spot an average four times per station, and some 525 independents re-broadcasting a transcription of NBC's "The People" simulcast devoted wholly to the Crusade. The radio and TV programs coincided with mass bell-ringing in thousands of American communities. More than 10 million signatures on Freedom Scrolls are expected to be gathered for placement in the bell's base.

Canadian Market Data

FIRST issue of Marketing Research in Canada released by the Assn. of Canadian Advertisers, Toronto, lists Canadian market research organizations, giving details on marketing research in Canada. Also detailed are Canadian research organizations, a number of them affiliated with American research companies, and the Canadian government's Dominion Bureau of Statistics, Ottawa. There are special articles on marketing research, its history in Canada, requisites for sound research and a yardstick for standards. Book is being distributed without charge by the ACA, 85 Richmond St. West, Toronto.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kr. 103.7 Me.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5

22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 25,500 Quad Cities sets . . . hundreds more in a 75 six-mile radius.

DAVENPORT, IOWA

FREE & PETERS, Inc.
Exclusive National Representatives

WHHM Memphis; F. Eugene Sandford, WKYV; Standing, H. S. Jacobson, XKL Portland; John Hurley, WNEB Worcester, Mass.; William Van der Busch, WMIE Miami; Gene Trace, WBBW Youngstown, Ohio; Ben Strouse, WWDC Washington; Jim Ownby, WJXN Jackson, Miss.; Lawson Taylor, KFOM Tulsa; Al Meyer, KMYR Denver; Howard Johnson, KNAA Salt Lake City; Bill Weaver, KLIF Oak Cliff, Tex.; Rollo Bergeson, KCBC Des Moines; Hugo Felitis, KING Seattle; Robert D. Enoch, WXLW Indianapolis; Tony Ross, WBBW.

'RED' CONTROL

Board Holds First Meeting

SUBVERSIVE Activities Control Board, which will pass on groups falling under the new anti-subversive law, held its first meeting last Wednesday after members were sworn in to their posts. Group is headed by Seth W. Richardson, who was chairman of the President's Loyalty Review Board. Members must be confirmed by the Senate when it reconvenes this month.

It was believed that the board would be asked initially to rule whether the Communist Party should register with the Justice Dept. None of its officials has complied as yet.

One section of the so-called Communist-control bill requires Communist "action" or "front" organizations to identify all propaganda, including sponsorship of radio and television programs. Penalties for violation are fines up to $10,000 and prison sentences [BROADCASTING, Oct. 30].

WHCU Ithaca, N.Y., makes available to stations highlights of American Council on Education Washington conference. Half-hour disc may be obtained by contacting General Manager Michael R. Hanna, WHCU.

GEORGE COOK
PRESIDENT

KERB
KEMMIT, TEXAS

announces the appointment of

as

Exclusive National Representatives

EXECUTIVE OFFICES — MAJESTIC BLDG. — FORT WORTH, TEXAS

CHICAGO — FORT WORTH — KANSAS CITY — RALEIGH
LIQUOR FIGHT
Oregon Issue Before WSAB

CURRENT FIGHT of Oregon advertising and media people against the ballot proposition which would prohibit "provisionally advertised" liquor, has been called to the attention of Washington State radio executives. Observing that if the proposed measure succeeds, Washington might be next, Carl Downing, executive secretary of the Washington State Assn. of Broadcasters, mailed samples of the Oregon counter-arguments to all WSAB members.

Richard M. Brown, general manager of KPOJ Portland and chairman of the legislative committee of the Oregon State Broadcasters Assn., is working actively against what the Oregonians call "the proposed advertising prohibition bill."

In a recent letter to Mr. Downing, Mr. Brown wrote, "Our interest is in protecting our life—advertising—and whenever that is threatened we are going to fight."

AIDS RESCUE
WKST Joins Search for Youth

PUBLIC service role assumed by WKST New Castle, Pa., was instrumental in the rescue of three youths who were lost for 11 hours in a series of previously unrevealed caverns at Harlansburg fortnight ago.

Station aired a call for volunteer workers and equipment and then dispatched to the scene Announcer Byron McConnell, who described proceedings by special telephone hookup. WKST remained on the air with broadcasts until 3 a.m. Oct. 23 when the youths were rescued.

That evening, in a special program, the boys told their story to the radio audience of "Mutual's Voice of Western Pennsylvania." Lawrence County sheriff and citizens of the community, in turn, lauded the station for its coverage and assistance.

RURAL RADIO (FM) Network, Ithaca, N. Y., will air five concerts by Scranton Philharmonic Orchestra.

DEFENSE DEPT.'s revised procedures for calling up reserves, directed by Defense Secretary George C. Marshall to ease the urgency of current mobilization, probably will have little effect on the drain of communications and electronics specialists, authorities said last week.

A survey of the four military branches—Army, Air Force, Navy, and Marine Corps—indicated that the Air Force's multi-million dollar radar network, which is expected to be completed about mid-1951.

Gen. Marshall's broad directive, issued Oct. 15, provides that both employers and employees be given sufficient time—four months plus an additional 30 days for reporting—in advance of actual recall to make "required adjustments." The services also were asked to specify, through radio and press, that all reserve members not already alerted will not receive orders for at least four months.

This revised procedure will give manufacturers, broadcast networks and stations, and other employers a "reasonable time" to make replacements and also help establish "uniform and orderly mobilization," the Defense Dept. said.

Army officials noted that, while a small proportion of personnel in critical categories were ordered to duty on "short notice" during the Korean crisis, 50% were members of units and had a minimum of 30 days' notice.

They explained that field grade officers who are members of units and critical specialists will be subject to involuntary recall as in the past. Involuntary recall of Enlisted Reserve Corps personnel, however, was dropped by the Army. It was emphasized that the specialist policy would apply down the line to all save "extreme hardship cases."

The Air Force, which has been recalling only critical specialists in the officer-enlisted ranks the past few weeks, has been instructed to continue involuntary recall of Reserve Forces officers to specialists with skills "not available from voluntary procurement or training sources." Service also will discontinue recall of enlisted personnel.

The Navy Dept. announced it will resume policy of granting commissions, on a limited basis, to civilian and enlisted reserve applicants. Authorities said officers are sought for electronics posts. Candidates may apply to Navy recruiting stations and procurement offices in principal cities. They would be appointed ensigns or lieutenants junior grade.

Quota for January-March 1951, already issued, consists of a substantial number of communications technicians, they added.

On the other hand, the Navy said it plans to release some 5,000 enlisted reserve personnel per month around July 1951, but added that specialists probably would be retained.

Meanwhile, Gen. Marshall appointed a committee of civilians and regular and reserve officers to continue study of calls of civilian components to active duty over the long-range phase.

Gen. Marshall said the group was set up to plan "development and maintenance of a strong reserve force with a minimum interruption to the nation and the individual's normal existence."

Joseph Beljan
JOSEPH BELJAN, WESA Charlotte, Pa., died suddenly of a heart attack Oct. 28 while visiting in his home city of Pittsburgh. He had been program director of the station for about 18 months. Services were held Nov. 1 in Pittsburgh. Surviving are his widow, Josephine, and three children, Maria Therese, 5, Joseph Jr., 3, and Joan, 1.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

How Many & How Much?

1949 BMB Sales

1949 BMB Daytime

Daytime

Nighttime

1949 BMB

1949 BMB

BMB

Radio

Families

Prelim. Reports

1950 U. S. Census

1949

Retail Sales

50-100%

50-100%

19 Counties

19 Counties

101,680

101,680

517,587

517,587

279,752

279,752

25-100%

25-100%

27 Counties

27 Counties

157,110

157,110

814,186

814,186

452,784

452,784

10-100%

10-100%

36 Counties

36 Counties

216,220

216,220

1,115,996

1,115,996

610,207

610,207

w

1949

1949

BMB

BMB

Figures, "000" omitted are from 1950 "Survey of Buying Power."

WDBJ

FREE & PETERS, INC., National Representatives

November 6, 1950 • Page 75
**OIL TULSA, and YOU...**

**In Tulsa**

- $65,000,000.00 is the Oil Industry Annual Payroll
- Oil purchases exceed $5,000,000.00 annually

**In Tulsa**

- Are located the largest mid-continent refineries... the world's largest oil refining company... the world's largest oil purchasing company...

**In Tulsa**

- **YOU** will find a rich, discriminating marketplace thoroughly covered by KVOO, Oklahoma's Greatest Station for 25 years.

**PLUS**

- Rich bonus counties in Kansas, Missouri and Arkansas blanketed ONLY by KVOO.

**OIL, TULSA, and YOU plus KVOO Spell Profits in "Oil Capital" Letters!**

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

**NBC AFFILIATE**

50,000 Watts

---

**SURVIVING ATOM BOMBS**

**Role of Radio-TV Is Cited in Several Book Chapters**


**A SIMPLE, easy-to-read, guide in question-and-answer form, detailing civilian "do's and don'ts" in the event of an atomic or another bomb attack have been added by Dr. Richard Gerstell, a consultant for the Civil Defense Office of the National Security Resources Board.**

Design to allay the fears of laymen to meet the need for factual knowledge among family units at home and workers in offices or factories, the guide also stresses the importance of radio and television sets in the civil defense program on local levels.

**Terminology**

Possession of a radio set as an essential in any home to receive "news and necessary information," Dr. Gerstell tells families that "your best bet is to follow safety rules and leave the Geiger counters to the trained crews who will test the whole area, and let everyone know by radio and otherwise what the whole situation is."

**NSRB officials from time to time have stressed the importance of battery-operated radio sets in the home, and have been quietly gathering statistics on this phase of the work. Such sets, they feel, would be useful in the event an air attack bombed out communications lines. Data also include provisions made for stations' auxiliary power.**

Dr. Gerstell explains that radio-active dust or mist in the air won't stop radio or TV set operation and urges families to "use your (set) to get the latest news and latest instructions from your local defense authorities."

Dr. Gerstell noted: 

- In the Blicini tests, radio-controlled planes were flown through the atomic-bomb cloud itself, and they worked perfectly. If all the radio stations in your own city are damaged (this isn't likely because they are usually well separated) then the authorities can use a station in...
some nearby city to give you information. So if there’s nothing on your local stations when you turn on your radio, keep on trying all around the dial.

Television will not be stopped by radioactivity, either. This, too, was learned at Bikini. Pictures of the bombed fleet taken by automatic cameras appeared on the Navy television receivers as soon as the mist cleared away, and while there was still heavy radioactivity in the air.

"These are the facts," Dr. Gerstell declares categorically. "You may have heard rumors to the contrary, but these are the facts."

The NSRB consultant also informs readers that the U.S. radar screen system is "being built up fast," and that complete "should give warning in time for everybody—especially in big cities—by radio and sirens—to take . . . safety steps.

Stressing that there will be aircraft warning work in every community, Dr. Gerstell points out importance of passing on word of impending attack "in a matter of minutes," and adds that radio stations and telephone companies "will do their parts in getting the warning out.

Dr. Gerstell currently is lecturing on atomic bomb safety measures for the Blue Cross and Blue Shield plans of the U. S. and Canada. He said that the late Defense Secretary James Forrestal initially encouraged him to write the book. Dr. Gerstell also has written similar articles for Saturday Evening Post, Sports Afield and Farm Journal.


RADIO SETS—“emergency equipment” in the homes of American families—would be little affected by any atomic bomb explosion or resulting radioactivity, National Security Resources Board has informed civilians.

In this new booklet, Survival Under Atomic Attack, NSRB tells civilians: "Always have a good flashlight, a radio, first-aid equipment and a supply of canned goods in the house."

Neither explosive nor lingering radioactivity has any effect on the operation of most mechanical or electrical devices, and the radio should be turned on in the event of attack, the booklet asserts, adding this remainder:

"Battery-operated sets, including those installed in automobiles, will continue to work even if the city power goes off. Television reception, like radio, won’t be jammed by radioactivity.

Citizens are told they can live through an atomic bomb raid without "geiger counter, protective clothing or special training" if they know the secrets of survival: Know the bomb’s travel distance and know the steps to take to escape.

Also listed are six general principles for survival and "five keys to household safety," as well as answers to the more common questions put to defense officials.

The 32-page booklet is being distributed to state and local civil defense officials, governors, members of Congress, radio stations, press and various public groups and organizations of the government.

RADIO'S RECORD  
CBS Book Recaps Events  

A 187-PAGE book. The Sound of Your Life, giving "a record of radio's first generation," was mailed by CBS last week to 10,000 addresses, including advertisers, agencies, prospects, government officials, editors, libraries, schools and colleges.

A chronicle of the past 25 years as it came to radio listeners, the book contains 400 photographs selected to represent the notable events and personalities of the period. The text unfolds the story of a typical listener family, called the Smiths, during the years since the first CBS broadcast.

Prepared by the CBS advertising and sales promotion department, the book was written by Robert Strumsky, George Bristol, and Carroll Whedon. Design and production was under the direction of William Golden, associate director of CBS advertising and sales promotion.

WRITERS' GUIDE  
Radio-TV Workbook Issued  


DESIRED as the "first workbook to be written for students in the special fields of radio and television writing," this volume is a workbook—syllabus for teachers, students and professional workers interested in news, specialized information, continuity writing and surveys.

Prepared by Laurence Campbell, director of Florida State U's journalism school; Harry E. Heath Jr., assistant editor of the State; and Robert Jolson, KNBC San Francisco news director, the book stresses application of radio writing principles in "practical and realistic assignments," according to the publishers. Material was assembled from the authors' teaching and professional experiences, especially in films, and was written when all three were members of U. of Oregon's journalism department staff.

Dancer Sues 'Toast'  
IRENE CASTLE MCLAUGHLIN ENZINGER, former dancer, has filed a $250,000 damage suit against CBS, Ed Sullivan and Ford Motor Co. in Chicago Circuit Court, alleging her privacy had been violated by "Toast of the Town." She said a 1912 movie, "The Whirl of Life," showing her dancing with her husband, Vernon Castle, was telecast without permission March 12 on Mr. Sullivan's show. She said she obtained exclusive rights to the film in 1919. Her attorney, George Arthur, said he asked the film be Mr. Sullivan for use in a stage show in 1936 and, although it was returned, Mr. Sullivan "apparently" had a copy made. Defendants have 30 days to file an answer.

THE OLD SEA-HORSE SAYS:  

Have YOU checked the WVML—Area?  
Only WVML can offer "So Much For So Little"—May we tell you more?  

WVML BILOXI MISSISSIPPI  
Serving the Entire Mississippi Gulf Coast  

1000 WATTs • 570 Kilocycles  

BROADCASTING • Telecasting  

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fCc actions

October 27 to November 2

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 30 Applications

ACCePTED FOR FILING
AM-1590 kc
WAPA Montgomery, Ala.—CP increase power from 1 kw to 1 kw D, 1 kw N, 5 kw D.

AM-1490 kc
WOL Washington—CP change from 1 kw D to 1 kw D, 1 kw N.

AM-1600 kc
WSFL Springfield, Mass.—CP change from 1 kw D to 1 kw D, 1 kw N.

AM-1190 kc
WGBR Goldsboro, N.C.—CP change from 1 kw D to 1 kw D, 1 kw N.

AM-1490 kc
Charles L. Cain, Grand Prarie, Tex.—CP new AM station 12 kw D, 1 kw N.

Modification of License

KORG Gallup, N. M.—Mod. license change studio site from 114 E. Coali to 11 S. Highway 66 about 1.7 mi. E of Gallup.

Modification of CP

KPPA (FM) Berkeley, Calif.—Mod. CP new FM station for extension of completion date.

WUQB (FM) Paxton, Mass.—Same. License for CP

WOPF (AM) Bristol, Tenn.—License to cover CP for changes in stations.

License Renewal

Following stations filed license renewal applications:

TENDERED FOR FILING
AM-1240 kc
KWWW San Antonio, Tex.—CP change from 15 kw to 15 kw.

APPLICATION RETURNED
WLBR Carlisle, Ga.—RETURNED application for consent to voluntary relinquishment of control of 9 kh from James Matthews to Thomas F. Vassy.

October 31 Decisions

ACCEPPED FOR FILING
Modification of License

WSVA Harrisonburg, Va.—Mod. license change studio site from Newman Bldg. to 1 E. Highway 33 1.75 mi. W. of Harrisonburg.

WBBC (FM) Canton, Ohio.—Same. License change ERP from 1.5 kw to 1.5 kw.

Modification of CP

WOC-TV Davenport, Iowa.—Mod. CP new commercial TV station for extension of completion date.

KXEL (FM) Waterloo, Iowa.—Mod. CP new FM station for extension of completion date.

License for CP

WGCB Red Lion, Pa.—License to cover CP new AM station.

KSMU (FM) Dallas, Texas.—License to cover CP new noncommercial educational station. Southern Methodist U. and Texas Christian U.

KUHI (FM) Iowa City.—License to cover CP changes in noncommercial educational station, Iowa State U.

Granting a conditional license.

D-1200 kc

November 3

October 27 Applications

KXCE (FM) New Braunfels, Tex.—Conditional new FM station for extension of completion date.

License for CP

KIPN (FM) Parsons, W. Va.—License to cover CP new FM station.

License Renewal

Following stations filed license renewal applications:

Change of Station

KUHK Washington, D.C.—Same. License to cover CP new FM station.

APPLICATION RETURNED
KWKY Tyro, Va.—RETURNED application for renewal of license.

October 27, 1950

FREE PUBLIC SERVICE ANNOUNCEMENTS

Page 78 * November 6, 1950

COMMERCIAL RADIO Monitoring Company
COMMERCIAL RADIO Monitoring Company P. O. Box 3434 Chicago, Ill.

24 HOUR NATIONAL RADIO MONITORING SERVICE

PHONE JACKSON 3302

P. O. Box 7037 Kansas City, Mo.

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technical representatives for AM, FM, Television and facsimile facilities.

Page 79 * November 6, 1950

CLArence R. JACkobs

Studio Consultants Planning Design Acoustics
Box 69—Princeton, Ill. Tel. No. 4200

Page 78 * November 6, 1950

Gates has it IF IT IS FOR A BROADCASTING STATION GATES RADIO COMPANY QUINCY, ILLINOIS TELEPHONE + 522 WASHINGTON, D. C. TEL. METROPOLITAN 0522

Custom-Built Equipment U. S. RECORDING CO.
1212 Vermont Ave., Wash. 5, D. C.
Sterling 3626

SERVICE DIRECTORY

KHQ Spokane, Wash.

MAGNECORDER

Used By Many Radio Stations Than All Other Professional Tape Recorders

PHONE JACKSON 3302

P. O. Box 7037 Kansas City, Mo.

New PT63-A

MAGNECORDER INC.
350 N. Michigan Ave.
Chicago 1, Ill.

NEW PT-63-3

This versatile Portable or rack mount operation. 3 separate heads to quieter than the standard model, and reducing errors! New 3 head unit also available to cover a greater range of modulation. phone JACKSON 3302

KUHK Washington, D.C.—Conditional new FM station for extension of completion date.

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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
<td></td>
<td>Member AFCCE*</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers, 906 N. Natl. Press Bldg., 1407 Pacific Ave., Washington, D.C.</td>
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<td>Member AFCCE*</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., Sterling</td>
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<td>6513</td>
<td>Member AFCCE*</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 Washington, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>1422 P St., N. W. Kalloog Bldg., Washington, D. C.</td>
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programs promotion premiums

“CAREER GIRL”

KTAR Phoenix, Career Girl Memo. Features taped interview with “career woman of the week" chosen from local business and professional women. Interview conducted by Bill Peterson, of station program department, in downtown restaurant during lunch hour.

KOREAN DIARY

WCKY Cincinnati, Korean War Diary, Sun., 5:05-5:30 p.m. Public interest program airs personal experiences of Col. Francis E. Gillette, American adviser to South Korean Army. Don Paevy acts as narrator and Rex Dale is announcer. Col. Gillette has been in Korea since beginning of conflict and sends material to station for weekly show.

HEALTH SERIES


TV GIVEAWAY

WAAM (TV) Baltimore Money Go'Round, Tues., Thurs., 6:50-6:55 p.m., Southco and Mappp (home improvements). Anchor: Maurice Chesser Co., Baltimore. Jim Kilian, m.c., gives key word and tells viewers to be on lookout for “Money Go'Round Car," which is cruising in city. When spotted, viewer tells driver key word. Driver calls studio from car, giving person's name and Mr. Kilian relays news and amount of prize to audience.

EASTERN DEFENSE


AIR WISE PROMOTION

WNBQ (TV) Chicago, NBC's O&O station, used airplane to air tape recorded message about new program service. Powerful loud speaker used to carry message over city and suburbs. John Keys, advertising and promotion manager WMAQ-AM-FM and WNBQ, conceived idea to publicize station's expanded program schedule.

“STURDY GERTIE”

KTNT (FM) Tacoma, Transit Radio, Oct. 14, broadcast opening new Tacoma Narrows bridge. Station received permission from president Tacoma Transit Co. to change regular broadcast schedule so riders could hear ribbon-cutting ceremonies. Bridge, called “Sturdy Gertie” by natives, replaces old “Galloping Gertie” that blew down in 1940. Program carried interviews of people who saw old bridge fall.

VEEP SPEAKS

WICI (TV) Erie, Pa., special public service program, Oct. 25. Vice President Alben W. Barkley spoke on behalf Democratic candidates seeking re-election in state. He was interviewed by Edward Lamb, publisher The Erie Dispatch owner of station. Mr. Barkley also discussed world issues.

NEW LBS SHOW

SERIES U. of Georgetown Forum, which started on WARB Arlington, Va., in 1940, going coast to coast on Liberty Broadcasting System via WOL Washington, Sun., 1 p.m. Show taped and re-broadcast at 2:30 p.m. on WOL. Program will still be carried on WARL Rev. J. Heyden S.J., Georgetown U., handles technical end of show and Rev. Daniel Power S.J., Georgetown U., arranges for guests and talent.

LOLLIPPOP PARTY

WSTC-AM-FM Stamford, Conn., Fairy Princess gave “Lollipop Party" for pre-school and school age children Oct. 24. Merry Reynolds, star of show, prepared party so children could meet “Fairy Princess." Guests attended broadcast and then took part in special show and party. Parents of children were invited to attend.

HAPPY LISTENING'

LOURENCO MARQUES Radio, Johannesburg, S.A. Station running ads in local papers. Art shows persons in unhappy circumstances—traffic violator being reprimanded by policeman; explorer burning at stake—and remarks: “... but it's HAPPY listening on Lourenco Marques!”

UNUSUAL CONTEST

WHK Cleveland's Bill Gordon, m.c., Metro News, 7:15-10 a.m. Conducting unique contest. Listeners are urged to send unused letters to station. M.C. has received letters written on last year's suntan, lace curtains, pistachio nut and set of false teeth. Grand prize for contest is Mr. Gordon, who will baby-sit or do odd jobs for winner.

‘CUZZIN’ VISITS

WOP! A-M-F M Bristol, Tenn. “Cuzzin" Don, early morning disc jockey, announced intentions to drive to Ft. Devens, Mass., to tape record interviews with members of 278th Infantry Div., most of whom are Bristol men. Offer to carry non-perishable cookies and cakes to relatives filled up prospective visitor's car. Sponsored donated 20 dozen additional cakes for National Guardianmen. Visit was subject of article in local paper.

STRIP TEASE

ABC Hollywood sends trade folder showing two pair of bare legs extended under cover bearing line, "... the most popular strip show in L. A." Page under cover shows costumed players, Nina Bara and Virginia Hewitt, featured on Space Patrol show. Photographs of other cast members are shown in addition to sales message giving multi-weekly TV Hoopratings for Aug.-Sept.

“STREET SCENE”

ART. SCANLON, WINS New York morning disc jockey, who opens with theme from "Street Scene," is sponsoring contest for best letters describing favorite street scenes. Contestants each receive Mercury recording of the theme, and winners get turkeys for Thanksgiving.
CONGRATULATING Tom Gibbens (I), WAFB Baton Rouge, newly-elected president of Louisiana Broadcasters Assn. at its Oct. 25 meeting in New Orleans [BROADCASTING, Oct. 30] are T. B. Lanford (center), KRMD Shreveport, outgoing president, and George Martin, KROF Abbeville, secretary-treasurer.

PBS Acquires Space

PROGRESSIVE Broadcasting System has acquired Audio-Video Studios, 418 S. Robertson Blvd., Beverly Hills, Calif., to house its production offices and studios. The large plant includes office space, recording and television studios in addition to broadcast facilities. Executive offices of the new network remain at 8983 Sunset Blvd., Hollywood.

SPECIAL ANNOUNCEMENTS

A "BEHIND THE SCENE" story of the British Broadcasting Corp.—the radio of Great Britain—"This is London"—gives a personalized history that is at once literary and factual. The author, Stuart Hibberd, is perhaps the most dramatic denominator of BBC's growth and development into the British government's owned-and-operated domestic and foreign "voice."

Mr. Hibberd is the man whose voice was heard in Europe when the continent was subjugged by the Nazis, in the jungles of Burma, and in the African desert—wherever peoples looked to Britain for hope.

The book is sectioned according to years—1924 to 1949—with each chapter giving the history of broadcasting as seen through the eyes and experiences of Mr. Hibberd. It begins with the appointment of the author to the post of assistant announcer in London from where he progressed to the top in his skill. The concluding chapter makes the points that television will become radio's biggest competitor but will not "entirely out-sound broadcasting," and that while the radio audience in England stands at an estimated 25 million, the author still prefers to think of broadcasting to one family or one individual only. . . .

DELTA COUNTY'S FIRST STATION

WEW
1900 WATTS 1330 K. C.
PROGRAMS OF DISTINGUISHED FEATURES IN
ENGLISH * JEWISH * ITALIAN
RESPONSIVE AGENCIES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send to WHO's WHO Among Audiences Study
WEW
117-119 W. 46 ST.
HARRY GREENFIELD, Mgr. Director N.Y. 18

Canadian Seminar

THE Ryerson Institute of Technology, Toronto, Ont., currently is holding a seminar on TV programming. Speakers include representatives from the Canadian Broadcasting Corp., Canadian advertising agencies and stations, and some U.S. broadcasters.

The Ryerson Institute of Technology is Canada's oldest private postgraduate school. It is one of the three leading educational institutions in the country and is recognized world-wide for its contributions to education, art, music and research.

The seminar, which is being held in collaboration with the Canadian Radio-Television Association, is open to all interested. It is expected that the seminar will provide a platform for the exchange of ideas and views on the future of television in Canada and its impact on society.

Canadian Seminar

SPECIAL ANNOUNCEMENTS

WE WANT YOU TO BE OUR HEIR!

Even though we're not related to you, we want you to be our heir. Yes, we want you to inherit the goodwill, the very tangible respect of our listening audience.

What's the "estate" worth? Well, it was worth 10,000 unduplicated inquiries to Norman's Furs. It increased a furniture store's volume by 300% in two years. It sold 1,100 sets of replacements at $24.95 for smart-area-for STERN & COMPANY of Philadelphia.

What's it cost to become an "heir"? As little as $7.00 per one minute spot. Send for coverage maps. Send for actual testimonial letters. Send for on-check of "Judge Rhythm's Court"—the sales-producing program aired daily on WEW.

STORY OF BBC

Hibberd Goes Behind Scene

Edward M. Sweetman, 1 Broadway, New York: Edward M. Sweetman, 1
Broadway, New York: Edward M. Sweetman, 1

KROF

PHILADELPHIA'S OWN

1590 on the dial. FIRST in the hearts of listeners

November 6, 1950 • Page 81
WWGR—
Best Buy in
Grand Rapids
12:30 to 5:15 PM

HOOPER FALL-WINTER 1949-1950
Number of times stations are
rated 1st, 2nd, 3rd, 4th in 19
fifteen minute rated periods
from 12:30 to 5:15 P.M.

WGRD A-Net B-Net C-Net
1st  6  5  2  8
2nd  5  7  4  3
3rd  6  3  7  2
4th  2  4  5  6

Counting 1 point for 4th place
2 points for 3rd place
3 points for 2nd place
4 points for 1st place

WGRD Michigan
"The People's Station"
Norl Rep.—McGillivray

PULSE, INC., REPORTS:

WWDC
1st in out-of-home
audience in WASHINGTON

Pulse, Inc. in a new survey of
radio listening in cars, taxis, offices, restaurants, etc., shows that WWDC gives the biggest PLUS audience in Greater Washington. You must have all these new facts to intelli-
genely choose among the 14
radio stations in this rich
market. Call your Fo Jacke
now for all the details.

WWJ REALIGNS
Radio, TV Staffs Split

SEPARATION of radio-television facilities of the Detroit News opera-
tions, WWJ and WWJ-TV, into competitive organizations, each
with its own administrative, sales and program personnel, was an-
nounced last Tuesday by Mr. Bannister, general manager of
WWJ-AM-TV-FM.

Don De Groot, public affairs di-
rector, was named manager of
WWJ-AM-FM and Willard E.
Walbridge of WWJ-TV. Both will
operate under overall supervision of Mr. Bannister. Mr. Walbridge
has been serving as assistant gen-
eral manager of AM-TV-FM op-
erations since October 1949.

Mr. De Groot joined the Detroit
News organization in 1941 after
previous assignments as staff an-
nouncer of WFDP Flint, Mich.,
writer-producer and staffers for a
Detroit advertising agency. He
was named program manager of
WWJ-FM and in June 1942 was
transferred to WWJ as program
chief. He left WWJ in 1946 to ac-
ccept similar positions at WBAL
Baltimore, Md., and WOR New
York. Returning to WWJ in April 1949, as
public affairs director of WWJ-
AM-TV-FM since August 1949,
Mr. De Groot was instrumental in
preparing presentations which won
the station numerous awards.

Mr. Walbridge also began his
radio career with WWJ in 1941.
After three years in the sales de-
partment he left to join the Navy,
returning in January 1946. He
was successively named assistant
sales manager of radio and sales
manager of television operations.
In May 1949 he succeeded Harry
Bettiger as general sales mana-
ger of combined Detroit News AM-
TV-FM operations. Following Oc-
tober, he was appointed assistant
general manager reporting to Mr.
Bannister.

WTMJ COMMISSION
15% Local Agency Policy Set

LOCAL agency commission of 15%
on retail accounts is being allowed
for the first time by WTMJ Mil-
waukee. Effective Nov. 1, the sta-
tion established the same commis-
sion offered by WTMJ-TV to local
agencies buying time for retail
clients. Move was explained: "Television experience has shown that
local advertising agencies handling retail accounts have been
responsible for an exceptional
amount of retail business, and this
move is being made in order to per-
mit the retailer to use a greater
volume of radio business without
having to pay additional charges
for advertising agency service."

The 15% commission has been
effective on WTMJ-TV since it
took the air in December 1947.

CBM Montreal increases power from
6 kw to 50 kw on 940 kc.

Mr. De Groot Mr. Walbridge

"KICKOFF" SHOW
KBWD Sells Local Dealers

WITH an eye toward local business,
the late O. J. Brunkenhofer, com-
mercial manager of KBWD Brown-
wood, Tex., had conceived a 15-
minute Kickoff program to tie-in
with Huddle Oil & Refining Co.
football broadcasts. When Huddle
scheduled 16 Southern Conference
games on KBWD and the Texas
State Network, Mr. Brunken-
hofer went to work and got the
local agents and dealers of Huddle
to sponsor the pre-game show.

The show, preceding all games,
presents local and national sports
news, recorded college songs,
background and featured music. Com-
mercials highlight services offered
at the local Huddle stations.
Eleven Huddle-station managers
and the bulk agent share in the
sponsorship.

KBWD and Brownwood Huddle
dealers are proud of their Kickoff
show—as well they might be—and
offer the suggestion to other sta-
tions for local tie-in sponsorship
with national accounts.

[EDITOR'S NOTE: It was later re-
ported that Mr. Brunkenhofer died
Sept. 27.]

FGG Actions
(Continued from page 78)

Decisions Cont'd:
non-commercial educational station, 817 mc (Chan. 31) 125 w. 30 ft.
Lake Erie Best Co., Sandusky, Ohio—Granted CP new remote pickup, KA-
762.

WMX Best Co., Nashville, Tenn.
—Granted CP for remote pickup, KA-
787.

Broomon Best Co., Albany, N. Y.—
Granted CP new remote pickup, KA-
782.

Fort Bend Best Co., Rosenberg, Tex.
—Granted CP for remote pickup, KA-
782.

Agricultural Best Co., Chicago—
Granted CP and license new remote
pickups, KW-FM. Radio Station WAC Co., Inc., J. M. — Granted CP and
licenses new remote pickups, WA-
215, KA-872.

WMOK Metropolis, III.—Granted mod.
CP to allow construction of its new trans.
station location and change type trans.
WGBS Miami, Fla.—Granted mod. CP
for extension of completion date to
2-13-51 (cond.)

WAMS-FM Wilmington, Del.—Grant-
ed mod. CP for extension of completion
date to 2-13-51.

ACTION ON MOTIONS

By Comm. Paul A. Walker
Athens Best Co., Athens, Ohio—
Denied continuance for 60 days from
November 15 pending its application and
that of Sky Way Best Co., Corps., COLUM-
bus. Ohio.

KKVZ Houston and KOLE Port
Arthur, Tex.—Denied continuance
of hearing in proceeding re application
of KVOL, Lafayette, La., now scheduled
Nov. 30 to hear continued to period
30 days from date. KVOL commences
operation on or before April 1 and
begins tests pursuant to newly au-
thorized operation: to be re-
sumed by proper petition of party

WLJ Bowling Green, Ky.—
Granted hearing to amend application to
empire DAD-A and for removal of application
as amended from hearing docket.

WSSF Dayton Beach, Fla.—
Granted continuance of hearing re applica-
tion from Nov. 13 to Jan. 15, 1951, at Wash-
ington.

By Examiner Jack P. Blume
Radio Sunner, Sunner, S. C.—
Granted continuance of hearing re
its application.

WGR Muskegon, Mich.—
Granted continuance of hearing from Nov. 5 to Dec. 17 in proceeding.

By Examiner J. J. Bond
WNR Binghamton, N. Y.—
Granted continuance of hearing sched-
uled Nov. 6 in proceeding re its appli-
cation.

By Examiner H. B. Hutchinson
WCWA Charleston, W. Va.—Dismissed
without prejudice of certain witnesses and for
ce of Secs. 154 of Commission
rules in proceeding re its applica-
tion that of WCTR, Charleston.

FCC General Counsel—Denied indefi-
nite continuance of hearing, now
scheduled Oct. 30 at Washington in pro-
ceeding re issued license.

WIEJ Springfield, Ohio—
Granted continuance of hearing from Nov. 3 to
Jan. 10, 1951, at Washington in pro-
ceeding re its application.

By Examiner Leo Rosnick
Gila Best Co., Winold, Ariz.—

BROADCASTING • Telescanning
October 31 Applications ... ACCEPTED FOR FILING

**KXON Stockton, Calif.**—Mod. license change studio site from 1002 Pacific Ave. to Beyer Lane.

**KRYT Paris, Tex.**—Mod. licence change studio site from Gibraltar Hotel to Highway 190.

Modification of CP

**KXSU**—AMEND to change frequency etc. for extension of completion date AMENDED to request extension from Sept. 25 to Jan. 1.

AM—1490 kc

Kee Bestg. Co., Newark, Ill.—CP new AM station 750 kc, 250 w D AMENDED to change name of applicant to E. D. Scandrett, Harold B. Rothrock and Roy F. Motor, d/b a Kee Bestg. Co.; change facilities requested to 1450 kc, 100 w un.

AM—1440 kc

Paris Bestg. Corp., Paris, Ill.—CP new AM station 1260 kc, 200 w D AMENDED to request 1460 kc, 500 w D.

AM—1370 kc


License for CP

KECA-TV Los Angeles — License to cover CP new commercial TV station.

WABE (FM) Atlanta, Ga.—License to cover CP new noncommercial educational station, Atlanta Board of Education.

**APPLICATION RETURNED**

Ballina Bestg. Co., N. Y.—RETURNED application for new AM station 1059 kc, 500 w D.

**November 1 Applications ... ACCEPTED FOR FILING**

**Elwood R. Horwinski**—(as Radio Te- borne, Tuscaloosa, Ala.)—CP new FM station 1240 kc, 250 w un. AMENDED to request 100 w.

AM—1590 kc

South St. Paul Bestg. Co., South St. Paul, Minn.—CP new AM station 1200 kc, 1 kw D AMENDED to request 5 kw.

AM—1200 kc

**KIWW**—San Antonio, Tex.—CP change from 1540 kc, 250 w D to 1280 kc, 250 w un. (contingent on KZUP relinquishing 1240 kc).

**Modification of CP**

**WELS**—Kinston, N. C.—Mod. CP new AM station to change from 1010 kc to 960 kc AMENDED to change name of applicant; from Commonwealth Bestg. Corp. to Farmers Bestg. Service Inc.

**License for CP**

**WCBS-FM** New York — License to cover CP changes in FM station.

KFGQ-FM Boone, Iowa—License to cover CP new FM station.

**WCAL-FM** Northfield, Minn.—Same.

WRKR Bodeville, Ohio—License to cover CP new FM station.

**WATN** Athens, Ohio—Same.

**TENDERED FOR FILING**

Modification of License

**KALA** Sitka, Alaska—Mod. license change hours from un. to specified.

(Continued on page 87)

**CIVIL DEFENSE**

Wadsworth Visits London

JAMES J. WADSWORTH, acting director of the government's Civil Defense Office, conferred briefly last week with top British civil defense officials in London. He left Monday and returned Wednesday, the National Security Resources Board announced.

Mr. Wadsworth discussed interchange of training personnel, shelter and other data and possible exchange of liaison personnel with British officials. He was accompanied by Col. Barret W. Beers, civil defense liaison officer, Office of the Secretary of Defense. Mr. Wadsworth has been serving as acting defense director until President Truman appoints a permanent head to direct the proposed Civil Defense Administration [BROADCASTING, Oct. 30], with responsibilities for communications and other planning.

National Security Resources Board, under which civil defense personnel currently operate, also announced the appointment Tuesday of George L. P. Weaver, of Washington, D. C., as special assistant to W. Stuart Symington, NSRB chairman. Mr. Weaver, a former vice president of United Transport Service Employees (CIO) and since 1945 assistant to the secretary treasurer of the CIO, will work on manpower problems.

**Reports to President**

ROBERT H. HINCKLEY, ABC vice president, reported Monday to President Truman on results of his recent European survey. Mr. Hinckley observed work of the Marshall Plan as member of the Public Advisory Committee of Economic Cooperation Administration. He spent several weeks in Europe. After reporting to the President he went to Salt Lake City.

CHVC Niagara Falls, Oct., increases power from 1 kw to 5 kw day and 1 kw night on 1600 kc.

**For Western Montana**

KGOV Missoula

5000 Watts

Nite & Day

All major CBS Programs

A fast growing Market

Wholesale Center

High Per Capita Income

Where Business

is always Good

**BROADCASTING • Telecasting**

**OUSTANDING FOR**

- Showmanship
- Leadership
- Results

Population up 30% in ten years and increasing daily! News—Special events! Music Programming guarantee impact . . . Peak Listener Ratings ... For your side the picture call Devon & Company.

November 6, 1950 • Page 83
Help Wanted

Managerial

Help wanted—General manager to act as general manager and aggressive commercial man. Outstanding opportunity to be principal owner of a major eastern market for man who can handle single-station radio. Box 1055, BROADCASTING.

Sole manager 250 watt local station AM & FM with proven ability in sales and management. Attractive proposition for man who can prove he can sell small market radio. Box 1056, BROADCASTING.

Sales manager 250 watt local station AM & FM with proven ability in sales and management. Attractive proposition for man who can prove he can sell small market radio. Box 400G, BROADCASTING.

Business manager for a kilowatt daytime and fulltime in single spouse market. Oregon market where radio is dominated by three stations. Market is wonderful; position can be permanent and lucrative. Current management is ready to retire. State your case well. Box 2055, BROADCASTING.

General manager with experience as such in smaller community. Ambitious and energetic man is needed to lead a medium market. Box 2056, BROADCASTING.

Wanted: Manager for new daytime, one-station in excellent market. Must be strong in sales and management. Attractive for aggressive top man. Job also available in important market in same line. Box 2057, BROADCASTING.

Salesmen

Guarantee $100 per week and 15% commission per guarantee. Midwestern opportunity. Box 300G, BROADCASTING.

Sales job with possibility for commercial manager after proof of performance. Small market, access on local sales. Box 400G, BROADCASTING.

Announcers

Combination man, ABC Sky, MI affiliate. Application disc, photo, references. Box 500G, BROADCASTING.

Experienced announce-engineer. Send disc, references. Box 600G, BROADCASTING.

Wanted announcer with first class ticket for Minnesota station. Must be experienced. Good pay. Box 700G, BROADCASTING.


Technical

Engineer with 1st phone to operate commercial. Fulltime, good pay. Box 800G, BROADCASTING.

Wanted—Chief engineer for 100 watt station in small market. Write for information in first letter. Box 900G, BROADCASTING.

First class engineer-announcer with experience expected, forward disc and furnish full information in first letter. Box 1000G, BROADCASTING.

Engineer with announcing capabilities. Need not necessarily experienced. Needed immediately by CBS affiliate, contact WJZ, Baltimore, Md., 2054. Box 1500G, BROADCASTING.

Wanted—First class operator, with or without experience. Must be in good standing with W.P.C. or Wire or phone. W.I.C., Malone, N. Y.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions. Box 1500G, BROADCASTING.

Immediate opening for transmitter engineer with first class license. Box 1500G, BROADCASTING.

Production-Programming, others

Large Georgia market network station needs versatile experienced continuity writer. Send full details Box 6500G, BROADCASTING.

Help Wanted (Cont'd)

Managerial

Wanted: Three combination announcer-engineers, with first class ticket, one as manager, one for station, information in first letter, to Jack Badger, WRCO, KBYR, KNX, KYW, KDKA, KTHT, KYW, Anchorage, Alaska. (Box 1501G).

Immediate opening all-round staff announcer. Opportunities for advancement as we are building new station in southern Wisconsin. $47.00 to start. Send letter and background to WJAM, Marmett, Wisconsin for personal audition.

Staff announcer, good commercial man, permanent position, future for reliable, aggressive announcer. Respond with pertinent data, WPIC, WPIC-FM, Sharon, Pa.

Announcer, need two reliable listeners. Send full particulars and references to WRCO, Richland Center, Wisconsin.

All-round announcer with first class license. Box 700G, WSBH, Winter Haven, Florida.

Cubanization wanted. Excellent offer for announcer with reasonably good voice and first phone license. Box 800G, Church Street Station, Annapolis, Georgia.

Experienced engineer-announcer wanted for 250 watt in metropolitan market. Needed immediately. Box 900G, announcing. Send disc, photo and full information in letter, to WJAM, Madison, Wis.


Sports announcer. Immediately Send full particulars, resume, references, requirements. Box 1000G, Amos, LA.

Wanted, capable experienced announcer, for new station in Montana. Bert Arnold, Personnel Manager, Keene Road, Clearwater, Florida.

Situations Wanted

Managerial

Manager over 5 years experience, no independent stations. Box 600G, BROADCASTING.

Manager-commercial manager with a lot of experience in radio for the past 15 years. Completely experienced in all phases of radio. Sales and good programming main objects. 38 years old, married, 1 child and draft exempt. Finest references. Recommend—former product of war industry. I know good radio from the war back. Box 700G, BROADCASTING.

Sales manager. Producing salesman with experience in all phases of radio. Excellent references. Box 800G, BROADCASTING.

Manager, extensive independent and network experience. College graduate, now heading own network. Needs top-notch sales manager to staff work, news, music, etc. Box 900G, BROADCASTING.

Managers, new stations. Box 1000G, BROADCASTING.

Management opportunity. Know radio, dramatics, music, sales, management states since 1953. Program director 3 years experience, $25,000 to 30,000 salary. Box 1500G, BROADCASTING.

BROADCASTING.

Situations Wanted

Announcer

WANTED—Announcer for Dayton, Ohio station. Box 200G, BROADCASTING.


Sports announcer. Excellent references. Experienced in most sports, news, etc. Send resume and good phone number. Box 400G, BROADCASTING.

Announcer to assist manager. Will travel. Box 500G, BROADCASTING.

Announcers, experienced, commercial and news. Box 1000G, BROADCASTING.

Announcer, experienced, news. Box 1100G, BROADCASTING.
Situations Wanted (Cont'd)

I'm fed up with 5 and dime radio! After five years as radio personality, I'm looking for a good time. AM-W would be amenable, but as emcee, deejay and announcer with outstanding references, I'm here to help promote your midwestern or eastern market. Specialize in morning show, big news, strong news, telephone quiz, man-on-the-street, etc. Will accept eight week announcement. "Midwest Telegenic MC (no glasses) with plenty of self-confidence, initiative. Warm, sincere, friendly approach. Married, 20 years old, no family, no drink, no drugs, no vices. Tape recordings available, but must meet you personally. Will do voice and talent freelance. Write Box 817G, BROADCASTING.

Announcers, writers, all board trained and capable. Pathfinder School of Radio, 1648 W. Gates City, Mo. Phone Harrison 0473.

Engineer

Engineer now located in Virginia desiring change to progressive station, preferably one with AT-10 for TV, 14 years experience covering: design-development with large eastern manufacturer. Radio inspector FCC, field engineer with Washington consultant, supervising construction of new stations with directional antennas. Best references family, available approximately 30 days. Box 811G, BROADCASTING.

Engineer, experience includes over 10 years consulting engineering, 20 years skilled in directrix antenna design and performance. Present position involving design and installation of over several years. Chief engineer, one child. Box 811G, BROADCASTING.

Engineer, seven years experience operating control panel of transmitter and studio equipment. Want permanent position. Excellent references. Married, one child. Box 811G, BROADCASTING.

Chief engineer looking for permanency, preferably in northern work. Experience and executive ability backed by top references. Box 830G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive operation with opportunity to learn, earn. Prefer northeast. Box 890G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. References. Box 842G, BROADCASTING.

Chief engineer, good announcer, 12 years in radio. State salary. Box 853G, BROADCASTING.

Chief engineer, experienced all phases broadcasting, construction, installation. Have had two installations. Permanent position established station. Best references. Family, age 26. Box 870G, BROADCASTING.

First phone, age 22, single, have car. Draft exempt under present laws. Army training in high power equipment. Euroco in EAST BROADCASTING course. 8 months experience. Free to travel. Available immediately. Box 880G, BROADCASTING.

Engineer, 5-1/2 years broadcasting experience, graduate. St. Louis, available for radio presently employed. Box 882G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter, construction, have car. Box 895G, BROADCASTING.

Colored vet, first class phone license, graduate AM-FM, FM. Television years experience as radio and television technician. Days paper. Radio work available immediately. Contact J. Allen, 50 Belmont Avenue, Jersey City, N. J.

Veteran, single, first class phone, seeking employment to maintain travels. Mr. Bauer, 34-16 41st St., Astoria, N. Y.

Technician, Ex Navy radio man, radio and TV school grad., married, hold last phone, 2nd class, height and weight license. Experienced television serviceman, work Reading California, 18 Southgate Court, Blyth 22, N. Y.

First phone license, age 24, TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2539 East 17th St., Blyth 22, N. Y.

Situations Wanted (Cont'd)

Program Production, others

FM man, experienced copywriter. News, recent experience. Box 405G, BROADCASTING.

Eleven years with major networks including present position. News, special projects, features, all related operations, foreign. Wide, diverse experience. "Wants permanent position or other opportunity. Tape references. Box 856G, BROADCASTING.

Program director presently employed for same station. Know production, continuity, voice, writing. Independent single, desires change, preferably in south. All references recent, available. Box 858G, BROADCASTING.


Girl Friday, available any day, continuity, traffic, hostess, writer-producer of programs for women, children and special events. Details and disc on request. Box 907G, BROADCASTING.

Versatile continuity writer, young, recent college graduate, fresh, original, able to write. Box 918G, BROADCASTING.

Top network news executive responsible for selecting on-air and technical people and much of nation's best-rating news shows, wants move from New York. Sparkplug of two last year's award winning newscasts is looking for position. Married, B.F.A., top references. Box 920G, BROADCASTING.

Available soon. Engineer with 20 years experience in all phases of station operation. "Knows the ropes." Veteran. Box 911G, BROADCASTING.

Read this short story: Five years newspaper-radio-radio writing and announce work in California and Pacific areas. Excellent references. Tired of "run of the mill" work. Young, good position anywhere. Write Apartment 1717, 824 Y., 100 Avenue, San Francisco, Calif.

Television

Production-Programming, others

Writer, imaginative, drama, copy. Top telephone. Directs. "Eager to do location background." Box 986G, BROADCASTING.

For Sale

Equipment, etc.

For sale, 5 kw composite AM transmitter, original circuit, original electronic linear, operating, available 1. Box 345A, two size, four 321A tubes new. Best offer. Box 780G, BROADCASTING.

For sale, reasonable one 75 KVA, 115/230, 3 phase, 4 wire auxiliary power plant gasoline. Nature of Butte, Mont. Box 890G, BROADCASTING.

Will trade 250 watt Gates transmitter for what have you? Particularly interested in Magnetron tube model and power and audio output. Box 891G, BROADCASTING.

Make offer. BF 505B FM transmitter tubes and spares. Also FM frequency and modulation monitor for FM. Like new. Station KNEX, McPherson, Kansas.

Make offer. FM WE 5963-2, complete, 10 kw transmitter. New, never used. R. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: RCA 250-G transmitter, ex-WAC. Write Gates 30-B console, complete tubes, and other. Box 1404, station XW, Bozeman, Mont.

For sale: Any reasonable offer takes over 25 kw, 3 phase input variable controlled power supply; racks, various other FM power equipment such as amplifiers, condensers, resistors etc. Entire lot invested in over $15,000; some good equipment. Miller, 230 Crescent Ave., Sandusky, Ohio.

Wanted to Buy

Stations

Wanted: Local or regional station, promising potential, no brokers; no overpriced property. Box 864G, BROADCASTING.

Equipment, etc.

One insulated self supporting tower approximately 150 feet. Address Manager, WDLP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones, WOPA, Oak Park, Illinois.

Exporters want 5000 watt or stronger AM transmitter. Send full details Pan American Broadcasting Company, 17 E. 42 St., NYC.

For Sale

Radio Station, FM.

for sale in major Californian market with primary coverage 2300 square miles, 1,331,000 population. Price of new installation cost, Box 859G BROADCASTING.

Equipment, etc.

WANTED TO BUY

Stations

WANTED TO BUY

Stations

WANTED TO BUY

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Sacrifice Offer

MARIONETTE SHOW

Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure, practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: I female, 6 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer accepted. Complied with Melvin Singer at Plaza 9-1717 for appointments. Write for full details and complete list of Items to Room 474, 640 Fifth Avenue, New York 19, N. Y.

Zworykin to S. America

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant for RCA Labor and Engineering, left Oct. 28 for a seven-week tour of South America. He will inspect TV development and the potentialities and progress of electronics.

EXPERIENCED... Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with the major market; the other building a 50 kw independent in a major market. I can submit industry-wide experiences including major network stations and some of the smaller outlets. Write in complete confidence to:

Mel Drake, 612 S. Amherst, Albuquerque, New Mexico or call S-6561

WHKP DEDICATES

Opens New Radio Center

DEDICATION of a new Radio Center Oct. 22 highlighted the 4th anniversary of WHKP. Hendersonville, N. C., licensed to Radio Hendersonville Inc., with Mr. Amos and prominent civic officials, was broadcast by the MBS affiliate. Full hour program, with addresses by Mr. Amos and prominent civic officials, was broadcast by the MBS affiliate. The West Carolina Tribune of Henderson County paid tribute to the station running a special "salutation" issue Oct. 19. Beverly Middleton, formerly with CBS, is executive vice president and business manager of WHKP, which operates on 1450 kc with 250 w.

November 6, 1950 • Page 85
‘TRUTH DRIVE’

AMERICA’S psychological “truth campaign” in Korea, including State Dept. Voice of America operations, was characterized by Sen. William Benton (D-Conn.) as “wholly inadequate but much better than it had been” following a conference Oct. 25 with President Truman at the White House.

Sen. Benton, persistent advocate of an expanded overseas Voice campaign and a worldwide radio network, told the President about his new nine-point program calling for construction of two new powerful United Nations stations in South Korea and use of the present 50 kw outlet in North Korea. The plan, he said, has been submitted to Warren R. Austin, chief U. S. delegate to the UN.

The Connecticut Democrat also proposed that 5,000 portable movie projectors be shipped immediately to Korea, with films to be supplied by the Hollywood film industry. The motion picture industry is cooperating with the State Dept. on Voice of America and other information activities abroad. He got the idea, he added, while campaigning in Connecticut where his films are being shown.

Sets to Korea

Sen. Benton also urged that the U. S. send radio receiving sets to Korea as part of a drive to assure adequate psychological followup to the U. S.-UN military victory there. His new plan is aimed at soliciting the movie industry’s aid.

A worldwide radio network capable of laying a signal into every receiver in the world was urged last summer by Sen. Benton during hearings on his resolution to expand Voice. Brig. Gen. David Staroff, RCA board chairman, also favored the plan, urging a $200 million network at strategic points in foreign countries [Broadcasting, July 10].

UN radio broadcasts to Korea have been increased to two- and three-quarters hours daily, consisting almost entirely of factual news reports and brief interpretative commentary. Sen. Brian McMahon (D-Conn.) earlier had urged that the Voice of America “fully exploit” UN victories in Korea.

Meanwhile, the Voice has reported other developments in its operations. The State Dept. said that it is making “reasonably heavy use” of top-rated American entertainers to help attract listeners behind the Iron Curtain and as part of the “truth campaign.”

The department said it has been deluged with offers of radio and movie stars eager to contribute their services to the program. Bing Crosby has transmitted a series of 13 radio shows for Latin America, on which he speaks in Spanish. Officials of International Broadcasting Division, which operates the Voice, term the reaction “phenomenal.” Other series include bits by Nehemiah Persoff, Bing Crosby, John Stafford and numerous others.

At the same time, the Voice has begun a series of “behind-the-scenes” sketches dealing with the day-to-day life of the Russian “common man,” government officials, etc. The information reportedly is furnished by U. S. embassy and USIS (Information Service) for use in commentary form.

**EMERGENCY FM**

**NEW YORK CD Studies Plan**

AN EMERGENCY loudspeaker-FM radio system for New York City, to supplement a radio-siren network already set up, is being considered by city defense authorities. The proposed system would enable authorities to communicate specific instructions to crowds on the streets, as well as a general alarm.

Locked to the frequency of one of the city’s FM stations would be a supersonically-controlled FM receiver, which would operate each loudspeaker. Sixteen giant amplifiers, or “bullhorns,” such as are used on wartime beachheads and carriers, would constitute the basis of the system, with satellite speakers of lower power located around each of them.

Stanley Joseoff, head of Storecast Corporation of America, has offered to carry out a plan for attaching speakers to the outside of each of his subscriber stores, thus providing a portion of the satellite system without cost to the city.

The cost factor is understood to be an immediate difficulty. Western Electric, which made the giant amplifiers for the government during the war, would need to retool in order to make them on order. So far, city officials have been unable to locate any wartime units for sale. Other difficulties stem from the fact that wartime studies of sound propagation have been rendered useless by the erection of new buildings and the destruction of some old ones.

COMPLETING the sale of KFWB Los Angeles by Warner Bros. Pictures Inc., Burbank, to KFWB Broadcasters Corp. [Broadcasting, Oct. 2] are (l to r): E. L. DePatie, studio manager, Warner Bros. Pictures; Harry Maitzish, KFWB general manager; Harry M. Warner, Warner Bros. president, and Herbert Freston, Freston & Files, Los Angeles law firm, legal counsel for Warner Bros. Mr. Maitzish, head of the new company, owns 51% of the stock with the other 49% owned by the Lansing Foundation, a non-profit organization.

**DISPERAL PLAN**

Truman To Resubmit Project

PRECAUTIONARY measures to disperse certain key government agencies and departments are both logical and necessary and will be resubmitted to Congress, Pres. Truman has indicated at a news conference.

The Senate Appropriations Committee, by refusing previously to allot $139,800,000 for the project [Broadcasting, Sept. 15], had killed the proposal during the pressure of pre-recess business. The Chief Executive said Oct. 26 that he would continue to work on the plan, which at present does not contemplate removal of the FCC from the Washington area. Authorities felt, however, that he would not send the measure up again until the 82nd Congress convenes early next year to insure full deliberation on the issue.

**COMPOSITE WEEK**

FCC Issues Dates for ’50

DATES forming the 1950 “composite week,” to be used in preparing renewal applications of all stations whose licenses expire in 1951, were announced by FCC last week.

The dates:
- Monday, Dec. 5, 1949; Tuesday, Jan. 24, 1950; Wednesday, March 8; Thursday, May 18; Friday, July 21; Saturday, Sept. 25; Sunday, Oct. 15.

These are the dates on which to base the program log analyses required in renewal applications—FM, TV—to be filed during 1951.

WNAX Yankton, S. D., Agricultural Scholarships to U. of Nebraska, given Loyd Fischer and Joan Meyer.

**BROADCASTING * Telecasting**
FCC roundups

New Grants, Transfers, Changes, Applications

Box Score

| Class | Total AM Stations | Licensed CPs | Cond/1 Grant Pending In Grants | Granting In | Hearing
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**SUMMARY TO NOVEMBER 2**

KODY North Platte, Neb.—Granted assignment of license from Radio Stn. KJZD to same name ownership, to Radio Station KODY for $105,000. Radio City, Inc. is partnership with John Alexander, KODY manager since 1948.


KTVL El Centro, Calif.—Granted acquisition of control by Paul A. Jenkins through transfer of 75% of his 50% interest to Tom E. Foster, KTVL president; Toward Foster, business manager and production director; Richard Foster, general manager, and Tom A. McLachlan, chief engineer. Tom Foster buys 25% from Mr. Potter for $9,750; Saginaw, Mich.; Mr. Potter buys 5% for $1,000. RDKT assigned 1 kw. of 200 kw. for now.

KXO El Reno, Okla.—Granted license of assignment from George E. Blevins, Cosmopolitan Television Co., partnership, to new corporation of same name. Granted Oct. 15.

KLIT Dallas, Texas.—Granted license of assignment from WCMX Inc., licensee WCMX, to cos. Granted Oct. 20.

KWEL Denver, Colo.—Granted license of assignment from George E. Blevins, Cosmos Television Co., Inc., licensee WCMX, to cos. Granted Oct. 5.

KWNM Columbus, Ga.—Granted license of assignment of license from Colonial Telecasting Co. to Narragansett Telecasting Co., licensee WDEH there. Granted Oct. 28.

KMAJ Norfolk, Va.—Granted relicensing of control from John W. Land, owner, through sale of stock to Robert W. and Jack P. assigned 1 kw. of 1,100 kw. Granted Oct. 15.

WTRN-AM-FM Huntington, W. Va.—Granted transfer of control to Orpheum Operating Co. and Orpheum Operating Co., E. B. Milligan, president, was assigned 1 kw. on 800 kc. Granted Oct. 20.

KNUJ New Ulm, Minn.—Granted assignment of license from Brown County Journal Inc. to KNUJ Inc. KNUJ assigned 1 kw. on 800 kc. Granted Oct. 20.

KSEM Pittsburg, Kan.—Granted assignment of license from The Pittsburg Plain Dealer to KXSE Heartland, Inc. KXSE assigned 1,240 kw. Granted Oct. 20.

REPORT ABORTED

KWHE Waco, Texas.—Withdrawal of application for renewal to continue fulltime, directional. Granted Oct. 21.


**Transfer grants**

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**owa-CBS in JOPLIN, MO.**

Nationally Represented by William G. Ramboe Co.

Austin A. Harrison, Pres.

June 1950  •  Page 87

FOR MORE AUDIENCE AT LESS COST

WITH HIGHER POWER

AND GREATER RESULTS

See Centerpread This Issue

On the Air Monday Through Saturday 48 Hours A Day

P.B. Wilson

WCKY

CINCINNATI

50,000 Watts of Selling Power

BROADCASTING  * Telecasting

Docket Actions

**FINAL DECISIONS**


To the public.

**INITIAL DECISION**

WLCN Houston, Texas—Announced initial decision to grant bid of WLCN to change from 250 w fulltime on 1400 kc to 1 kw fulltime on 910 kc and to deny bid of KJAN Bestg. Co. for new station, 910 kc, 5 kw, fulltime. Hearing Examiner Elizabeth C. Smith disqualified to sit on case. KJAN Bestg. Co. on technical grounds, contending its engineering proposal is not in accord with its application or FCC's standards. Initial decision Nov. 2.

OPINIONS AND ORDERS

Moyer Bestg. Co. and Christian County Independent Newspapers, Inc.—Order denial of motion for voluntary disposition of hearing. FCC noted that proposals would be resubmitted, that application of Christian County Independent Newspapers, Inc., contended the FCC's attention was focused in other respects. FCC ordered hearing examiner to set a new date, 1410 kc with 1 kw daytime to be placed in pending file for delayed hearing. Application Christian County Independent Newspapers, Inc., seeking replacement of expired permit for new station in st. of Illinois, contended Christian County permit, extended Dec. 31, 1949, with no diligent license cited by FCC since L. W.

**FCC Actions**

(Continued from page 83)

November 2 Applications

**ACCEPTED FOR FILING**

License for CP

KCON Conway, Ark.—License to cover CP noon-6 p.m.

KTIS-FM Minneapolis — License to cover CP 11 a.m.-noon.

KPTV Los Angeles — License to cover CP new commercial TV station.

WGN-TV Chicago—Same.

License Renewal

KCHC El Paso, Tex.—Mod. CP new AM station for extension of completion date.

Transfer of Control

WCLD Cleveland, Miss.—Transfer of Control to ABC and to ABC's WJW Capps, Melvin C. Lee and Lowry Times from 7 a.m. to 7 p.m. Granted Oct. 21.

Modification of CP

KCHC El Paso, Tex.—CP, mod. — CP, midday-7 p.m.

Deletions

ONE FM and one AM authorizations reported deleted by FCC. Total to date since Jan. 1, 1950, 100 AM, 70 FM, 148 of these were in fulltime.

Deletions and reasons follow:


New Applications

AM APPLICATIONS


City of Detroit, Mich.—The City of Detroit as representative of communications, and is responsible perhaps for William J. Smith, City of Detroit radio engineer, secretary-treasurer, 25%. Applicants are Raymond R. Knight, owner of Knight Radio, Inc., 25% owner Knightlow Sales, Detroit electrical appliance distributor, vice president 10%: William J. Foss, consulting engineer and 25% owner KCFU, Fort Worth, Tex., 10%: John A. Moffet, consulting engineer, 10%. Filed Oct. 20.

Alton, Mo.—Robert Nethercote, 1250 kc, 1 kw, daytime; estimated cost $12,000. Applicant is 100%, owner KWMF West Plains, Mo. Filed Nov. 1.

KXO El Reno, Okla.—KXO is extension of distribution to include 1150 kc, 1 kw, daytime; estimated cost $15,000, 25% owner KWMF West Plains, Mo. Filed Oct. 20.

Albany, Calif.—Howard B. Foss, 1340 kc, 2 kw, daytime; estimated cost $17,000. Applicant is 100%, owner KFCF (FM) Berkeley, Calif. Filed Oct. 20.

Beckley, W. Va.—Joe L. Smith Jr. Interc. Ch.—Grant a 1 kw, 171.75 kc, 171.75 kc, amateur radio station. Filed Oct. 22.
participation violated the Administrative Procedure Act, which delineates the type of agency proceedings in which the separation-of-functions principle shall apply. Because of the short period of time between the date of the hearing and the Nov. 20 date which FCC set for effectiveness of the CBS commercial color standards, the court is expected to act on the suit as quickly as legal machinery will permit.

An interlocutory injunction would stay the Nov. 20 effective date pending trial of RCA's suit on its merits, but FCC is hoping for a summary judgment which would terminate the entire proceeding in its favor.

In either event, appeal may be taken direct to the Supreme Court. The CBS intervention petition, filed by Attorneys George Siegel and Leroy Klein of the Chicago law firm of Arvey, Hodes & Matthews, was accompanied by an affidavit of a technical expert presented by Adrian Murphy asserting CBS has spent $4 million developing its color system, is ready to license its patents to "responsible" manufacturers, and anticipates "substantial revenue of many millions."  

Block Movement

Meanwhile, O. H. Caldwell, a former member of the Federal Radio Commission and now editorial director of Radio and Television Retailing, announced the opening of a movement to block FCC's approval of "spinning" wheel color through intervention of Congress.

Mr. Caldwell described the FCC decision as "an outrage and an absurdity" and called upon Congressmen to give their influence to bear to delay effectiveness of the Commission's ruling.

In an "Open Letter to the Members of Congress" he said, in part: Despite the fact that good color television systems are already well developed and will soon be available,—systems which will deliver a good black-and-white picture to each of the many million television sets now in use by the public,—the FCC has ruled that these improved systems "out," and instead ordered into operation an archaic system which—

"Will not produce any picture whatsoever on the nine million sets now in use (and the many millions to be built without an instant by each owner of $30 to $50 for an adapter)."  

"... Then, to receive color pictures, each owner (after he has made out above for the adapter) will have to spend another $75 to $125 for a color wheel converter. 

But these color-wheel converters will work only on the small picture sizes, up to 10 by 12 inches, now obsolete."

"... Elsewhere, Owner Lou Poller of WPWA Chester, Pa., wrote CBS Board Chairman William S. Paley offering "free time to you or your representative to discuss this subject [color TV] on WPWA with any representative of equal stature representing the contrary view. In lieu thereof," he continued, "may we have your opinion to present publicly?"

Avoids Editorializing

Mr. Poller said WPWA did not want to editorialize on the subject but "I present the facts to you, and will present them in such a manner as to make it abundantly clear that we have not received any releases from Columbia." He said the station felt it was its duty to present the facts to the public, and that this is what it wanted "a clarification from Columbia which would enable us to present both sides of an important issue."

President Robert C. Tait of Stromberg-Carlson Co. forecast slow development of CBS color, but said his company is proceeding rapidly in the development of a color converter because we feel that if and when color telecasting becomes a factor in your community, can be received a "convenient time, and is interesting to you, you will then want the programs in color rather than in black-and-white by means of an adapter.

"We repeat, however, that this appears still a long way off," Mr. Tait declared, assuring prospective purchasers that they can buy black-and-white sets now "in confidence, and enjoy the pleasures that television will bring to your household."

In Seattle, President Henry B. Owen of KING-TV issued a statement anticipating "considerable delay in the coming of color television," but giving assurance that "when color does come, those who own black-and-white sets can adapt their present sets so that they can receive pictures in color or those same pictures in black-and-white."

Mr. Owen said: "We will broadcast in color when it becomes feasible and the reception justifies, and not before." He said he agreed with CBS President Franklin Stanton that television standards must be "main useful to their owners for the normal life of the set."

AMERICAN Hospital Assn. releases series of 18 transcribed radio shows, thru TV broadcasting. Firm controls WKWK Wheeling. Filed Oct. 7, 1956. Pa.—Krie Television Corp., Ch. 3 (60-66 me), Erp 1.17 kil. w., 886 w. sur., purchased 228 ft. above terrain, estimated cost $154,000, first year operating cost $175,000, revenue $177,000. Applicant is owned 50% by Community Health Associates, Inc., with Mr. Krie holding interest in the remaining 50%, and each John J. Krie, president and vice president. Mead brothers are co-owners of W. J. Mead & Bros., Newspapers Times Times Pub. Co. there. Other officers in applicant: Keith B. Kriege, president; and 50% owner WIRK, vice president; Donald R. Kriege, treasurer; and 50% owner WKWR, treasurer; John W. English, attorney, secretary; T. N. Nelson, vice president. Proceeding in part: Transfers to and from the other communities which the applicant is authorized to serve, and the effect of the new license on the public welfare. Filed Oct. 7, 1956. Pa.—Krie Television Corp., Ch. 3 (60-66 me), Erp 1.17 kil. w., 886 w. sur., purchased 228 ft. above terrain, estimated cost $154,000, first year operating cost $175,000, revenue $177,000. Applicant is owned - by Community Health Associates, Inc., with Mr. Krie holding interest in the remaining 50%, and each John J. Krie, president and vice president. Mead brothers are co-owners of W. J. Mead & Bros., Newspapers Times Times Pub. Co. there. Other officers in applicant: Keith B. Kriege, president; and 50% owner WIRK, vice president; Donald R. Kriege, treasurer; and 50% owner WKWR, treasurer; John W. English, attorney, secretary; T. N. Nelson, vice president. Proceeding in part: Transfers to and from the other communities which the applicant is authorized to serve, and the effect of the new license on the public welfare. Filed Oct. 7, 1956. Pa.—Krie Television Corp., Ch. 3 (60-66 me), Erp 1.17 kil. w., 886 w. sur., purchased 228 ft. above terrain, estimated cost $154,000, first year operating cost $175,000, revenue $177,000. Applicant is owned 50% by Community Health Associates, Inc., with Mr. Krie holding interest in the remaining 50%, and each John J. Krie, president and vice president. Mead brothers are co-owners of W. J. Mead & Bros., Newspapers Times Times Pub. Co. there. Other officers in applicant: Keith B. Kriege, president; and 50% owner WIRK, vice president; Donald R. Kriege, treasurer; and 50% owner WKWR, treasurer; John W. English, attorney, secretary; T. N. Nelson, vice president. Proceeding in part: Transfers to and from the other communities which the applicant is authorized to serve, and the effect of the new license on the public welfare. Filed Oct. 7, 1956. Pa.—Krie Television Corp., Ch. 3 (60-66 me), Erp 1.17 kil. w., 886 w. sur., purchased 228 ft. above terrain, estimated cost $154,000, first year operating cost $175,000, revenue $177,000. Applicant is owned 50% by Community Health Associates, Inc., with Mr. Krie holding interest in the remaining 50%, and each John J. Krie, president and vice president. Mead brothers are co-owners of W. J. Mead & Bros., Newspapers Times Times Pub. Co. there. Other officers in applicant: Keith B. Kriege, president; and 50% owner WIRK, vice president; Donald R. Kriege, treasurer; and 50% owner WKWR, treasurer; John W. English, attorney, secretary; T. N. Nelson, vice president. Proceeding in part: Transfers to and from the other communities which the applicant is authorized to serve, and the effect of the new license on the public welfare. Filed Oct. 7, 1956.

Applications Cont.:

FCC Roundup (Continued from page 87)

NPA Proposals

NPA proposed regulations for the four metals portend limitations which authors anticipate 30% on their consumption, and thus cutbacks in the nation's civilian supply of radio-TV sets and phonograph appliances. Probable effect date of Dec. 1 was set by the production authority.

Manufacturers last week were still mulling the impact of the NPA proposal following their Oct. 26 meeting with government officials. Many of them feel that the metal limitation, together with the color TV decision, restrictions on consumer installment buying and the newly-effective TV set excise taxes, will pose a serious threat to their economy [Broadcasting, Oct. 30].

Dr. W. R. Baker, vice president of General Electric Co., Electronics Dept., last Monday added his voice to the chorus. He told Broadcasting that the NPA order "certainly would have the effect of hastening the production cutback on an industry-wide basis," but added "it is too early to tell just
when and how hard our production will be hit."

Dr. Baker felt sufficient details were not yet made available to make any studied predictions concerning the effect on the radio-TV industry. He cited his own previous estimates of 20% cutbacks in television output by mid-1951 due to shortages of critical materials occasioned by expected military orders.

The TV excise tax, payable at the manufacturers' level, went into effect at midnight last Tuesday. The levy, applicable only to those sets actually doled out to distributors as of Nov. 1, would be based on the manufacturers' profit, not on retail set prices. The tax amounts to about 6% of the retail price.

Some manufacturers announced higher-list prices to compensate for the tax, ranging from $10 to $30. Others planned to list the excise tax separately, along with charge for tube quantity.

Inventory Sales
Some dealers with substantial inventories were prepared to realize a flood of business orders for merchandise not covered by the tax. It had been decided during Congressional hearings that TV receivers already sold would only serve to complicate the problem.

Meanwhile, Alan Valenti, newly-appointed head of the Economic Stabilization Agency, told the Women's National Press Club that his organization can't help whip inflation unless the American people tighten their belts a notch or two.

"Each of us may have to choose between peace and stability on one hand, or a new car, a new television set or a new home on the other," he said. Refusal to make personal sacrifices, he added, would lead to price-wage-rationing controls.

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THE LORAIN (Ohio) Journal, found guilty of anti-trust law practices against WEOL, Elyria-Lorain, told the court last week that the anti-trust defense proposed by the Justice Dept. [BROADCASTING, Oct. 2] is "repugnant" to Constitutional guarantees of a free press.

The newspaper asked that a judgment be adopted which would merely forbid it to refuse to carry the advertising of local advertisers solely on the ground that they also advertise on WEOL, with not even this requirement applying to advertising offered by Journal competitors, including WEOL.

The Justice Dept.'s proposed decree would, among other things, forbid the Journal and its owners, Samuel A. and Roderic Horvitz, who also own the Mansfield (Ohio) Journal, to acquire any radio station or newspaper which competes with either the Lorain or Mansfield paper; would require the Lorain paper to accept advertising offered by WEOL, including its paid program logs; would put the burden of proof upon the defendants if further legal proceedings arise involving certain terms of the proposed decree; and would forbid discriminatory discounts for designated volumes of advertising.

Judge Freed may accept either the Justice Dept.'s proposal or the counter-plan submitted by the newspaper through Parker Fulton, its Cleveland attorney. Or he may write his own decree.

The newspaper's brief contended anti-trust laws cannot go so far as to require it, as the Justice Dept. proposed, to carry advertisements offered by "any anti-trust broadcasting facility which is in competition with the Journal or with any other newspaper owned or controlled by the defendants or any of them."

The brief said:

In effect, this provision would require the Lorain Journal not only to refrain from activity which discriminates against a competing radio station, but would require it to aid and abet its competitor. Certainly one company cannot be required to advertise the goods and services of its competitor. This would be substantially the same as requiring one department store to post the ads of its competitor selling the same goods or services.

There was no pre-existing legal duty to run advertisements for the competitors' station. The imposition of such a requirement constitutes not only a prior restraint in violation of the First Amendment of the Constitution but also a penalty not warranted by the Sherman Act... Deprives News Rights

The brief also claimed the Justice Dept.'s proposed restrictions "in large measure deprive a newspaper of a right to publish only what it chooses to publish."

It said Judge Freed's opinion "adheres to the view that the Lorain Journal may be enjoined from making what this Court has found to be unlawful and discriminatory referrals to accept advertising pursuant to an attempt to monopolize interstate commerce, but this does not warrant an injunction which is so broad in scope that an infringement of Constitutional right will result."

To forbid the Journal and the individual defendants to acquire a subsidiary radio station or newspaper, the brief continued, "goes far beyond the issues" and "deprives defendants of their natural and inherent rights."

The brief claimed the decree should be directed solely at the practices which have been found unlawful, and that "there is no substantial evidence that an attempt to monopolize involved or contemplated monopolization through acquisition of competing newspapers or broadcasting facilities."

For similar reasons the newspaper attacked Justice Dept. proposals to forbid price discriminations; to forbid rejection of advertising copy on the sole ground that the advertiser uses "any advertising medium" other than the Mansfield and Lorain papers; to require publication of the terms of the degree once a week for 25 weeks; and to maintain records bearing on the anti-trust question for five years.

State Guard Radio

NEW state guard radio service was established by FCC last week through amendment of Part 10 of its rules governing public safety radio services. State guards and similar organizations are authorized to use "729" radio mobile stations. On an alternate shared basis use of a second frequency in the band 2500-3500 ke may be obtained under certain conditions. New service ties in with FCC's proposed new disaster communication service [BROADCASTING, Sept. 18, Oct. 8].

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FRIENDS

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in Topeka

November 6, 1950 • Page 89
OCTOBER TV SET OUTPUT AT RECORD RATE

MANUFACTURERS turned out TV receivers at new record rate in October, Radio-Television Mfrs. Assn. said in report to be released today showing 1,481,606 TV and 1,415,663 radio sets built, bringing 10-month total to 5,777,610 television sets and 11,481,823 home, auto and portable radio receivers.

Commissioner slightly below September's five-week total of $17,157, but October weekly average was 203,462 as compared to September average of 165,451 sets per week. Estimates cover production of both members and non-members of RTMA.

RTMA also reported September TV tube sales to set manufacturers totaled 764,913 units valued at $20,923,855, compared with 776,061 valued at $20,306,873 in August. All types of cathode ray tubes sold to manufacturers amounted to 770,346 units, valued at $20,541,471.

Report said TV picture tubes 16 inches and larger constituted 87% of those sold to set makers during September.

INTERCONNECTION PLAN

EVIDENCE does not warrant finding that establishment of physical connections or through regular proposed intercity video relays of Western Union and those of Bell System is "necessary or desirable," FCC was told Friday in proposed findings submitted by Commission's Common Carrier Bureau chief, Jack Werner, and E. Stratford Smith, Bureau counsel. Proposed findings by AT&T in lengthy proceeding [TELECASTING, July 3] similarly held interconnection not in public interest as Western Union held interconnection is necessary to assure fullest development of TV in U. S.

WTUX FILES PETITION

PETITION for reconsideration of FCC's action denying license renewal of WTUX of Wilmington, Del., filed with Commission Friday charging FCC was "erroneous and not supported by the evidence" when it held WTUX horse race programs were "intended and designed" to aid illegal bookmakers [BROADCASTING, Oct. 16].

RICHARDS' CASE CONTINUED

FURTHER FCC probe of G. A. (Dick) Richards' news policies, set Nov. 9 at Detroit, continued by Commission Friday to Nov. 21. Mr. Richards' KMPC Hollywood, WJR Detroit and WGAN Cleveland are involved.

KPIX-KSFO STRIKE SETTLED

OPERATIONS reported normal Friday at KPIX (TV)-KSFO San Francisco following settlement Thursday night of IBEW technician's strike which put both stations off air Wednesday. Technicians won $12 weekly wage increase from Associated Broadcasters, stations' licensees. Management personnel put KSFO on air Wednesday morning but KPIX remained off until engineers returned. Voice of America broadcasts handled by Associated Broadcasters kept on air by management personnel.

TV FILM PRODUCTION PLANNED BY ABC

ABC PLAN to set up separate television film production center at its Hollywood Television Center, independent of its other TV operations, was reported Friday. Reports coincided with Hollywood visit of ABC President Robert Kintner.

Statement declaimed comment, plan was said to include establishment of two or three TV film production units initially, under general supervision of Frank Samuels, vice president in charge of ABC Western Division. Eventually there will be five units, headed by motion picture producers-or directors. It was predicted that within six months many of network's biggest films will come on films from Hollywood. Discussions with AFM in progress looking to special arrangements to cover use of music.

DIXIE ENGINEERING NAMED IN $100,000 SUIT

DAMAGE SUIT for $100,000 against Robert L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, was filed Friday in U. S. District Court for D. C. by WHAR Clarksburg, W. Va., through its chief, Ben Stroud. WHAR said defendant failed to prepare and carry out application for switch of WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told BROADCASTING he was surprised to be named personally in suit, explaining agreement was between WHAR and Dixie Engineering, not a Washington firm but a South Carolina corporation at Columbia whose employment he left over a year ago. Mr. Easley stated he has no knowledge of present state of relations between WHAR and Dixie Engineering.

RTMA GROUP TO MEET

PUBLIC RELATIONS program on color TV controversy, effects of military procurement program on electronics industry and civilian production, and a proposed code of TV advertising and selling ethics are due for consideration at Nov. 14-16 meeting of Radio-Television Mfrs. Assn.'s officers, directors and committees in New York. RTMA announced Friday. Other problems to be discussed "and possibly acted upon," RTMA said, are FCC's current UHF television proceedings; proposed excess profits tax, and application for Walsh-Healey minimum wage law to radio-TV industry.

NABC NAMES SMITH V.P.

CARLETON D. SMITH, NBC director of television operations, elected vice president in charge of station relations by NABC board Friday. Mr. Smith's promotion was announced three weeks ago [BROADCASTING, Oct. 29], but formal election awaited Board meeting. He will be in charge of station relations for both radio and television networks.

WOR-TV New York plays host to Governor Dewey, starting 6 a.m. for 18 hours, Nov. 6, day before elections. When not telecasting, Governor will answer telephones.

Closed Circuit

(Continued from page 1)

Allied with Pecora forces for years, and is held in highest esteem.

BEING WATCHED closely by FCC, as demonstrated by Chairman Coy's stinging letter to Hallicrafters (page 58), is battle of behemoths in network war over color versus black-and-white. Action, if any, might come by: (1) Direct FCC proceedings; (2) Federal Trade Commission citations charging false or misleading television advertising; (3) anti-trust proceedings through Justice Dept.

OFFER of NAB's assistance in baseball official's consideration of radio-television at their winter meeting was made by Public Affairs Director Robert K. Richards, on authority of General Manager William B. Ryan, at breakfast conference with Baseball Commissioner A. B. Chandler and his Executive Council just before last week's council meeting in Cincinnati (see story page 23).

NAB BOARD GETS PROPOSAL FOR 'SEMI-FEDERATION'

PLAN to reorganize NAB into semi-federation consisting of AM, TV and FM divisions submitted to NAB board Friday by District 4 in final session at Williamsburg, Va., meeting. See next page. Board will take it up Nov. 15-17 in Washington.

Proposal grew out of resolution submitted to Resolutions Committee by Gilbert M. Hutchison, president of WBIG Greensboro, N. C. It suggested support resolution and referred it to convention for action. After discussion, convention adopted substitute resolution offered by Campbell Arnoux, WTVI Greenville, S. C., as chairman of retired NAB District 4 director. Mr. Arnoux proposed plan be turned over to board for study, pending district would not have enough TV members.

William B. Ryan, NAB general manager, said headquarters staff had been considering separation of TV activities during last few days but desired more time for study. He said he had planned to bring subject before board. Mr. Arnoux said TV members should have own sub-board and separate TV dues to NAB, claiming video members are not getting their present status warrants. Board has only few TV members, he said.

Gaines Kelly, WFMY-FM-TV Greensboro, seconded Mr. Arnoux's substitute resolution. Charles Crutchfield, WBT-TV Charlotte, N. C., said it would be a mistake for TV members to pull entirely out of NAB.

Two new members joined NAB, WMFC Columbia, S. C.; WSSW Petersburg, Va.

Friday speakers included Charles A. Batson, NAB-TV director, on television; A. D. Willard Jr., WGAC Augusta, Ga., presenting plan to expand BAB and separate it from association; Lee Hart, NAB-TV director, on "Methods of Increasing Sales."

Other resolutions endorsed NAB President Justin Miller, Mr. Ryan and other members of staff who spoke in meeting; thanked Mr. Willard for BAB presentation; restated confidence in NAB; paid tribute to C. T. Lucy and WRRV Richmond on 25th anniversary; urged continuing research study to present true story of TV; urged FCC to prepare FM plans and authorize FM sets in production figures; opposed resolution calling for annual radio license fee; asked FCC ease operator requirements during emergency; praised WJRT Detroit, MBS president, for recognizing FM's expanding audience by signing WASH (FM) Washington as affiliate; rededicated industry to public service on 50th anniversary Radio and Television Week celebration.

BROADCASTING • Telecasting
More thousands of loyal radio listeners thronged to The KMBC-KFRM Team's daily program originations at the 1950 Missouri and Kansas State Fairs, and the American Royal Livestock Show in Kansas City, than ever before.

This is more substantiating evidence to back up Conlan's Spring coincidental survey of 146,000 calls showing The KMBC-KFRM Team's constantly increasing leadership and audience-affection in the Kansas City Primary Trade area. And, Hooperatings for August-September show KMBC with a greater lead over other Kansas City stations than ever before.

For better results—for complete, economical coverage, without waste circulation—buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM or any Free & Peters "Colonel" for complete details.
If your sales curve is showing signs of anemia, what it needs to bring it back to a healthy growth is a concentrated diet of the sales-rich Central South. And to deliver that Central South on a platter, just call on the region's number one sales maker — WSM. A talent staff of over 200 people, production facilities capable of turning out 17 network shows weekly (WSM's current score) and 50,000 watts are combined in WSM to make an extraordinarily effective advertising medium... Want proof? Ask Irving Waugh or any Petry Man.