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IN SAN FRANCISCO

They all turn up for this party

The whole town's listening in when KCBS airs "Party at the Palace." Proof? It's one of the Top Ten local daytime shows after just six months on the air.* San Francisco's only daytime live-audience show, "Party" features KCBS stars Bill Weaver, Ellen Connor, Clarence Cassell, Ray Hackett's orchestra and guest celebrities. It's a big, breezy reason why KCBS has the town's highest average ratings!... is first in San Francisco radio. Meet your customers at KCBS' "Party." You're invited to get the details today. R.S.V.P.

Now 5,000 watts—soon 50,000 watts KCBS  
Represented by Radio Sales 710 kc  Columbia Owned

57.00 Annually 25 cents weekly
Look at

TELEVISION IN THE WHAS TRADITION:

Her time for relaxing is
Your time for selling!

There's nothing we won't do for our women
down Kentucky way. That's why so many
lovely women have television sets—and time
to watch 'em—during the afternoon.

We suggest you check your Petry man now
for afternoon availabilities . . . adjacencies to
top rated CBS-TV shows or participations in
Louisville's favorite local television programs.

Serving a market of more than
60,000 television homes

Basic CBS
interconnected
Affiliate

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
MANPOWER WITH PROVEN EXPERIENCE

WILLIAM B. FABER
Vice President Headley-Reed Company
Manager Television Division
Printers Ink Publications 4 Years
Headley-Reed Company 11 Years

HEADLEY-REED COMPANY
Radio and Television Station Representatives
NEW YORK - CHICAGO - DETROIT - ATLANTA - SAN FRANCISCO - HOLLYWOOD - NEW ORLEANS
ADVERSE effect of widespread big-league radio re-creations on minor league baseball attendance to be shown in 1950 sports survey by Jerry Jordan, famed young researcher whose work is most extensive in athletic field. New findings due within week.

WASHINGTON observers who watched World War II unfold, see in recent developments precise pattern insofar as mobilization, manpower and economics are concerned. They're advising privately that advantage should be taken of harsh lessons learned during last emergency.

MAJOR network ready to announce large national sponsor will buy FM as well as AM coverage in one metropolitan market.

GAME OF HIDE and seek on Phonevision continued last week. Latest report was that Zenith has commitments on Clasa A pictures from 20th Century-Fox and Warners, provided Paramount goes along. Meanwhile, Zenith is seeking its third postponement to Dec. 1 on Chicago "as you say it look" TV experiment.

ODS ARE in favor of abandonment of excess profits tax and stepping up of corporate liens to possibly 60%, according to informed Con-

(Continued on page 90)
the proof piles up...

"... Our two-minute film on KRLD-TV has resulted in increasing our sales approximately forty per cent."

Owners and Operators of KRLD

50,000 WATTS FULL TIME

CBS Station for Dallas-Fort Worth

KRLD-TV

Channel 4

The TIMES HERALD Station

The BRANHAM COMPANY—Exclusive Representatives

THE LARGEST TELEVISION MARKET SOUTH OF ST. LOUIS, EAST OF LOS ANGELES
the case of the missing tv set*

*in 8,071,430 Keystone homes...

- There’s really no mystery about the 8,071,430 Keystone radio families. They comprise the tremendous small town and rural market beyond the satisfactory metropolitan television influence ... and KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively. Write now for further details.

KEYSTONE BROADCASTING SYSTEM, INC.

580 FIFTH AVE., NEW YORK • 134 N. LASALLE ST., CHICAGO
November 9, 1950

To the PRESS and RADIO:

Subject: RAILROADS ARE INCREASING THEIR CAPACITY

The railroad industry throughout last year and well into 1950 had large and continuing surpluses of freight cars of most types.

From the close of World War II through 1949, the railroads had added more than 300,000 freight cars to their fleet at a cost of $1,500,000,000. These and other improvements to the railroad plant since the end of the war were made at an expenditure of more than $4,750,000,000.

While these improvements were being made, railroad earnings had been declining until in 1949 the return on net investment averaged less than 3 per cent. This was due to rising operating costs and reduced traffic. Compared with 1948, for example, freight traffic in 1949 declined 17.5 per cent.

In view of this combination of low earnings and a surplus of freight cars, it was natural that old freight cars were scrapped faster than new ones were built, and an increasing number of cars were held out of service awaiting repairs.

This was the situation when our great national defense effort began and transportation demand started its rapid rise. To meet rising transportation requirements, the railroads moved energetically to increase the supply of freight cars, and as a first step in that direction, they have ordered 110,000 new cars at a cost of more than $500,000,000.

The most immediate step taken, however, was an accelerated program of car repair and rebuilding. In February, when there was a surplus of more than 200,000 cars, the number of cars awaiting repair was 140,000. This was reduced to 123,000 by August 1, and on October 1 the number of cars awaiting repair was down to 102,000, or less than 6 per cent of the total ownership. This number is being further reduced by the expansion of railroad shop forces and extension of shop working time.

In these and many other ways, the railroads are improving their plant and expanding their capacity to provide the kind of transportation service which is so essential to the economic well-being and the military strength of the nation.

Sincerely yours,

William T. Faricy
No matter how much you travel, you of course can’t know every market listed at the right. But Colonel F&P does. Month in, month out, every one of us spends a considerable part of his time in studying these areas—probably knows more about them than many a native son!

The result? We can give you the actual home-town story on any of them. We can analyze them for your own particular purposes, and probably come up with some mighty helpful suggestions. How about it?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA    NEW YORK    CHICAGO
DETROIT    FT. WORTH    HOLLYWOOD
SAN FRANCISCO
AND LOUISVILLE ... AND OMAHA?

**EAST, SOUTHEAST**

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<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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**MIDWEST, SOUTHWEST**

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**MOUNTAIN AND WEST**

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<td>Denver</td>
<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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</tbody>
</table>
No WRONG Numbers on This Show
Aimed RIGHT at Alert Housewives!

New Business


GRAPETTE Co., Camden, Ark., names Henri Hurst & McDonald, Chicago, to handle advertising for its soft drink effective Jan. 1, 1951. Agency making preliminary plans now. Yearly ad budget estimated at $1 ½ million. Radio has been used. Walter Stuckslager, account executive.

RITEPOINT Co., St. Louis (lighters), to sponsor one-minute film spots on 55 stations in 37 markets from Nov. 12-Dec. 22. Agency: Ollan Advertising, St. Louis.

EVERSHARP Inc., N. Y., launches Christmas campaign late this month for Desk-Pac, combined desk and pocket writing set, using TV spots in nine markets. Agency: Bow Co., N. Y.

DELAWARE MUSHROOM COOPERATIVE Assn., Wilmington, names Weightman Inc., Phila., to handle advertising and merchandising for its First State mushrooms and First State mushroom gravy. Regional TV will be used.

LADY'S CHOICE FOODS, L. A. (Hopalong Cassidy, grocery products), appoints Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots to get underway on KFRC San Francisco Nov. 27; others start Jan. 1. Account executive is Jere Bayard.

SUCHARD CANADA Ltd., Toronto (candy) starts spot announcements on number of major market Canadian stations. Agency: McConnell, Eastman Co., Toronto.

THE CHATTANOOGA Medicine Co., Chattanooga, Tenn., effective Jan. 1, 1951, appoints Harry B. Cohen Adv., N. Y., to handle all advertising for Black-Draught laxative products. Agency appointed after successful test of new copy and media plans using spot radio and newspapers. Both media will continue to be used in greatly expanded list of cities.


ZOION INDUSTRIES, Zim, Ill. (fig bars, candy), using TV participations in Chicago. More television, as well as radio, is planned. Agency: BBDO, Chicago. George Vonderlin, account executive.

FIELD-O-CAP, S. F. (tie recapping), appoints Bernard B. Schnitzer Inc., S. F. Radio will be used.

MAWSON De MANY FORBES, Philadelphia (Furs), appoints Franklin & Gladney Inc., N. Y., for TV promotion. Norman Gladney account executive.

CALIFORNIA TURKEY Sales Committee and California Turkey Growers Assn. appoint Walker, Jackson & McClure, S. F. Radio and TV will be used.

Network Accounts . . .

LUDENS Inc. (cough drops and candy bars) to sponsor 15-minute segment of Meet Frank Sinatra, Sun., 5:15-5:30 p.m. over CBS starting Nov. 26. Agency: J. M. Mathes Inc.

LUTHERAN LAYMEN LEAGUE to sponsor six separate half-hour holiday programs over ABC-TV, beginning Thanksgiving Day, Nov. 23, and including Christmas Day, Easter Sunday and New Year's Day. Thanksgiving program scheduled 3:30-4 p.m. Agency: Gotham Adv. Inc., N. Y.

PABST SALES Co., Chicago (Blue Ribbon Beer), to sponsor simulcast of Joe Louis-Cesar Brion fight from Chicago Stadium Nov. 29 on CBS and CBS-TV, 9 p.m. CST. Agency: Warwick & Legler, N. Y.

VOICE OF PROPHECY Inc., Washington, to sponsor Faith for Today, (Continued on page 56)
WLAC  THE SOUTH'S STATION
WITH "THE MOSTEST"

IN NASHVILLE:

FALL AND WINTER '49-'50, Hooperatings showed WLAC leading the field, morning and night. Late night (10:30-12:00) showed WLAC with more listeners than all other stations combined.

Our Fall Promotion

Our fall promotion will cause these ratings to surge further ahead in '50-'51.

Some form of program-promotion will reach every radio owner in WLAC's home county.

RADIO: Dozens of announcements, concentrating on the theme, "The Stars' Address is CBS."

DIRECT MAIL: 60,597 printed program schedules mailed—one to every telephone subscriber in home county.

NEWSPAPERS: Column after column of display advertising carried in both Nashville newspapers.

BUS CARDS: City busses transporting 5 million fares per month are displaying WLAC bus cards.

OUTDOOR: A city-wide billboard display is reminding listeners that "Again this Fall - WLAC Has Them All."

STARS - PROGRAMS

ON THE NETWORK: This fall WLAC's program schedule will feature more of radio's greatest stars. Lowell Thomas, Beulah, Jack Smith, Frank Sinatra and Ralph Edwards are among those added.

Staff Artists

OUR GREAT STAFF of local personalities continues to grow in popularity.

GENE NOBLES, the disc-jockey genius whose nightly show has made Randy's Record Shop the largest mail order record dealer in the world.

"BIG JEFF," whose Hadacol shows keep the demand ahead of the supply.

MARY MANNING, whose "Woman's World" is the only Nashville show built strictly for women.

YOUR ESSO REPORTER, whose 12 years of reporting "News while it's news" keeps him out front in the field.

PAUL OLIPHANT, whose "Garden Gate," CBS feed makes people from coast-to-coast "WLAC-Conscious."

These and dozens of others work together to make WLAC one of the strongest factors in the success of Southern radio.

IN THE SOUTH

COVERAGE: BMB gives WLAC a tune-in count in 317 counties in 12 Southern states.

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Counties</th>
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<td>Arkansas</td>
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<td>Florida</td>
<td>18</td>
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<tr>
<td>Georgia</td>
<td>70</td>
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<tr>
<td>Kentucky</td>
<td>45</td>
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<tr>
<td>Louisiana</td>
<td>13</td>
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<td>Mississippi</td>
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<tr>
<td>West Virginia</td>
<td>4</td>
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<td>317</td>
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</tbody>
</table>

BETWEEN 1946 AND 1949 WLAC, showed an audience-gain of 95% at night, 46% in daytime.

NO TECHNICAL changes . . . this increase has been brought about by a fabulous improvement in programming.

MAIL COUNT: WLAC probably received more mail in '49 than any other Southern station . . .

832,773 Pieces

80% OF THIS MAIL came from Southern States where WLAC'S SALES power is concentrated.

AMONG OTHER ITEMS, this mail contained orders for more than 3 million baby chicks!

ALL THIS . . . is what you are buying when you place your schedule on "THE NASHVILLE STATION WITH SALES POWER."

• 50,000 WATTS . . .

WLAC
REPRESENTED BY THE PAUL H. RAYMER COMPANY

BROADCASTING  •  Telecasting

November 13, 1950  •  Page 11
The Fight of the Week

Available to stations for local sponsorship. The Fight of the Week is delivered live to your board direct from ringside at a nominal all-inclusive cost of only $32.50 per broadcast your total cost. And is offered on a first-come-first-served basis to only one station in each city.

HERE'S WHAT YOU GET

11 spots in the fight for local sponsorship, broadcast rights—lines to your board-announcers, engineers, production, cue sheets, boxing information.

Now Broadcasting in the Following States

DELAWARE MARYLAND NEW YORK
DIST. OF COLUMBIA OHIO PENNSYLVANIA
ILLINOIS RHODE ISLAND VIRGINIA
INDIANA WEST VIRGINIA
KENTUCKY

TOP RATINGS

HERE'S WHAT STATIONS ARE SAYING

WFCB—Dunkirk, N. Y.—"Our People are well satisfied with it... an overwhelming success"
WRNL—Richmond, Va.—"Response to the fight has been most gratifying"
WSAZ—Huntington, W. Va.—"Have had considerable favorable comment"
WHDL—Olean, N. Y.—"Has been received with open arms"
WEBR—Buffalo, N. Y.—"We and our sponsors are very happy"
WJTN—Jamestown, N. Y.—"We get a rating of 17.1"

FOR THE TOPS IN SPORTS get the "FIGHT of the WEEK"
every Monday night at 10 P.M. E.S.T.

- For Further Information or Local Option Phone, Write or Wire . . . .

SPORTS BROADCAST NETWORK

2212 WALNUT ST., PHILADELPHIA 3, PA. Locust 4-4383

---

CHICK FREEMAN, sales manager at WLS Chicago, has been blending a grass-roots knowledge of agriculture and big-city knowhow about advertising for many years. Charles Marble (a family name) Freeman, was the son of a Hinsdale, Ill., woolen manufacturer who gentleman-farmed in his spare time. Chick spent summers on his father’s farms in northern Wisconsin and winters in the 17-room family home in Hinsdale.

During grade school there and prep school at the Hillsdale Home School just west of Madison, Wts., Chick “sort of” planned to go into agriculture. He wanted to be a grain farmer. A three-year span between prep school and the U. of Wisconsin altered his decision. During that period, he decided to follow in the footsteps of his grandfather, who at one time was chief engineer of the Milwaukee, Northern Pacific and Great Northern Railroads.

Three years of conducting railroad surveys and working on a crew which built a Milwaukee road branch from Lewistown to Great Falls, Mont., negated his railroad ambitions. For months “the weather didn’t even get up to zero,” and the crew slept in tents when it was 40 below, he recalls.

Entering the U. of Wisconsin, Chick majored in agriculture, joined Delta Upsilon and “a moderate amount” of football, baseball and track work until a knee was injured. After graduation, his brother, a space peddler, sold him on the idea of advertising as a career. Chick went to work selling classified ads for the Chicago Tribune, but it wasn’t until after World War I that he began combining his knowledge of farming and salesmanship.

He left the advertising department of Kellogg Switchboard & Supply Co., manufacturer of telephone equipment in Chicago, to join the Army infantry in 1917. Because of the need for pilots, he transferred to aviation and was based on the western front with the 135th flight squadron for a year and a half.

JAMES A. McGARRY, assistant to president BBDO, N. Y., named chairman radio committee 1950-51 New York campaign of Arthritis and Rheumatism Foundation.

JOHN REED BURR to John Falkner Arndt & Co. Inc., Philadelphia, on executive staff.


WILLIAM R. SETH, account executive and radio-TV director O'Brien & Dorrance (now Dorrance-Waddell Inc.), N. Y., to Needham & Grohmann Inc., N. Y., as vice president and account executive.


LEW SANDERS, head of TV department Jones Frankel Co., Chicago, to Albert Frank-Guenther Law Inc., Chicago, as TV director.

Mr. Seth

RICHARD DANA, radio writer, to Young & Rubicam's radio-TV department, N. Y., as assistant to DAVE LEVY, vice president in charge of developing new radio-TV personalities and program ideas.

DON TENNANT, television puppeteer and packager, to Leo Burnett Agency, Chicago, as member radio-TV production and writing staff.

JORDON TAYLOR, vice president Reincke, Meyer & Finn, Chicago, elected president Chicago Federated Advertising Club for 1951.

MILDRED WREN, KPIX (TV) San Francisco, to copy department Russell, Harris & Wood, S. F.

RENE R. TUFTS, CKRM Regina, Sask., to radio director Calgary office Stewart-Bowman-MacPherson Ltd.

AMES W. RENNELS Jr. appointed assistant account executive Grisvoid-Eshleman Co. Was with American Steel Foundries 1947-49.


WILLIAM A. BERNS, ABC, to Kenyon & Eckhardt, N. Y., on production staff of Mark Trail program.


HOWARD A. HELLER, producer-writer WPIX(TV) New York, to McCann-Erickson, N. Y., in radio-TV department as manager radio-TV services.

HUGH D. LAVERY, McCann-Erickson, N. Y., to C. J. LaRoche & Co., N. Y., in executive capacity.

CEDRIC TARR, Buchanan & Co., S. F., to copy department Biow Co., S. F.

D. ADDISON MADDEN, since 1946 with Vancouver office Canadian Adv. Agency Ltd., to manager of that office.


DEAN LIEBLE Jr., announcer-writer KIXL Dallas, to Couchman Advertising Agency, Dallas.

BROADCASTING • Telecasting

---

Great Shows Starting Today—

"Hollywood Matinee"

Monday thru Friday—2 to 3 P M

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus—

"The Modern Woman"

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. Advertisers' products to be completely demonstrated by one of TV's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday—3 to 3:30 P M

Call ABC Spot Sales for availables

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

November 13, 1950 • Page 13
Edward T. Carstens and George W. Williams, WGN Chicago engineer and WGN-TV schedules engineer, respectively, marked 25 years of service last month.

- WSLS Roanoke, Va., Oct. 10 observed its 10th anniversary.
- I. A. Martino, chief engineer of WDRC Hartford, Conn., is observing his 27th anniversary with the station. Mr. Martino participated in early FM development.
- KXOK St. Louis celebrated its 12th anniversary Sept. 19.
- Mrs. Marguerite McEvoy, traffic manager WTAG Worcester, Mass., is celebrating her 25th year in that post.
- Carlton Brown, transmitter engineer, WDRC Hartford, last month observed his 11th anniversary with the station.
- Hour of St. Francis, transcribed dramatic program currently on 380 stations throughout the country, last month entered fifth year of production. Universal Recorders, Hollywood, produces and transcribes show.
- Richard C. Elpers, CBS Radio Sales account executive and manager of its Los Angeles office, last month celebrated 20 years with CBS. He started as sales promotion man for the network in Chicago.
- KFAC Los Angeles nightly Evening Concert Oct. 31 observed its 10th year on the air for Southern Calif. and Southern Counties Gas Co. Celebration was highlighted by Lionel Barrymore, who acted as m.c.
- Lynn Murray, musical conductor on CBS Hallmark Playhouse, last month celebrated his 25th year in radio.
- Nancy Dixon, WWJ Detroit shopping show, has celebrated its third birthday. Miniature birthday cakes in plastic boxes honoring the occasion were sent to 260 members of the trade.

Milestones

On All Accounts
(Continued from page 19)

Emmettsburg, Iowa. She still works from their home on the near north side of Chicago as consulting home economist, mainly for magazines.

Back in Chicago, Chick covered the Michigan and Ohio territories for Good Housekeeping, and was on the road 48 out of 52 weeks ("no way to start a marriage"). After several years in space advertising, he began thinking seriously of entering radio—"more active and interesting than magazine work because of the rapidity of action." He figured he could "learn the most the quickest" by going to work for John Blair & Co., station representative firm.

After two years, he went to one of the Blair client stations, WLS Chicago in 1937, as a salesman, and four years later was named sales manager. Chick delegates specific accounts to his staff of five salesmen, but works as contact man on all accounts billed through the representative. These include Colgate, Lever Bros., Whitehall Pharmacal, Dolcin and Grove Labs.

WLS boasts two accounts which have sponsored the WLS National Barn Dance for 18 consecutive years—Keystone Steel & Wire and Murphy Feeds. Morton Salt also has bought WLS time for almost two decades.

Chick is a member of the Hinsdale Golf Club (his father was a charter member in 1898), and every summer he and his wife move to the country club there to escape city heat and guarantee their Saturday and Sunday golf games. He also is second vice president of the Western Advertising Golfers Association, advertising men who meet for golf six times each summer. He also is on the board of the Chicago Radio Management Club.

Honor Harold Deal

NBC Western Deal presented a special program last week in honor of Harold R. Deal, advertising manager of Tide Water Associated Oil Co., San Francisco, for his contribution to college football over a 25-year period. Helm's Athletic Foundation presented Mr. Deal with a trophy during the broadcast. Paul Zimmerman, sports editor of the Los Angeles Times, and Curley Grieve, sports editor of the San Francisco Examiner, paid tribute from their respective cities.

To you, Mr. Advertiser, this means an income of $6,278.00 per Kansas Farm Family. Most of this is spendable income because the average farm family lives rent free and raises much of its food.

What's more, this market is easier to sell. When you use WIBW, you're practically addressing a daily meeting of Kansas farm families. You automatically get this hand-picked audience because WIBW is THE Farm Station of Kansas...most listened to by most farm families.**

Here's a sales "natural"... families with money to spend and the station they themselves prefer...WIBW.

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WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW - TOPEKA, KANSAS - WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE
......in the OREGON MARKET

In the prosperous, expanding Northwest, KGW's COMPREHENSIVE COVERAGE reaches more people, covers greater area than any other Portland station! "Beamed Broadcasting" plus the greater efficiency of KGW's lower 620 frequency delivers the closely concentrated population and economic heart of the Oregon Country. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, proves this fact. Dale Jacobs, assistant district attorney from Oregon City, participated in the Tour-Test visit to his town...saw how KGW blankets the Oregon City area. He points out above, to "Miss KGW of 1950", the industrial growth that means greater buying power...yours for the asking through the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE
KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio-families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

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<th>DAYTIME</th>
<th>NIGHTTIME</th>
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<tr>
<td></td>
<td>KGW</td>
<td>Station B</td>
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<td>KGW</td>
<td>350,030</td>
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<td>Station B</td>
<td>337,330</td>
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<tr>
<td>Station C</td>
<td>295,470</td>
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<tr>
<td>Station D</td>
<td>192,630</td>
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This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.
TECHNIQUE of "beamed programming" for nine weekly hours of shows sponsored by C. K. Whitner & Co., Reading, Pa., was initiated recently under terms of a contract signed by the city's only home-owned department store and WEEU Reading.

The contract, signed by Thomas E. Martin, WEEU general manager, and James B. Mercer Jr., secretary of Whitner's, was reportedly one of the largest ever negotiated for a single local advertiser in Reading.

WEEU selected types of air presentations designed to touch on every facet of the department store's operation while blanketing the morning, afternoon and evening listening hours. Presentations include morning and evening quarter-hours and a half-hour afternoon period, Monday through Friday, plus evening 30-minute segments nightly except Friday, a special children's Saturday morning show, and a Sunday afternoon musical program.

Plans already are underway by the station to cross-plug each program and arrangements also are being worked out between WEEU and Whitner's to apply the same technique to newspaper advertising. WEEU has mapped out a paid newspaper advertising campaign to tie in all shows with the department store.

Prior to signing the WEEU contract, C. K. Whitner had used very little radio in the past several years. Store stood aloof until it felt it had found the "right type of radio promotion," according to Mr. Martin.

The Monday through Friday morning strip is the Nan Heckman show, aired 10:45-11 a.m. over several months as a chatty, informal quarter-hour designed to appeal to Reading women. News on women's activities and frequent interviews are featured. Plan is to keep the feature flexible so that it may originate in Whitner's store.

The five-weekly afternoon segment (Continued on page 56)

strictly business

GUIDING Oakite's radio rudder—the type of steering that has lifted the cleanser to household fame—is Frank A. Conolly, manager, Oakite Product Inc. Package division.

Perhaps the reason why Frank is so well versed in this advertising medium is that for the past 21 years he has been holding radio's hand while it has been developing and expanding into a coast-to-coast giant.

Frank first met radio when he joined the Oakite company. His association with Oakite, as with radio, was "inevitable," he says. "I had worked on several of the introductory campaigns on Oakite with my men from the Naborhood Stores Assn., and I was simply asked to continue on the Oakite payroll, and may I say at this point, that it has been 21 years of extremely busy but happy association."

Frank fits the role of a busy executive to a "T." In addition to keeping his finger on Oakite's radio and TV—arranging for programs, selecting talent, rehearsals, arranging network appearances and shows, Frank must be up front at sales meetings held throughout the country.

Oakite through the years has been wide awake to catch the drama that is radio's vital contribution to the national life. Back in the late 30s when agency technical staffs were unknown, Frank remembers the advertiser was obliged to (Continued on page 44)
MINING COAL—WITH AN AUGER!

A new method of mining coal consists of drilling horizontally into a coal seam with a portable giant auger! The auger, sometimes 70 feet in length, drills out the coal and drops it onto a conveyor. The operation requires only four men and, in some cases, as much as 80 tons of coal have been produced on one shift.

ANOTHER NEW SAFETY RECORD IN SIGHT.

The Bureau of Mines has released a report on coal mining safety which indicates that the bituminous coal industry is on its way to setting a new, all-time record for safe mining. If it succeeds, it will have the distinction of having reduced fatal accidents to new lows for three consecutive years.

COAL—FUEL OF THE FUTURE!

Dr. Arno C. Fieldner, Chief of Fuels and Explosives Division of the United States Bureau of Mines, told the Ohio Mineral Industries Conference recently, that "coal will continue to rule the fuel business in the United States. Ultimately," he said, "coal will be the primary source, not only of solid fuels, but of liquid and gaseous as well." The reason for this, according to Dr. Fieldner, is that the country has far more coal than petroleum or natural gas and, in time, oil and gas will be made from coal.

BRITAIN GETS BETTER EQUIPMENT BUT LESS COAL.

The annual report of last year’s operations of Britain’s socialized coal industry reveals that their major task is to obtain higher production. Even after spending large sums for American machinery and equipment, Britain's socialized coal mines produced 28 million fewer tons than the same coal mines did ten years ago—with less modern equipment, under private management.
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
CONGRESSIONAL FACELIFTING

May Presage Radio Review

By DAVE BERLYN

The newly-elected 82nd Congress, destined to become a house-divided next January, can be expected to cast a voting shadow over the radio legislation and regulation of the next two years.

Resurgent Republicans, in a better position to act the role of "Peck's Bad Boy," may well enter the radio-TV arena to see what dust can be kicked up, to the Democratic leadership's embarrassment.

Consensus in Washington following Tuesday's elections was that the Democrats will find the going rocky in Congress for the next two years. The GOP is just two seats away from deadlocking the Senate. It is numerically stronger in the House. Aided by Southern conservative Democrats, it can neutralize the Fair Deal bloc but avoid the responsibility.

Authorities agreed action on major radio legislation probably will not be subject to radical change in the next Congress as witnessed to from recent history. But the new Congress may have some strong ideas about such explosive issues as color television and NABRA.

Red Issue May Expire

The Communist question is certain to grow hotter. A great vote-getter in the nation's voting booths, anti-Communism as an issue in Congress may touch further on broadcasts and telecasts. Type of criticism as that leveled earlier this year by Rep. Clarence Brown (R-Ohio), against Communist sponsorship of programs on the nation's airwaves, may receive greater attention.

Possibility of repeal of the new anti-Communist law, passed by the 81st Congress over President Truman's veto, now appears remote, according to Capitol observers. Some modifications, however, may be in order. A provision of this law requires Communist groups or Communist fronts to identify themselves on the air when sponsoring broadcasts or telecasts.

One of the major issues that the new Congress must iron out is the problem of new revenue to meet mounting costs in the U. S. and abroad. Groundwork by the outgoing Congress on the proposal to impose fees for commercial broadcast licenses as a revenue-raising action is certain to evoke legislative interest in 1951-1952.

The final lineup in Congress—49 Democrats to 47 Republicans in the Senate and 234 Democrats to 200 Republicans and one Independent in the House—places the GOP in a stronger position on key committees.

The Democratic leadership in the Senate will undergo a change. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce Committee's radio subcommittee, is a contender for Senate Majority Whip succeeding Sen. Francis J. Myers (D-Pa.), the Commerce committee's only election casualty. Sen. McFarland was sponsor of the twice Senate-passed but House-blocked bill to rationalize FCC procedures.

With the exception of Sen. Myers, the Senate Commerce Committee will be intact next January with radio-active Chairman Ed C. Johnson (D-Oio.) still at its helm. However, the committee can expect to have some new Republican faces.

Commerce Changes

In line with a forecast reduction in radio of Democracy to Republicans on key committees, the Senate Commerce group may add one or two GOP Senators. Two likely contenders are Gov. Frank Carlson of Kansas and Everett M. Dirksen, who defeated Sen. Scott Lucas in Illinois. Sen.-Elect Carlson, from the same state as the late Committee Chairman Clyde M. Reed, holds similar interests in interstate commerce. Sen.-Elect Dirksen was active in radio affairs when he was a member of the House.

Unseathed in the election battle were Democratic Sens. Warren G. Magnuson of Washington and Brien McMahon of Connecticut, and Republican Sens. Charles W. Tobey of New Hampshire and Homer E. Capehart of Indiana. All are members of the Senate Commerce Committee.

In the House, where the Democratic leadership suffered less damage, there are few radio-significant changes in the present membership of its Interstate & Foreign Commerce Committee. There may be additions, however. Rep. Robert Crosser (D-Ohio) was re-elected and will continue as chairman. Rep. Dwight L. Rogers, Florida Democrat, may be the Democratic choice to head up the radio subcommittee if it is not drastically revamped.

Both Commerce committees may

(Continued on page 86)

RADIO RATE HIKE

By J. FRANK BEATTY

RADIO rates are heading uphill, supported by value rendered and rising costs.

While the cost of broadcast time has showed little change since the war, compared to the soaring rates of competing media, many eastern and southeastern stations are scanning their rate cards and/or their actual rates charged.

Two main factors point to rate increases. First, many broadcasters feel rates have been too low all along in view of results delivered.

Second, costs are rising and other media are raising rates accordingly.

In no observable instance has a station in NAB District 4 (D., Va., N. C., S. C., 2 Maryland counties in Washington area) cut rates because of television, judging by replies of station managers to a poll taken at the Nov. 2-3 district meeting.

A predominant number of District 4 station managers are considering increases, or have raised rates within the last two years. Several feel rates should not be changed. Daytime rates, many executives feel, are too low and should be at least two-thirds the night scale. On the other hand, a few broadcasters fear nighttime listening in television cities is suffering from the video competition and some adjustment may be necessary if this develops into a long-term trend.

Answer Is Volume

Volume business rather than higher rates will provide the answer, one manager contends. Another would raise FM rates in view of expanded circulation.

In any case, broadcasters were in agreement that radio has a fine story to tell, a better results-per-dollar story than any other medium.

Richard P. Doherty, NAB employ-employer relations director, points out that "radio rates are low in comparison to the service rendered. The rates are lower than the prices advertisers charge for their"

(Continued on page 30)


Foreseen by NAB Dist. 4

Other Dist. 4 pictures and registration on page 57.

November 13, 1950 • Page 19
PHOTO STRIKE
Radio TV Service Not Hit
NO INTERRUPTION of radio and television network service as a result of the nationwide telephone workers' strike called last week by Communication Workers of America, CIO, was foreseen by officials of the networks or the American Telephone & Telegraph Co., last Friday.

An AT&T spokesman said that the walk-out is expected to follow the pattern of the 1947 strike, which would not affect the networks, barring sabotage, he said.

Although only 33,000 installers, warehousemen and factory workers are striking, Union President Joseph A. Bierne has predicted that 300,000 union members would refuse to cross picket lines.

A network official said that AT&T is guaranteeing service.

T. Killingsworth, AT&T Vice President in charge of long lines, claimed long distance service had been affected only slightly by the strike of Western Electric employees.

A very high percentage of all calls have been completed to points throughout the country. Barring sabotage or strike action, the American public will continue to get adequate service. Our long distance offices are being staffed by forces of about normal size.

More than 2,000 non-supervisory employees reported to work at New York's 11th Avenue offices. (Thursday).

Operations of the plant department which provide press, government and commercial private line service and television and radio program network service are being handled without difficulty. More than 90% of the total plant organization is on the job.

ABC CHANGES
Mullin, Pacey to New Posts
EARL MULLIN last week was placed in charge of exploitation for ABC, and John W. Pacey, former assistant to Robert T. Mullin, ABC vice president and assistant to the president, was named to succeed Mr. Mullin as national director of publicity.

Mr. Mullin's title will be assistant to the vice president in charge of exploitation, new department. He has been national director of publicity since 1949 and before that had been publicity director since the creation of ABC.

Mr. Pacey joined ABC as trade news editor in 1945 after service in the Army Air Force. Before the war he was on the Wall Street Journal staff for eight years. Several months ago he became assistant to Mr. Saudack and was assigned to the public affairs department.

NEW FIRM
Humphrey, Alley & Richards Merge
CONSOLIDATION of Alley & Richards Inc. and the H. B. Humphrey Co., both with offices in New York and Boston, was announced last Thursday. In the statement by H. Lawrence Whittemore and Richard B. Humphrey, presidents of the firms, it was disclosed that as of Jan. 1, 1951, the new firm would be called H. B. Humphrey, Alley & Richards Inc.

The H. B. Humphrey Co., founded by the late H. B. Humphrey in 1887, is one of the three oldest agencies in the country. Richard S. Humphrey, son of the founder, became president in 1933.

Alley & Richards was formed in 1916. Mr. Whittemore was elected president in 1950 after serving with the company since 1916. He will be chairman of the board of the new firm and Mr. Humphrey will be president. Other officers and directors will be announced at a later date.

In making the consolidation announcement, it was stated that the move "would give both the Boston

CBS INCOME
Nine-Month Net $3,110,783
NET INCOME of $3,110,783 for the nine months ending Sept. 30 was reported last week by CBS.

The 1950 figure was substantially larger than the CBS net for the similar period last year—$2,003,812.

The CBS gross for the first nine months of 1950 was more than $11 million bigger than the gross for the same months of 1949—$85,946,985 this year to $74,607,071 last.

Increased expenses and bigger taxes this year as compared with last accounted for the sligher difference in the net of the two years than in the grosses.

CBS also announced last week that the CBS board declared a cash dividend of 40 cents per share on its Class A and B stock, payable to stockholders of record at the close of business Nov. 24.

We had to cut that scene where you conceal your horse in a cave.

We don't want any hidden plugs on this show.

LORILLARD FILES
Asks Review of FTC Order
REVIEW of Federal Trade Commission's order that it cease certain alleged advertising claims was sought forthrightly by P. Lorillard Co., New York, in a brief filed with the U.S. Court of Appeals for the Fourth Circuit (Richmond, Va.). The brief supports a petition for review by the cigarette firm.

The single original order, issued last spring, cited Old Gold cigarettes, Friends smoking tobacco, and Beechnut and Sensation cigarettes, and was based on a complaint involving the nicotine content of the products [BROADCASTING, April 10].

P. Lorillard's brief took exception to the FTC order, asking that it be set aside pending review, and said that the firm had discontinued the questionable advertising claims set forth in the original complaint. The commission has held numerous hearings on the case, which dates back over a seven-year period.

REBROADCASTING
Sheppard Asks Change
DEMANDS that FCC amend its rules to ensure that network sponsors shall be free to contract with other stations for rebroadcasts of their programs were renewed last week by Rep. Harry R. Sheppard (D-Calif.), long time network critic.

Following up a similar request by Gordon F. Brown of WLSA, Rochester [BROADCASTING, Nov. 6], Rep. Sheppard released a letter in which he asked FCC to consider the question in connection with its pending proposal to redefine another phase of the law on "rebroadcasting" (Sec. 325 (a) of the Communications Act).

Rep. Sheppard introduced a bill (HR-7310) early in the current congressional session which itself would permit rebroadcasting of network programs with permission of the sponsor, and in addition would require the licensing of network rebroadcasting, Feb. 20.

No action was taken on the bill.

His letter to FCC Chairman Wayne Coy, second he has sent on the subject [BROADCASTING, Aug. 7] and urging networks to believe that the commercial programs which they broadcast are their programs, when actually, in his opinion sponsors should be allowed to negotiate with as many stations for the rebroadcast of their programs.

Cites Support to Views
He cited legislative history as supporting this contention. He told Chairman Coy:

"I urge that the Commission clarify the intent of Sec. 325 (a) in such a way as to clearly say that permission should be granted to the originating station to rebroadcast sustaining programs or programs whose production cost is borne by the originating station; and that permission to rebroadcast sponsors' programs or programs whose basic production cost is borne by any person other than a radio or television station shall be obtained ... from such sponsor or person; whether the sponsor or person uses one station or network facilities to originate his program.

Rep. Sheppard noted that FCC reports show the number of "losing" stations grew from 369 in 1947 to 868 in 1948.

"The increased spending by sponsors and increased losses by stations," he said, "indicate one thing: That the economy of the radio industry is being locked up by the networks at the expense of the independent stations; just the reverse of the intent of the Communications Act as evidenced by the legislative history of it."

"The continued practices of the networks to restrain trade and tie up the economy of the radio industry must stop; and legislative history points out that it is the duty of your Committee to interpret the Act, make rules, and correct these deplorable situations with every source at your command."
NABRA FIGHT

By Rufus Crater

A LAST-DITCH FIGHT against terms of the proposed new NABRA agreement [BROADCASTING, Oct. 30, Nov. 6] was made last week as delegates to the Washington AM conference sought to work out details for signature possibly over the weekend or, at the latest, early this week.

The fight was led by the Clear Channel Broadcasting Service, which charged the tentative agreement "is against the best interests of the U.S." and "should not be signed—if signed it should not be ratified."

CCBS charged the agreement contains "extensive and unnecessary concessions to other North American countries, principally Cuba," which will damage the radio service to areas which rely on clear-channel stations for "nighttime interference" to U.S.-1 stations and effectively blocking improvement of their service through the use of power substantially above the present.

Major networks, some of whose stations are 1-A clear-channel outlets on frequencies which other North American nations also would be permitted to use, were obviously displeased with the treaty's tentative terms, though they offered no public condemnation.

There was increasing number of protests, from members of Congress as well as private groups and individuals, which made a Senate fight over ratification seem certain even if a final agreement is reached.

Hyde Declines Comment

FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation, declined to make detailed comment on the CCBS statement while negotiators were involved in discussions.

But he noted that the decision on whether to sign any agreement will be made not only by the official delegation but by the interested government agencies, and that any agreement which is signed will be passed upon by the Senate in the ratification process.

The final decision, he asserted, will be based "on the overall needs and interests of both rural and urban U.S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."

With some modifications—including a decision to reduce the 1-A clear-channel classification to 1030 kc, currently a 1-B on which WBZ Boston operates with 50 kw—the foundations of the tentative agreement were laid in line with those disclosed previously.

Further efforts also were being made, authorities reported, to find a satisfactory assignment for WQAQ San Juan, P. R., to replace its present 620 kc regional frequency, which is slated to go to the Dominican Republic. WJZ New York's 770 kc 1-A channel has been prominently mentioned for use by WKAQ, with protection to WJZ and KOB Albuquerque.

The Dominican Republic also was reported by CCBS to be seeking the right to operate within 1 kw daytime and 100 w nighttime on 720 kc, on which WGN Chicago is dominant, on 890 kc (WLS-WENR Chicago), and on 1040 kc (WHO Des Moines).

The Bahamas-Jamaica reported they had reached agreement with the U. S. for Jamaica's use of 800 kc (WCBS New York) and 1180 kc (WHAM Rochester) with 5 kw Class 2 stations, and for the Bahamans' present 1560 kc Class 1-A assignment to remain unchanged.

1-A Demands Unchanged

The U. S. 1-A channels on which Cuba would be permitted to operate remained unchanged from earlier reports: 640 kc (KFI Los Angeles); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 700 kc (WJK Detroit); 750 kc (WBBM Chicago), and 830 kc (WCCO Minneapolis). Cuban use of these channels would be conditioned on protection to U. S. dominant along lines specified in the expired NABRA, authorities asserted.

In addition Cuba would be granted "special protection" by future U. S. assignments in 11 channels: 550, 570, 590, 650, 640, 690, 730, 740, 860, 920, and 980 kc.

The CBBS statement, issued by Director Ward L. Quall, declared: "From the beginning of the present negotiations during the past year or more there has been the clear understanding that nothing would be conceded by the U. S. delegation which would prejudice the Commission's decision in the pending clear-channel proceedings initiated in 1945. With respect to six of the channels, the door has been definitely closed, and with the remaining one it has been probably or partially closed to a favorable solution of the principal issues as to the improvement of service to rural areas.

The statement labeled the tentative agreement as "even more unfavorable to the U. S. to the listening public and to the broadcasting industry than the draft which was under consideration earlier in the negotiations, while the conference was in session at Montreal [September-December 1949], and which provoked a nationwide protest and was eventually rejected by the U. S. delegation."

Other Channels Hit

In its present state, CCBS charged, "the agreement also contains numerous concessions to Cuba with respect to other classes of channels used in the U. S., particularly those used by Class B and regional stations."

The statement, prepared Thursday, asserted: "It must be remembered that Mexico and Haiti are not participating in the conference and presumably will not sign or adhere to the agreement, at least until their own particular demands have been satisfied. Mexico recently provided a sample of the demands which may be expected from its direction. To surrender to Cuba can only result in encouraging unreasonable demands from such countries."

The contagion has already spread (Continued on page 32)

EXCESS TAX THREAT

Radio-TV Chart Defense

WITH POST-WAR investments, and earnings at stake, the radio-TV industry is forming a battle line to meet an excess profits tax proposal which promises to kickbacks on radio-TV's "growth" period.

The House Ways and Means Committee opens hearings on the issue Wednesday. It will attempt to work out a suitable bill that can be presented to the short-lived 81st Congress. Chairman of the committee is Rep. Robert L. Doughton (D.-N. C.).

Radio-TV already has asked for a hearing. Among applications received by the House group, which last Friday had not yet announced its agenda nor lists of witnesses to appear, were the following:

Ask for Hearing


In the past few weeks, sentiment has been growing among radio-TV leaders that an excess profits levy, if passed after the World War II profits tax, would work undue hardship on segments of the industry. Hardest hit would be firms which invested capital for expansion of such broadcasting services as FM and TV.

General feeling is the tax would cut lopped into radio and television outlets, with tax experts arrive at a "base period" average of earnings premised on 1946-47-48-49, the years when many firms were flexing muscles. These arguments have been placed before Congress' Joint Committee on Internal Revenue in closed session in the past fortnight by such spokesmen as RTMA and the Television Tax Committee.

Kennedy Heads Group

The latter group, with John A. Kennedy, WSAT-TV Huntington, W. Va., acting chairman, represents owners of a majority of independent TV outlets in the country. Other members of the committee are Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WGBS-TV Miami (president, The Fort Industries), Jack Koerner, WTMF-TV Los Angeles, California, San Diego, and Herbert Levy, WAMM-TV Baltimore.

The telecasters maintain that their industry during the suggested base period failed to mark the black side of the profit ledger. They told the joint committee that not a single one of the 85 independent stations averaged net earnings upon which a base could be reached in determining excess profits.

The station owners point out that FCC's statistics of December 1949 showed 85 TV Independents with an aggregate capital investment (at cost) of $36.8 million, with a like percentage of loss to the investment at $26.9 million.

RTMA echoed this sentiment a fortnight ago in closed meetings with the joint committee [BROADCASTING, Nov. 6]. RTMA suggested a "fair return" for the expanding TV industry.

Both groups take the position they do not oppose enactment of an excess profits levy but are on record as seeking recognition of the hardship such legislation would impose on TV stations. They recommend action to alleviate the special problem which exists within the industry.

NAB was working double-time to present a clearly defined position on the tax. The association is expected to ask for special tax relief under the proposed law.

Mrs. A. Scott Bullitt, chief owner of King Broadcasting Co. (KING-AM-FM-TV Seattle), had asked the committee to hear her personal views. Dr. DuMont is requesting a hearing as representative of the National Conference of Growth Cos. The conference is made up of firms, (Continued on page 32)

BROADCASTING • Teletesting

November 13, 1950 • Page 21
IN REVIEW...

EXCEPT for probably unavoidable difficulties inherent in telecasting a production designed for presentation on a vast stage, the ABC telecast of the Metropolitan Opera premiere last Monday was a rare accomplishment.

The opera itself, Verdi's "Don Carlo," emerged handsomely on the television screen. It was only in figuring out what to do with its cameras while the stage was dark that ABC got into trouble.

To describe the arrivals of the social and the celebrated, ABC hired Igor Cassini, the witty society editor of the New York Journal American. Mr. Cassini found himself in an embarrassing position. He did not see anyone he knew. Except for those celebrities familiar to everyone, a host of resplendent but unidentified first nights passed endlessly before the camera.

Between the first and second acts the cameras went backstage in a charming excursion presided over by Margaret Webster, who staged "Don Carlo." Miss Webster interviewed principals in the opera and described scene shifting activities in a thoroughly enjoyable visit.

After the second act the thrifty camera journeyed to Sherry's bar where Tex McCrary and Jinx Falkenburg carried on a series of pointless discussions with several celebrities who were all very happy to be there, thank you. This incident, uninteresting enough by itself, was further degenerated by three uninvited and giggling women who persisted in forcing their way into close-ups. The visit to Sherry's was doubly disappointing. Nobody got a drink.

Between the first and second acts and the third and fourth, Deems Taylor conducted an opera quiz with several music authorities. Unfortunately on both occasions, the quiz was given so little time that Mr. Taylor and his panel appeared fleetingly. The suggestion is made that in future telecasts of this kind Mr. Taylor and his kind be given more time and the boring interviews with inarticulate celebrities less.

ABC's production staff overcome extraordinary handicaps in reducing "Don Carlo" to dimensions that would make sense on a 12-inch screen. Miss Webster mounted the opera on sets used in every available inch of the enormous stage of the Metropolitan.

Problem of Large Cast

As a consequence, some of the scenes in which the whole company was assembled on the stage appeared on the television screen in impossibly miniature. These were very much in the minority, however, and the ingenious use of close-ups and medium shots more than compensated for them.

Musically, "Don Carlo" may have been a not entirely satisfactory choice for the premiere performance of the conductors. It is not well known and its score is hardly memorable. The production, however, was splendid enough to revive whatever interest might have been lost by the music. To that extent "Don Carlo" was a better choice for television than it would have been for radio. It had to be seen to be fully appreciated.

Preceding each scene Milton Cross summarized the story line, an effective measure of assistance to those unfamiliar with the opera and with Italian, the language in which it was sung. The camera, in the course of Mr. Cross' recitals, (Continued on page 81)

TALLULAH BANKHEAD, at the beginning of NBC's "The Big Show" darling. All it takes is courage, of dough."

In two of these respects, money and the courage to spend it, there is no argument that NBC had what it takes. As to the third there is room for debate.

In an effort to recapture some of the customers it has lost to television and to the Jack Benny show on CBS, NBC assembled as many high-priced performers as could possibly be squeezed into an hour and a half. The result was a star-studded what-is-it.

The Big Show's direct answer to Jack Benny, in the 7-7:30 p.m. period that he is on CBS, was a saturation of that half-hour of NBC. Aside from the fact that it represented a sort of creative incest, the satire was of such quality as to invite listeners to tune "The Big Show out and Mr. Benny in so that they could hear the real article.

Miss Bankhead, whose voice is that of the last of the great Rabelaisians, was a competent mistress of ceremonies, an assignment that one feels did not tax her dramatic abilities.

Ethel Merman, Paul Lukas and Russell Knight sang numbers from "Call Me Madam," the musical comedy that NBC angied with just such thoughts as the radio appearance of Miss Merman and the Messrs. Lukas and Knight in mind.

The Noses Had It

Jose Ferrer played a scene from his new picture, "Cyrano de Bergerac." The scene was one in which Cyrano speaks brilliantly of a big nose, and it would have been effective had it not been immediately preceded by a low-grade exchange between Jimmy Durante and Danny Thomas on the subject of their own monstrous noses.

In addition to matching noses with Mr. Durante, the only basis on which, by the way, he can hope to approach Mr. Durante's level, Mr. Thomas sang a song and told jokes, including one about the horse in the bathtubs, which has been kicking around shaggy dog circles since Joe Miller's "You Can't Take It With You."
BLANKET ELECTION COVERAGE

RADIO and television coverage of 1952 Congressional and gubernatorial elections reached a new high in comprehensive off-year reporting, according to information received by Broadcasting.

CBS exploited the reporting facilities of both media, under direction of Edmund A. Chester, CBS director of news. Beginning radio reports with the Allan Jackson new program at 6 p.m., Nov. 7, the network continued with early returns by Lowell Thomas at 6:45 and Edward R. Murrow at 7:45.

CBSTV started with Douglas Edwards on his 7:30 p.m. news program, resuming thereafter at 10:30 and continuing until 2 a.m. the following morning. Longines-Wittnauer Watch Co. sponsored returns on CBS-TV 10:30-11 p.m. and 11 p.m. to midnight.

Radio coverage included five-minute reports every half-hour from 8:30-10 p.m., continuing thereafter all-night until 3:30 a.m. the following morning.

At the main CBS news studio, Edward R. Murrow, Charles Collingwood and Eric Sevareid gave the nationwide returns, their comments being interspersed with pick-up reports about the country. In the nation's capital, Griffigt Barnet interviewed Guy Gabrielson, Republican national chairman. A switch to Chicago for the statement by Sen. Scott Lucas (D-I1.), and to California for statements by Sen. Helen Gaaghan Douglas (D-Calif.) and Gov. Earl Warren, followed. Also there were direct broadcasts from the headquarters of Gov. Thomas E. Dewey and Sen. Herbert Lehman (D-N.Y.) in New York.

CBSTV Coverage

On CBSTV returns were broadcast by Douglas Edwards, Allan Jackson, and Don Hollenbeck in New York. Remote pick-ups from Dewey and Lehman headquarters brought both candidates to the TV screen. Other pick-ups included Cincinnati for a statement by Sen. Robert Taft (R-Ohio); Baltimore for comment on elections in Maryland; and Washington for Walter Cronkite's report on various state contests. Radio broadcasts from Chicago and California were also picked up for the TV audience.

In New York Larry Leneur reported on Dewey headquarters for CBS, and New York headquarters. John Merriman covered Pecora headquarters; Jack Walters covered Impelliiteri; Creditor Scott; and Dallas Townsend covered Lynch.

Where actual pickups were not made, CBS news headquarters received direct reports from newsmen stationed in Independence, Mo.; Little Rock, Ark.; Atlanta, Ga.; Philadelphia, Denver, St. Louis, and others.

NBC provided coverage in both media through concentration of its top newsmen in Radio City studios and by reports from newsmen of its affiliated stations throughout the country. William F. Brooks, vice president in charge of public relations, supervised radio reporting, assisted by Joseph Meyers and Fritz Littlejohn.

Throughout the evening election reports followed each program until 11 p.m., when Robert Trout introduced the first period devoted entirely to returns. Thereafter, he served as general announcer-coordinator throughout the night. A roundup of municipal, gubernatorial and senatorial contests followed.

provided by Radio-TV

CAMPAIGN COSTS

Radio-TV Get Big Slice


At midnight an "election round table" for radio was presided over by Mr. Trout, the latest returns being interspersed with comment and analysis by the various commentators.

McCall Directs NBC-TV

NBC-TV coverage was directed by Francis C. McCall, director of television news and special events. He was assisted by Adolph Schneider, William Garden and Clarence Thoman, with Michael Zeamer directing the telecast. Cameras in Democratic and Republican headquarters in New York showed developments there, with Leon Pearson, James Fleming, and Bob Stanton reporting on them. Similar telecasts were made from Washington, Philadelphia, Cleveland, Cincinnati, Columbus, Chicago and St. Louis by NBC-TV affiliates.

First NBC-TV election reports were by John Cameron Swayze on the Camel News Caravan at 7:45 p.m. Each program thereafter until midnight, included election summaries together with bulletin interruptions.

At midnight NBC-TV devoted itself exclusively to the elections. Telecasts were sponsored on a co-

(Continued on page 80)

LAST-MINUTE campaigning by both Republican and Democratic parties utilized the immediacy and intimacy of radio and television in concentrated efforts to sway public sentiment.

High spot of the whirlwind pre-election activity was the $136,000 political broadcast and telecast by President Truman, whose voice and image blanketed the nation in a two-hour pickup from St. Louis.

Since the campaigning was largely local in nature the Democratic and Republican national organizations did not spend large sums for radio and TV. They keyed state and local activity, however, and supplied material and know-how for time purchases by local organizations and individual candidates.

Elated by GOP success in the gubernatorial and Congressional voting, Chairman Guy George Gabrielson of the Republican National Committee told the headquarters staff Thursday that the campaign just ended is "only a skirmish." He started immediately to set up machinery geared toward what he predicted would be Presidential and Congressional victories in 1952.

The Republican staff expects the task of raising funds to be eased by the Tuesday victories, calling them the best shot-in-the-arm the party has had in many years.

With additional funds, the party expects to expand its use of radio and television as the campaign proceeds. Expansion of the GOP House ranks will mean more Republican congressmen and senators will use transcriptions to reach their constituents on a public service basis. In addition the party expects to be in a position to expand its purchases of time on radio and television.

Radio's Role Ląnded

Ed Ingle, director of radio and television for the Republican committee, landed the role taken by the media in recent weeks.

"I feel radio and television played a very important role in the campaign," he said. "We have candidates who used radio and TV before they went home to start electioneering. Our members in the 81st Congress sent transcriptions back to their districts and states every week, using nearly 500 stations on a public service basis. They became the~ leaders.

"We prepared instructions on how to buy time, what to do with it and how to use the microphone. These aids proved invaluable in local appearances on radio and television. They were sent out Aug. 15 so candidates could contact stations locally and set up commercial schedules.

"Now we're looking forward to a great deal of radio and television activity in the next two years. TV is going to remain a major medium alongside the nation's broadcast stations and networks. With the growth of TV coverage we have already taken into consideration its enormous political potential.

"The national committee has already encouraged party leaders throughout the country to make the most of television. We realize 1952 will find radio and television at all-time peaks. "In selecting a convention site in 1952 we'll want the most extensive radio and TV facilities. The 1948 televisor

(Continued on page 87)

November 13, 1950 • Page 23
NO INDUSTRY has ever grown much to our people," Gov. Herman
broadcasters of NAB District 5 who
day at the Hotel Anasly, Atlanta.
Greeting the southeastern broad-
casters, Gov. Talmadge said that
because of a "hostile press" he had
been forced "to rely solely on radio
to tell the other side of the story."

Presiding at the meeting, last
of the 17 district sessions started
last August, was Allen M. Woodall,
WDAK Columbus, Ga., District 5
director.

Four new stations were received
into NAB membership. They were
WAGA Atlanta; WDWD, Dawson,
Ga.; WSFA Montgomery, Ala.;
WNDB Daytona Beach, Fla.
Atlanta has been one of the weak-
spots in the NAB structure, with
only one member station over a long
period.

Speakers at the opening day's
meeting included President Justin
Miller, who reported on top-level
headquarters activity; Robert K.
Richards, public affairs director,
who presented the slide-film story
of NAB's operation, a project de-
veloped by his department, and
Richard P. Doherty, employee-em-
ployer relations director, who dis-
cussed labor-fiscal-economic aspects
of station operation.

Carl Haverlin, president of Broadcast
Music Inc., told the story of
selling broadcasters $65 million in copy-
right fees. Maurice B. Mitchell, vice
president and general manager of
Associated Program Service and
original director of Broadcast Ad-
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presentation on radio selling.
REVIVAL of plans to reorganize NAB into a divisional or semi-federated association is expected this week as the NAB holds its fall session at Washington headquarters.

Though talk has been heard among broadcasters that aural and television functions of the association should be divided, the subject had been confined to informal discussions prior to the NAB District 4 meeting at Williamsburg, Va., Nov. 2-3 [Broadcasting, Nov. 6]. At Williamsburg the topic was brought up and the debate touched off the reorganization talk.

For several years the association has been through the wringer several times as board members have proposed reorganization plans. These discussions culminated during mid-1949 in audio-video divisions when the NAB board accepted the report of a committee headed by Clair R. McCollough, WGAL Lancaster, Pa., at that time a board member. This reorganization eliminated the executive vice presidency.

Then last February the board eliminated the divisional structure and created the office of general manager. William B. Ryan, KFI Los Angeles, was named to this post last April. Mr. Ryan told the Williamsburg meeting he has been studying plans for revival of the divisional structure.

FINANCE and membership committees of the board will meet today and tomorrow in Washington, with the full board sessions convening Wednesday and adjourning Friday afternoon. John F. Magner, KYSM Mankato, Minn., is chairman of the membership group, which will take up the budgetary report of General Manager Ryan.

Clyde W. Rembert, KRLD Dallas, is chairman of the membership group. His committee will take up the whole membership problem, now less serious as the tide in resignations has turned in favor of additions. The committee will hear first reports of the field trip started less than a fortnight ago by Jack Har-
Electoral Coverage
(Continued from page 22)

operative basis. With maps and
charts on the studio walls, results
were presented visually with inter-
pretation by Mr. Swayne, Ben
Gruzer, Robert McCormick, Rad-
cliffe Hall and David Brinkley.
Switches to important cities were
made for other key interpretations.
Both Elmer DeWitt and the staff of
NBC concluded at 2 a.m. the fol-
lowing morning.

MBS coverage featured seven continuous hours with news tele-
casts throughout the country. It
began at 7 p.m. and continued without interruption until 2 a.m. the following morning.

News Director Milton Burch
coordinated the entire coverage from
New York. Arthur Feldman, head
of special events, coordinated the
pick-ups from around the country.

Mr. Burch, who also directed the
operations, supervised air produc-
tion and station traffic, assis-
ted by John Newhouse, Hugo
Miller, Fern Flannery, Jack Fern,
and Joseph Reasting.

MBS Commentary

MBS commentators, speaking
from points throughout the coun-
try, announced results and their
interpretations of them. Gabriel
Hechter, Everett Holles, Fred Van
devanter, Frank Edwards, Bill
Henry, Robert Hurleigh, Fulton
Lewis Jr., Joe McCaffrey, Les Hig-
ble, Van Buren, W. S. and Dallas,
and Ed Pettit participated.

Also, MBS reporters from Louis-
ville, Indianapolis, Detroit, Milwau-
kee, Des Moines, San Francisco, Los
Angeles, San Diego, Baltimore, Phila-
adelphia, Cincinnati, Cleveland,
Chicago, and St. Louis contributed.

In the course of MBS pickups, many
of the prominent figures of the
election were heard, including Gov.
George Wallace, Sen. Hubert Hub-
bert, Sen. Millard Tydings, D-Md.,
Sen. Taft, Sen. Charles Tober (R-N.Y.),
New York Mayor Vincent Impel-
litteri, Sen. Lucas, Sen.'s-elect Ev-
veret M. Dicken (R-Mass.) and Rich-
ard Nixon (R-Calif.).

ABC began its radio coverage

Electoral Laughter

Two Philadelphia stations had
time for laughs on election
night. When Fred Mapi-
s, WCAU announcer, in-
terviewed a girl worker at
Democratic headquarters, she
looked at the Ford Director
with a worried smile.

"You didn't bring
him, did you?"

"Yes, Mr. Ford. WFIL
Philadelphia found out that
it really pays to advertise.

During the height of excitement
on election night a man
walked into WFIL with a
ballot box filled with votes,
the padlock still on. He
wanted to vote and leave
WFIL. He had heard the sta-
tion's announcements: "Keep
tuned to WFIL for election results."

with Edwin C. Hill and The Human
Side of the News at 7 p.m. and con-
tinuing reported until 2 a.m. Its
television coverage began with Tay-
lor Grant's Headline Edition at
8 p.m. and continued until 1 a.m.

Using what the network calls its
"patterned plan," with coverage
brought up by seven regional
areas, and Elmer DeWitt and its
staff, ABC reported a "record-sweeping round-up.

Thomas Velotta, vice president in
charge of news and special
areas, and John T. Madigan,
director of news, provided over-all
supervision.

Regional areas were reported by
Erwin D. Canham, Martin Agron-
sky, John Edwards, H. R. Bax-
hage, Paul Manning and Bob Gar-
ried. John K. Kennedy covered
the New York mayoralty cam-
paign, with sidelights by Walter
Kiernan and Robert Montgomery.

The larger election scene in New
York State was reported by Taylor
Grant, Gordon Fraser, Pauline
Frederick, George Solosky, Ted
March, John Den Hartog and Don Gar-
in. Television cameras picked up the
candidates at their various headquarters.

Sen. Taft in Cincinnati, Gov. Dewey
in New York, and Gov. Thayer in
Boston appeared before ABC cameras.

ABC-TV also telecast the "City Room"
atmosphere of feverish activity
at the network's election-
room centering in Times Square,
with Walter Kiernan explaining what
was going on.

WPXG Gimmick

A television reporting gimmick
used by WPXG (TV) New York
which may find wider use was a
moving news tape telecast across
the bottom of the picture, permit-
ting the viewers to keep up with
the news and at the same time
getting reports. WPXG's reports
Grazel and Louis Garaventa, of
its news staff, spliced bulletins into
the tape, which was kept six min-
utes ahead of telecasting. An
other idea was the WPXG tape
WPXG projection room, with a tape
recorder and operator. The tape
was fed automatically through a
Bajoprint machine at 60 words
per minute and reflected by mir-
rors to the television camera, ad-
justed to reading size.

Dumont network and WABD (TV)
New York began full network
coverage to six cities at 11:30 p.m.
Using pooled facilities with ABC and WPXG and with national
coverage and commentary provided
by Newsweek magazine, DuMont
provided extensive coverage under
the supervision of James Caddigan,
director of programming and pro-
duction; Harry Coyle, manager of
the photo department, and Marion
Glick, news editor.

WNBC, New York City's munic-
ipal station, assisted by 300 vol-
unteers at pickup points and
continuing its coverage after 10 a.m.
outside New York, broadcast
statewide programs through
1 a.m. It was assisted not
only by the volunteers but by
WBEN Buffalo, WAER (FM) Syr-
cuse, WPTZ Albany, and WNYW
Watertown, as well as the state's
"hand" operators, the New York
State Radio Network.

In turn WNYC fed its reports to
seven New York city stations:
WINS, WOR, WOV, WNEW,
WHOM, WJZ, WLIR and WMCA.

Highlights of coverage by
individual stations reported to
BROADCASTING follows:

Stays on Until 4 a.m.

WTOP-AM-TV Washington—
(Radio) stayed on the air until
10:40 p.m. with special coverage
by Shadel and Joe Werscha reported
from capital, with pickups from
party headquarters and local
returns.

WBEN-TV (TV) New York City—
Solid news coverage from 10:30
p.m. to 2:15 a.m. with CBS-TV cut-
s. Walter Cronkite, Alex Ken-
drick, Claude Mahoney and Bill
Downs gave all returns. Informal
show from election newsmen. Lo-
cal portion sponsored by Simon Dis-
counting Co. (Motorola).

WBZ (Radio) Boston—Radio News—Fed
speech by Sen.-Elect James Juff
from Pennsylvania State Television
Network, including WAGL-TV
Philadelphia, WJOV-TV Johnstown
and WICU (TV) Erie.

KOA Denver—Started regular
coverage at 10:15 p.m. from Den-
ver Post newsroom and continued
until late hours. Returns also on
regular newscasts. Production su-
pervised by Bill Day, manager of
news, press and public affairs.

KECA-TV Los Angeles—Started
at 6:30 p.m., with returns sched-
uled for every half hour. Produc-
tion under Frank LaTourrette, news
and special events director. ABC
Western Division, and director
Dik Darley. Campana Sales Co.
sponsored 6:30-45 p.m. returns and
from 11 p.m. on until conclusion.

Newsmen included James T. Van-
devere, Bob Garred and Harry Flannery. Station used Telefax rear screen projection
charts, blackboards, candidates' photographs.

KLZ Denver—Sheldon Peterson,
news director, supervised local elec-
tion bureau staff of 30. Station
maintained direct wire lines to key
points, including party head-
quarters. Utilized direct pickups, mo-
BILE unit tape reports, telephone
hooks and fed interviews with Sen.
Eugene Milt-
kin (R-Col.) and state Republican
Democratic officials. Con-
cluded with election returns by sta-

WJR Detroit—Started returns
at 8:30 p.m. Utilized all press ser-
vice and direct pickups from Craw-
ford and Columbus. Aired special
broadcasts from headquarters of
Gov. Mennen Williams and his op-
ponent, Harry F. Kelly. Con-
tinuous returns from 10:15 p.m. to 2
a.m. (save 11 p.m. only) sponsored by

WMAR-TV Baltimore—Featured
correspondents of Sunpapers to-
gether more CBS-TV coverage.

NBTW—Started returns and contin-
ued until after 2 a.m. David V. Stickle,
director of TV newsmen, was

WBNA (TV) Washington—
(Radio) was marked by a party at Liberty's
Washington outlet, WOL. Extending
congratulations were Johnny Donna-
gan (R), regional vice president of LBS,
and James Mooney, manager, Television
Broadcasting Corp., WOL licensees.

INITIAL broadcast Nov. 6 on Lib-
erty Broadcasting System by Com-
mentator Raymond Swing (center)
was marked by a party at Liberty's
Washington outlet, WOL. Extending
congratulations were Johnny Donna-
gan (R), regional vice president of LBS,
and James Mooney, manager, Television
Broadcasting Corp., WOL licensees.
erated closely with Boston Record-Amer- American. Presented Gov. Paul A. Dever, re-elected, in victory mes- sage. Newspapers used news sto- ries on broadcast as advance pro- motion. Station had pickups from pre-ballooning spots. Station also aired message by Labor Secretary Maurice Tobin.

WAER (FM) Syracuse, N. Y.—Syracuse U. station recruited 162 election-ward reporters from cam- pus radio and journalism classes. Aired returns and fed local results to WNYC New York. Employed well over 200 people in election cov- rage.

WFIL Philadelphia—Fed elec- tion returns to all stations on the Quaker State Network, including more than 20 stations throughout Pennsylvania. John Cummings and Gerson Lush, political writers of the Philadelphia Inquirer, were inter- viewed as part of the election program.

WIBG Philadelphia—Stayed on the air until 3 a.m. Station carried interviews with Sen. Francis Myers and Richardson Dillworth, Pennsyl- vania Democratic candidate for governor.

WIP Philadelphia—For a spe- cial feature, station had Mary Bid- die, director of women's programs, interview the women who were run- ning for office and the wives of some of the candidates. WIP also had a roundtable program at 9 a.m. Wednesday morning of all staffs giving the latest election news.

WPEN Philadelphia—Used a tape recorder to get the reaction of a crowd. People at the elec- tion polls were interviewed, as well as in the center city area.

Additionally, all Pittsburgh radio and TV stations cooperated to give complete coverage of returns in the local, state and national races, because of the newspaper strike. Continued service until early hours of the morning. Committee of sta- tion personnel, a representative of the publishers, also took over the Alle- gheny County vote gathering agency—Tri-State News Service. Stations assigned experienced reporters with newsmen from shut-down papers. Results outside county were furnished by AP, UP and INS.

**BATTLEFIELD RADIO**

Producing 'Block' Units

FASTER and more flexible com- munications will be brought to the battlefield by a new series of Army Signal Corps radio com- ponent units now in production by Raytheon Mfg. Co., Garwood Corp., and described yesterday by the Dept. of Army announced Nov. 4. The new units, when connected together in various combinations, produce a variety of completed sets.

Thirty different radio sets can be obtained by varying the com- binations on the principle of "building blocks," application of which not only simplifies communica- tions but economy of procure- ment. Blocks are manufactured separately.

**CARRIED away with nostalgic memories on beginning 20th year of Moon River, station's music-poetry program, WLW Cincinnati announcers remained at the microphone Oct. 27 until 4 a.m. to air congratulatory messages and answer phone calls from listeners. This event, identified with the program for many years, consists of (1 to r): Peter Grant, Ken Linn, Bill McCord and Bill Brown. NBC picked up the midnight program, which gave a start to many famous entertainers. Two organs augmented announcers and a battery of telephones were installed. Format of the program, which has remained unchanged throughout the years, is credited by WLW to Ed Byron, producer of Mr. District Attorney.**

**Campaign Costs** (Continued from page 23)

The campaign pool taught many lessons and this experience will be put to prac- tical use in 1962. The 1948 job was a frontier crossing. "Radio provides the only way a member of Congress can talk reg- ularly and directly to his people and to his constituents. The radio station is, in a sense, the newspaper of the future."

Party Expenditures

According to a report filed with the Clerk of the House of Repre- sentatives, detailing campaign ex- penditures, the Democratic Na- tional Committee spent $55,531.05 for TV broadcasting and $79,827.67 for radio broadcasting. Negotia- tions with the Dow Co., New York, which handles the com- mittee account.

The total figure for the Chief Executive's only frankly partisan broad- cast, coupled with an approxi- mately $40,000 outlay for major ad- dresses of Administration officials on CBS and MBS last month [BROADCASTING, Oct. 23], signifies that the national committee had spent between $175,000 and $200,000 for radio and video time before the Congressional election. Addi- tionally, individual Democratic in- cumbents and aspirants used the media in their own constituent areas.

By contrast, the Republican Na- tional Committee's national outlays were limited to $15,400 reportedly expended for Harold Stassen's re- ply on MBS to the President's speech. This figure was subject to modification for rebates covering stations which did not carry the broadcast. The President's address was carried by the four major radio and television networks

[BROADCASTING, Nov. 6].

The GOP was hampered consider- ably by lack of funds as indi- cated by a comparison of expendi- tures since the beginning of the year. The Democratic National Committee spent more in September and October than its counter- part Republican group did since Jan. 1, according to their reports.

A last-minute ABC-MBS regional hookup was arranged Monday night by friends of Sen. Joseph E. Mc- Carthy (R-Wis.). The network is understood to have cost about $20,000. It was directed to states where the GOP had Senatorial con- tests.

The Republican committee re- ported a substantial demand for a series of TV films. Judging by figures for the films, Mr. Ingles said, they provided basis for at least $100,000 in TV time pur- chases.

The Democratic National Com- mittee reported considerable ex- penditures during the Sept. 1-Nov. 2 period for "services rendered" by WCFM (FM) Washington, cooper- ative station, and its program di- rector, Sid Slappey. Many record- ings were pressed at WCFM, which handled disbursements for Colum- bia Recording Inc., according to Ken Fry, radio-TV director of the committee.

WCMP Report

According to the report, WCMP received checks totaling $6,060.36 for "recording tape, copy, editing, and supplies" during the two months. Disbursements to Mr. Slappey were placed at $538.00.

Other companies which furnished equipment or transcription services included NBC New York, $12.71; KXLY Spokane (Symons Broad- casting Co.), $30; KARM Fresno, Calif., $92.99; Pekin Broadcasting Co. (WSVW Pekin), $237.40; Louis Aiken, James Beattie Adv. Agency, Washington, $36.70; Evening Star Broadcasting Co. (WMAL-AM-FM-

**TV Washington), $25.26; Washing- ton Video Productions, $44.16.

Sound Studios Inc., Washington, was conducted by both the Demo- cratic and Republican National Commissions, according to their periodic reports. Funds were ex- pended for recordings. The Demo- cratic committee reported $5,425.46, while the GOP committee revealed expenditure of $69.16.


Radio-TV Expenditures Seen

It was presumed that a portion of these funds were expended on some radio-TV activities, especially in key pivotal areas.

The committee reported total dis- bursals of $404,496.30 for the period Sept. 1-Oct. 27 and $120,828.88 for Oct. 28-Nov. 2 during the heat of pre-election activity. Allowable expenses included President Truman's single-shot major radio-TV address; the committee reported a bank bal- ance of $177,616.65 as of Nov. 2.

Among the contributions listed by the committee was a check for $2,500 on Sept. 6 from Barry Bing- ham, Louisville Courier - Journal and Louisville Times, licensee of WHAS (AM-FM-TV), a subsidiary.

The Republican National Com- mittee has operated in the "red" since Jan. 1, 1950, with expendi- tures of $90,724 far exceeding total contributions of $70,654 to May 1. During a period of $1,632.00 to Nov. 2—a fact which served to divert funds originally slated for radio-television media.

Expenses were purchased by in- dividual candidates, it was noted, and therefore, although GOP ofi- cials said that radio-TV funds probably had been cut as much as 90% across the board.

Such coverage as that launched

(Continued on page 28)

**NBC'S Experts**

WHEN IT comes to predict- ing election results, NBC doesn't need to consult professional pollsters. It can turn to its own experts in the news department. Some 40 newsmen assembled in NBC New York studios Tuesday to handle election coverage conducted a contest among them to predict the results of national campaigns. Tied for top honors were Ray Benne and Ned Brooks— who guessed wrong on only three out of all national campaigns.

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**Campaign Cost**

(Continued from page 27)

by Sen. Edward Martin (R-Pa.), who campaigned over a statewide network through WJPA Washington, Pa., and in Illinois, Missouri, Nebraska and Indiana, presumably accounted for purchases of some radio and television time on the local levels.

New York Gov. Thomas E. Dewey reportedly spent a substantial sum for radio and TV time in New York last Monday. Sen. Robert Taft (R-Ohio) also used radio-TV on a large scale in Ohio.

Most of the GOP national committee's transcription service was furnished at the Capitol's Joint Senate & House Recording Facility, which was reimbursed with eight checks totaling $9,948.55.

The committee also listed "Audio and Video Productions, Old House Office Bldg.," for amounts of $216, $753.95, $70—a total of $859.55—for "transcription services and radio-broadcasting," bringing the total for recordings on Capitol Hill to $10,608.50.

**Other Expenditures**

Other expenditures included such recipients as WWCO Waterbury, Conn., $136.42; and Jacqua Co. (transcriptions), Grand Rapids, Mich., $7.50. One of the contributors to the national committee was Sen. Karl Mundt (R-S.D.) with $60.

New York state and city radio-TV stations were deluged with requests for air time by managers of candidates who appeared at the 11th hour for voting approval at the polls. Close races for the New York gubernatorial and mayoralty posts brought unprecedented demand for radio-television time on election eve. Forty-eight radio-TV appearances were booked.

Mayor Vincent Impellitteri spoke Monday evening over WMCN New York and also appeared before the

**GOP Radio-TV**

Lauded by Party Leaders

Radio and television were an "authoritative factor" in the gubernatorial victory of Gov. Thomas Dewey in New York, Ed Ingle, radio-TV director of the Republican National Committee, told BROADCASTING Thursday.

Mr. Ingle noted that Gov. Dewey earlier had promised to lose more about the "fascinating" medium of television, and added that he certainly "mean and the" on it. He also pointed out that Sen. Robert Taft (R-Ohio) had used broadcast media extensively in his Ohio campaign to get his advantages, and that other GOP candidates would do well to look into the possibilities of television.

Republican headquarters officials in New York and Washington, Tuesday evening that Gov. Dewey's radio-TV marathon had done much to put him over the top for his third term in the Empire state.


**Suburbs Greatest**

Candiates for the lottery in New York state were deluged with orders for tickets. Talties,也开始ing at noon Monday. Gov. Dewey conducted an 18-hour radio-TV marathon (see separate story).

Sen. Herbert Lehman, who swamped Lieut. Gov. Joseph R. Hanley, his Republican opponent, spoke on a CBS state-wide network. Ferdinand Pecora, Democratic-Liberal candidate for mayor, spoke over WNBC and WQXR, while several other, Republican nominees, aired two talks, one on WJZ and the other on WOR, with a rebroad-

**Time purchases were not re-**

vealed by New York radio-TV stations, but it was believed that the expenditures exceeded those of any previous Congressional campaign.

**METROPOLITAN GROWTH**

Mr. Peel declared, "The metropolitan centers of the south appear not to have reached a stage of development in which the growth of suburban communities is as marked as elsewhere in the country."

"In 1950, there were 40 standard metropolitan areas with less than half their total population in their central cities. These range from areas centering on such large cities as Los Angeles, Boston, Pittsburgh, and Atlanta, to the relatively small areas surrounding cities of the size of Orlando, Fla.; Asheville, N.C.; and Jackson, Mich."

"These standard metropolitan areas lie in 19 states, largely in the northeast and the south, but are most numerous in two states, Pennsylvania and California. In Pennsylvania, 9 out of 13 standard metropolitan areas have more than half their population outside their central cities, and in California 6 out of 8 areas are of this class."

**Population Losses**

"Of the 168 standard metropolitan areas, 161 gained population between 1940 and 1950, and 7 lost population. The areas with popu-

lation losses were Altoona, Johnstown, Scranton, and Wilkes-Barre-Hazleton in Pa.; Duluth, Minn.-Superior, Wis.; Wheeling, Va.-Steubenville, Ohio; St. Joseph, Mo."

"In each of these areas except the Duluth, Minn.-Superior, Wis., area, the central cities also lost population. Of the 161 standard metropolitan areas that gained population, 90, or slightly more than half, had increases of 20% or more, and 48, or slightly more than a fourth of all standard metropolitan areas, had increases of one-third or more. One area, that of Albuquerque, N. Mex., with an increase of 110.4% more than doubled."

"In the territories and possess-

sions of the United States there are four standard metropolitan areas, none of which has a population as great as half a million. The largest of the four areas is that of San Juan, P. R., which had a population of 464,956, and is slightly smaller in population than the Memphis, Tenn., standard metropolitan area which ranked 36th in size in continental United States."

"It is the only standard metro-

poly area in the territories and possessions to have more population in its outlook than in its central city and to have a greater rate of growth in the suburban portions than in the central city."

"The Honolulu, Hawaii, standard metropolitan area has a population of 347,029, slightly less than that of the Wheeling, Va.-Steubenville, Ohio, area, which ranked 48th in size in continental United States. It is the only standard metropolitan area in the territory of Hawaii, and contains more than 70% of the population of the territory."

"The other two standard metropolitan areas outside continental United States are the Ponce and Mayagüez areas in Puerto Rico, with populations of 129,451 and 87,054, respectively."

Mr. Peel released preliminary population counts for 3,700 counties, 29 independent cities, District of Columbia, and Yellowstone Park. Nearly half the counties lost population, and nearly a quarter lost 10% or more during the last decade, he said. "Of the 3,103 counties and similar areas," he de-

clared, "1,843, or 49.7% lost population, and 720, or 22.5%, lost 10% or more. Of the 1,560 counties which gained population, there were 864 which gained 10% or more, 498 which gained 20% or more, and 23 which gained 100%"
IOWA SURVEY REPORTS
STARTLING LISTENERSHIP!

Average Iowa Family Listens 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 total 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:

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<th>Number of Hours Average Iowan Spends Listening to Radio, Daily</th>
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<td>(Figures are in hours, being total hours reported, divided by number living in Diary homes)</td>
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<td><strong>TOTAL</strong> (Average Home)</td>
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<td>Farm homes</td>
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*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
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives
Radio Rate Hike
(Continued from page 19)

products and services." Agreeing with the broadcast claim that rates are reasonable is the spokesman for one of the largest station groups in the nation, Allied Stores, operating some two-score major department stores all over the U. S. The Allied executive, Walt H. Dennis, radio-television director of Allied Stores Broadcasting: "in general, radio rates are too low.

TV rates are "very fair" at this stage of the development. Mr. Dennis said, with advertisers getting a good value for their television dollar as they reach a high percentage of the available audience. Mr. Dennis contended television "will be the greatest advertising and selling force, on a dollar-for-dollar basis, in media history."

Allied is in new money and not diverted dollars a warning finger at broadcasters on the subject of rates. "I think the greatest damage radio ever did itself was through rate-cutting," he warned. "I'm not likely to permit the ruinous practice of deals. Only a few radio operators have maintained a legitimate rate card. Our company deals with many retail people. I do not believe there is such a thing as a legitimate rate card."

Closer Relationship

"With development of so many independent and FM stations, all competing for a single property dollar, there now exists what almost amounts to a relationship between account man and client."

Asked about Allied's radio-TV budget, Mr. Dennis said the radio expenditures of its stores are down perhaps 20% but added that 70% of every television dollar spent by Allied has been dollars of a new money and not diverted dollars from other media (see Dennis story, page 40).

Agreeing with Mr. Dennis on the state of the rate-cutting war is Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. "Who knows what a rate is these days?" he asked in condemning such practices.

Views of a score of District 4 broadcasters representing all segments of the industry follow:

Ben Strouse, general manager of WWDC Washington—"We are revising the low end of our local rate card and raising both transit and combination transit-AM rates for local accounts. Such studies show rates are too low."

Keith S. Byerly, sales manager of WBT-AM-TV Charlotte—"Everybody is under-selling. Rates are too low. We recently revised our rate card upward. Rates are too low all through the industry and may go up more. We will issue Rate Card No. 4 for TV Jan. 1, with rates going up as the audience increases."

Edward E. Edgar, sales manager of WGH Newport News, Va.—"We are holding the line on rates. Right now we are being beat nationally and local business than anytime in history, though network business is down. We haven't lost a client to

GIVEAWAYS
Wisconsin Broadcasters Meet
Set To Discuss Issue

WHAT to do about the legal hassle over giveaway programs in Wisconsin will be decided at a Dec. 10 meeting of broadcasters.

With stations and networks in a quandary following recent decision on the subject by Thomas E. Fairchild, state attorney general, the WBA board of directors met last Monday in Madison to go over the whole problem.

Participating with the board were Don Petty, NAB general counsel; Edwin Wilkie, counsel for Wisconsin Broadcasters Assn.; and attorney for Fairchild. The attorneys included B. W. Huis- kamp, for WKOW Madison; T. H. Spence, for WISN Milwaukee; Glenn Rebeard, for WMJ and WIBA Madison; Edwin Conrad, for several stations. Ben A. Laird, WDUZ Green Bay, presided at the meeting as WBA president.

The Dec. 10 meeting will decide what sort of brief should be filed, Station attorneys plan an earlier meeting, probably Nov. 22, to confer before the Meet, if the county district attorney has yet shown any inclination to prosecute following the attorney general's ruling that a number of giveaways aired in the state are illegal under the Wisconsin anti-floppy laws.

Mr. Roberts suggested that the attorney general is applying state supreme court rulings in two previous cases involving a theatre bank night and drug store lottery. He agreed with Mr. Petty and TV, which has been in the Norfolk area six months. The number of AM stations in the area has increased from two in 1949 to nine, plus television. We still have a tremendous AM story to tell. There is less big program business but national promotions are

Norfolk Situation

Campbell Arnowx, president of WSTAR-AM-TV Norfolk—"We are sold out after 5 p.m. on television. Compared to newspaper and magazine rate cards, radio rates are down in the mud and always have been. The 50% day-night rate ratio is bad. Daytime radio rates are abnormally more than half the nighttime rate. Actually, the daytime rate should be two-thirds the nighttime rate, based on actual circulation and readers. We know from our television rate last April, increased it to $250 Aug. 1 and plan another increase Jan. 1. Anyone in a market over 150,000 who doesn't get into television is crazy."

G. Richard Shafto, manager of WS Columbus, S. C.—"Rates are in for adjustments, both ways. The small advertisers have been asked to justify their rates. There is a real need to sell nighttime local advertising though it may necesitate a readjustment downward to encourage advertisers to buy, even in non-TV markets. We're raising daytime rates."

Richard H. Mason, manager of WPTF Raleigh, N. C.—"WPTF raised its rates in October. We are advertising radio short too long. We increased rates all along the line."

Gaines Kelley, general manager of WFMY-FM-TV Greensboro, N. C.—"Rates are too low. Broadcasters make a WSJS外包 to the last war by not increasing rates commensurate with the service they provided. As a TV operator I won't make that mistake. Our TV rate started at $150 last year and was raised to $300 in July. We have a circulation of around 50,000 and another increase is due Jan. 1. Our FM circulation, too, is increasing. The big problem is to get sets from manufacturers. I feel FM rates are a little too low."

Mr. Essex—"Rates in general are OK if stations stick to their cards. Who knows what a rate is these days? WSJS increased local rates less than a year ago. We have no present plans to raise rates."

Doug Freeman, commercial manager of Metropolitan Network, Washington—"Too often broadcasters are in such a rush to sell their prices too cheaply, if results are measured against those from other media. The joint sale of facilities of five independent stations in Washington should bring a strengthening possible increase of the entire radio rate structure in this crowded market with its 14 AM, 11 FM and 4 TV stations."

M. L. Wilmer, president of WREL Lexington, Va.—"Our costs are up, more sets have been sold, so we are considering an increase. We have no daily papers in Lexington, a future interest local interest situation."

Charles E. Seebeck, sales manager of WTQN Staunton, Va.—"WTON hasn't raised rates since 1946. The answer is volume business, not higher rates."

Frank U. Fletcher, co-owner of WARL-AM-FM Arlington, Va., NAB FM director-at-large—"We are re-evaluating the situation."

Jack Weldon, WWOD Lynchburg, Va.—"Costs are up and we are charging more. Our rates haven't been raised in four years. It's about time to do something."

Calvin T. Lucy, manager of WSWA Richmond—"We should be raising present rates and certainly shouldn't reduce them. Business is fine."

Earl J. Gluck, president of WSAU LaCrosse, N. C.—"Costs are up but we're trying to hold them down."

N. W. Kidd, manager of WAYN Waynesboro, Va.—"Our costs are down and plan no rate increase."

John W. Harkrader, commercial manager of WDBJ Roanoke, Va.—"Our costs are continuing upward. We are considering a rate increase.

Arthur W. Gates Jr., general manager of WYVE Wytheville, Va.—"We have just been on the air a little over a year. Our costs are down a little."

James H. Moore, vice president of WLSL Roanoke, Va.—"We increased our rates late in 1948 and certainly are not going to lower them. The plan of progressive rate increase has been lowered. Stations should study the day-night rate differential. Daytime rates are too low."

E. S. Whitlock, general manager of WRNL Richmond—"We haven't raised rates since 1946, and feel they are low. We have more listeners now."

J. E. Martin, manager of WDSC Dillon, S. C.—"Our rates are in line with the competitive situation. We have had only slight increase in costs in the last four years."

Piel Names K & E
PIEL Bros., New York, has named Kenyon & Eckhardt, New York, as its advertising agency for Piel's Beer. Media plans are currently being formulated.

Elect Tannenbaum
S. A. TANNENBAUM, executive vice president of Weightman Inc., Adv., Philadelphia has been elected president of the agency.
NARBA Fight
(Continued from page 21)
to the Dominican Republic, whose demands for assignments on U. S. clear channels have already been greatly increased during the past week.

CCBS claimed "tragic aspects presented by the concessions" include "that they are not needed by Cuba, cannot be justified by any consideration of fairness or equity, and include major surenders by the U. S. on issues on which the Cubans themselves have previously given in during the course of the protracted negotiations."

The agreement "specifically" recognizes 118 stations for Cuba aside from "others, not specified, which can be established by Cuba pursuant to the agreement's provision," CCBS noted. By comparison with the U. S., it said, "Cuba has far more [stations] than can be justified from the viewpoint of population, area, or any other legitimate standard."

Havana, CCBS noted, already has 29 fulltime stations—"far more than ... any other city in ... the entire world"—and would have 31 under the agreement.

CCBS Statement

The CCBS statement continued:

The major concessions by the U. S., so far as Cuba is concerned, are (1) recognizing the right of Cuba to violate the so-called 650-mile rule and thus to operate on all U. S. Class 1-A clear channels; (2) recognizing the right of Cuba to operate specific stations on six U. S. Class 1-A channels, and (3) restricting the U. S. from increasing the signal strength of its stations on these channels into rural areas which desperately need stronger signals.

The clear channel group charged that under similar Cuban threats the U. S. yielded "concessions on four of its 1-A channels in violation of the 650-mile rule and that Cuba had "surrender" which was "accomplished at a secret midnight session." Cuba, it was noted, never used two of its Class 1-A channels and position, and also assured the U. S. "that the concessions made to Cuba would never be permitted to stand in the way of future increases in power which were permitted by the original agreement."

"By the new agreement," CCBS continued, "the U. S. is to permit Cuba to violate the 650-mile rule on all its 24 Class 1-A channels. Under standard agreements or implied in the document, Cuba may establish stations with power up to at least 7.5 kw, and perhaps more, on any of these channels, with only the paper protection of directional antennas—which, as past experience has demonstrated, do not perform according to plan."

"The number of such channels on which Cuba's rights are specifically recognized is increased from four to six. None of the six U. S. stations may increase its signal in the direction of the Cuban stations. The provisions for policing and investigation of interference have been almost entirely eliminated."

In one example, CCBS said the Imperial Valley region badly needs improved service from KFI, but that KFI would not be permitted in this direction under the proposed agreement because the agreement provides that KFI "must protect the Cuban station at any rate until such time as an agreement to surrender on issues on which it had already won accord from Cuba is difficult to understand," CCBS declared.

It was reported that the American Farm Bureau Federation, the National Grange, the National Council of Farmer Cooperatives, and other state and regional farm groups had protested the proposed terms to the State Dept. and FCC. Senator Irving Ives (R.-N. Y.) was said to have protested alleged intrusions on WHAM's rural service, among other Congressional complaints.

Comr. Hyde, in a statement Thursday night, said "CCBS and any other industry group is fully entitled to its own opinions," but that he could not comment in detail on the CCBS statement "until after an opportunity to study it at leisure some time as any reply I may make will not affect our negotiations with the other contracting governments."

"In this respect," he continued, "it will be noted that we are still in the process of attempting to iron out substantial differences that continue to exist between the various parties."

Insofar as he felt "free to comment," he observed that "the ultimate question as to whether any agreement that can be reached should be signed, is a matter of the gravest import which will be passed upon not only by myself and members of the official delegation, but by the government agencies involved—the FCC and the Dept. of State."

"The Senate," Comr. Hyde asserted, "has of course the duty of deciding upon whether any agreement that is signed should be ratified."

"I am confident that, as heretofore for the final decision to be made by this government will be made by the official delegation and the interested government agencies instead of the overall needs and interests of both rural and urban U. S. listeners, and of the industry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special-interest groups or individuals."

Time Rates
(Continued from page 25)
was listening to the competition, or that other stations in the market didn't reach the type of audience wanted, and that even those people listened to other stations weren't particularly influenced by them.

"The advertiser, instead of getting a story on why radio is his best advertising buy, hears what is wrong with other radio stations. Too often his logical conclusion is that none of the stations in the market is any good."

The speaker recommended a positive approach, utilizing other stations in a joint solicitation of "certain advertisers (spending time on selling the advertiser on a particular station and schedule later)," and supporting the "super BAB, or whatever title is ultimately given." Because "radio has earned its right to be a salaried salesman," I would refuse any inquiry business because I believe it is a bastard radio business. He outlined principles. I would also question my personal ability to tell some advertisers I sell time on a commission basis and others that I had to set a flat price.

"If there's anything I do like about P I, it's the fact that it is another proof of radio's ability to deliver the order, to produce results now."

Rite Question

In conclusion, "I would ask myself if there is any real justification for having a national and a local rate, and I certainly would not say it can be justified because newspapers do it."

"The absence of a non-commisionable local rate is one of the reasons advertising agencies have jumped around to local television bandwagons at a merry clip."

"The oft-repeated argument for the discount of 10%, 15% or 20% for local advertisers seems to be that there is no agency in the picture, the station saves the 15%. I suspect that an honest bookkeeper might arrive at other stations. They might find that the use of a non-commisionable local rate is expensive in both lost business and increased costs."

In Review
(Continued from page 22)
varied between shots of him and of an attractive program book. The interludes featuring Mr. Cross were not only instructive but photographically interesting.

A word of praise must be given the Texas Co. for its restrained commercials which consisted only of a camera shot of a program book which, in addition to announcing the name of the opera, carried a small reproduction of The Texas Co. trademark. The fact that Texas Co. was sponsoring the telecast was made perfectly clear without emphasis.

On the whole a rewarding evening.

COUGH DROP ADS

Firms Comply with FTC Order

UNQUALIFIED use of the name and emblem of American National Red Cross in advertising cough drops will be discontinued under terms of a stipulation signed by Candy Bros. Mfg. Co., and Universal Match Corp., the FTC announced last Tuesday. FTC dismissed the complaint against the firms when they agreed to include in radio commercials and published advertisements a quali- fying statement reading: "Any connection with the Red Cross." Universal Match Corp. controls the candy-makers through stock ownership, according to FTC.

November 13, 1950 • Page 31
WOR's Martha Deane... a great lady of American radio... who believes an open mind is an open door

SOME FOLKS FAVOR the notion that if you hand a woman a microphone, she'll feed it either lacy froth or gossipy nonsense. Outstanding confounder of that theory is MARTHA DEANE, a great and gracious program conductor, who, every weekday from 10:15 to 11:00 A.M. on WOR, opens the door firmly on the world of ideas. And, incidentally, provides hundreds of thousands of attentive listeners with good company, good talk and good tips about good products.

Warm, intelligent Martha Deane is in reality Marian Young Taylor, wife of an advertising executive and mother of 6½-year-
old twins. Before she took to radio, her experience as women’s editor of a major newspaper syndicate gave her the news-know-how which today sparks her entire show—along with the philosophy that women do want to know what’s going on beyond the front lawn.

No punch-puller, forthright Martha Deane’s apt to sound off on anything from eye-make-up and the latest Broadway show to the rearmament of Germany and the future of the U. N. Her guests (the Martha Deane show is usually half devoted to interviews) range from names like Christian Dior and Robert Montgomery to Harold Stassen and Gardner Cowles. Fashion, book-reviews, recipes, politics... all are Martha’s meat, served with good verbal pepper.

Martha Deane’s one of radio’s greats... acknowledged, respected, loved. Her listeners hang onto her every program. Sponsors clamor to have her sell their products with the typical Deane common-sense sincerity. This year, Martha Deane added to her many laurels by winning, for the third time, the Ohio State University Education by Radio Award as “the best woman commentator.”

WOR provides the microphone, Martha Deane says into it what she thinks. The faith and the devotion she inspires in practically all of her listeners; the steadfast loyalty of her sponsors, are additional proof—if proof be needed—that Martha Deane is today one of the great radio voices in America.

WOR agrees with Martha Deane that an open mind is an open door. That is why it is proud to have on its station a woman who, with all conscience and conscientiousness, is trying to help other women be a great force in the preservation of a decent world, as well as providing them with information, relaxation and a sparkling, stimulating daily radio program.

... for the programs you like the best
MICHIGAN MEET
MAB Studies Sales Tax

MICHIGAN’S 3% state sales tax, election of officers and a cooperative study and work plan for college students were slated as main agenda topics of the Michigan Assn. of Broadcasters as the group began its second annual meeting in Lansing Friday morning.

Some 150 persons from 40 stations were expected for business sessions and a banquet Friday evening and a cocktail party and football game Saturday.

The group planned to study effects of the state sales tax, which provides that broadcasters pay 3% on equipment bought out of as well as in Michigan. MAB, cooperating with Michigan State College and the U. of Michigan, also anticipated taking definite action on a proposal by which juniors at both schools who are majoring in radio and/or television would be employed by local stations during summer vacations.

Special Show
A half hour radio show, originating in Hotel Olds, Lansing, the convention site, was planned by Worth Kramer, general manager of WJR Detroit, for Friday evening. About 50 state stations were expected to carry the feature, which traced the history of radio and Michigan contributions to the industry.

Saturday’s agenda included a breakfast and a cocktail party-luncheon before the Michigan State U. of Minnesota football game. Stanley Pratt, manager of WSOO Sault Ste. Marie, is president of the association.

GM SHOWS FILM
Reports Highest Earnings

A COLOR film depicting the General Mills story and a personal report on operations from Harry A. Bulls, chairman of the board, was presented to newsmen at a luncheon Oct. 31 held at the Waldorf-Astoria in New York, as part of the General Mills regional stockholders’ meeting (one of 12 held around the country).

The film “Assignment-General Mills” was produced by Apex Films of Hollywood and concerns two college students who do a theme on the company. Bulls told the stockholders that General Mills earned 3.3 cents per dollar of sales last year, and 81 cents of every sales dollar was paid right back for supplies and services, mostly for grain and transportation costs. Net earnings for the company amount to $13,352,218, the highest in the company’s history, and compare with $11,054,036 for last year.

CGFY Charlestown, P.E.I., has increased power day and night to 5 kw on 680 kc, according to report of radio branch, Dept. of Transport, Ottawa.
NEWS DIRECTORS

NARND Sets Chicago Speaker Agenda

Leading radio-TV industry officials, commentators and newsmen, and officials of the various information branches of the Dept. of Defense and news wire services will headline annual convention of the National Chicago's Sherman Hotel this week.

A business session at 10 a.m. Thursday will open the three-day meeting which will touch on various facets of news-gathering in private industry and government services. Jack Shelley, WBN Des Moines, Iowa, is NARND president. Business session and election of board of directors will be held Saturday.

Heading a Thursday afternoon panel on radio newsmen and Armed Forces public relations will be Moderator Cass Keller, NBC-WRC Washington. Participants will include Maj. Gen. Floyd Parks, information chief, Dept. of Army; Brig. Gen. Sory Smith, public relations director, Air Force, and Rear Admiral R. F. Hickey, information chief, U.S. Navy.

The newsmen’s relations with doctors and hospitals will conclude the afternoon agenda, with Russ Van Dyke, KRTV Des Moines, sitting in on the panel with medical representatives.

Wire services role in radio-TV news will be explored Friday at 9:30 a.m. meeting of officials comprising Seymour Berkson, INS; Oliver Gramlin, AP; Hugh Baille, UP; Herbert Moore, Transradio.

Feature of Week
(Continued from page 16)

ment features Jack Gounder, WEEU disc jockey, on Laddie Choice, a program of carefully selected music for the afternoon feminine audience.

Appeal for men is centered in a program featuring Elmer Davis, ABC network commentator, aired in early evening quarter-hours across the board.

Whitner’s prestige show is Candlelight and Silver, which previously had enjoyed long commercial sponsorship on WEEU and carried over an appreciable audience.

Whitner’s is using this feature nightly except Friday primarily as an institutional medium, utilizing only one direct selling commercial in mid-program.

Children in the 4-12 age group are the audience aim of No School Today, the ABC co-op presentation, each Saturday morning at 9 a.m., which gives the latest on toys and clothes offered by the department store.

Whitner’s radio activities are rounded out with the Sunday Bing Crosby Show and instrumental orchestrations by Jerey Sears, aired 3:30-4 p.m.

C. K. Whitner & Co. is cooperating fully with the station to put across the beam program presentation, which it hopes will make it the household word in Reading.

GATES 52-CS

STUDIOETTE

For any modest studio control operation either aural or video, the new Gates Studioette is ideal—may be enlarged upon too, via available accessories for future expansion. Amazingly complete in facilities with high level mixing, program and monitoring amplifiers and all big console circuit provisions. Ideal as part of a master control. The Gates Studioette is fully described in the new Gates speech input catalog—yours for the asking. If it’s quality, plus modern design you want—always look to Gates.

—Quality PLUS... makes GATES... a MUST—

GATES RADIO COMPANY
QUINCY, ILL., U.S.A.

Page 36 • November 13, 1959

BROADCASTING • Telecasting

* Television panel will top the afternoon agenda with a report by Jim Byrom, WRAP-TV Ft. Worth, and his committee. Chicago TV station directors are invited to attend. The panel will include a report on research to the radio-TV newsroom, with panelists, Mr. Smith of KMBC, Sheldon Peterson of KLZ Denver, Charles E. Swan, Minnesota School of Journalism and Arthur M. Barnes, Iowa School of Journalism. Baskette Messe, chairman of radio division, Northwestern, will talk on the subject, “What Can We Do to Compete with Television?” Annual NARND banquet will cap convention events Saturday evening, with CBS Commentator Thomas and a government speaker slated to address members. NARND awards also will be presented.

Conference parties will be given under auspices of INS, AF, and UP on successive convention days. Convention will be preceded by a special motor coach trip to Milwaukee, with members visiting broadcasting stations and Blatz Brewing Co.

Tape Facilities

Bob Lyle, news director at WLS Chicago, working with NARND members, has helped with the WMAZ Macon, Ga., and Executive Secretary Soren H. Munkhof, WOW-TV Omaha, has arranged for visiting network directors to make tape recordings for broadcast at their home stations during the convention.

Space is being provided in the Hotel Sherman for two rooms equipped with a professional engineer and tape recorders, tape and acetate discs of the Audio Corp. and Magnecord.

TR OPPOSED

New Court Action Starts

OPPONENTS of Transit Radio in the District of Columbia have asked an appeals court to reconsider a decision by a U.S. District Court last June [BROADCASTING, June 5] that radio-equipped vehicles do not transgress the law.

At that time, Judge Edward A. Tamm, of the District Court, ruled transit service was not “inconsistent with the public convenience, comfort and safety.” The ruling was based on the Public Utilities Commission’s decision in D. C. [BROADCASTING, Dec. 28, 1949].

The new suit filed Nov. 4 in the U. S. Court of Appeals in Washington, D. C., by Attorneys Paul M. Segal and Franklin S. Pollak, acting on behalf of Mr. Pollak and that may include the First and Fifth Amendments to the Constitution. It alleges the lower court erred in not finding invasion, threat or violation of first and twenty-seventh amendments involving free speech and property laws.

Transit Riders Assn., which claims membership of streetcar and bus riders opposed to what it calls “forced listening,” is supporting the suit although not a party in the action. Claude N. Palmer is president of TRA. Transit radio services are provided in the nation’s capital by WWDC-FM Washington.
The Union-Sun & Journal Reaches Far Out from Lockport with WUSJ AM-FM

WUSJ AM-FM is owned and operated by the Lockport, N. Y., Union-Sun & Journal, Inc., a daily newspaper that has served the Lockport community for over 128 years.

WUSJ is the only full-time AM broadcasting station in Niagara County. Its coverage, which includes all of Niagara County, extends into Erie and Orleans Counties, and across Lake Ontario into Canada.

The Truscon Radio Tower extends up 135 feet, with a 42-foot 4-bay FM tower on top, making a total combined height of 177 feet above ground. The power of the AM station is 250 watts and 1340 KC; the FM power is 750 watts and 99.3 MC.

While extreme height is not necessary to achieve the required signal strength, this tower demonstrates one outstanding characteristic of all Truscon Radio Towers—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you’re planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—gued or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM TOWERS
TRUSCON COPPER MESH GROUND SCREEN
"SELLING radio to New York agencies is not one bit different from selling radio to a merchant on Main St. in Toledo or Bucyrus St. in Lima," Lloyd George Venard, vice president and sales manager, O. L. Taylor Co., said Thursday in a talk at the Ohio State Broadcaster's Sales Meeting at the Neil House in Columbus.

"Give the New York agencies all the information you use to sell locally," he told the Ohio broadcasters. "See to it that it gets to them and into their files. You will get more dollars from them and when you call on them you will get more than a perfunctory hello.

"The New York agencies are important to you, but you Ohio radio men through whom the New York agencies earn more than $7 million a year in commissions are equally important to them if you conduct yourselves worthy of that importance," Mr. Venard stated.

Explaining that stations should keep agencies supplied with information on everything from creating acceptance constantly and "not just looking hungry when the agency waves a dollar bill in front of you," Mr. Venard detailed the elementary but frequently overlooked essential information the agency needs to buy time efficiently: Maps, with the source clearly identified; program releases; names of sponsors of programs when ad-jacencies are quoted; "complete, honest reasons" for make-goods, with names of preceding and following programs; complete facts about availabilities, whether announcements, programs or participations; detailed information about merchandising.

Mr. Venard urged the station sales executives to assure that the agency knows what it wants when it asks for a certain type of availability and to reply accordingly. "Don't come back with a lot of chain breaks when the agency has been instructed to buy minutes," he said. "Don't quote participation programs when the agency wants minutes or chain breaks. Don't pitch minutes when the agency wants a program unless you can offer a cooperation in the same type of program for which the agency has been instructed to buy full sponsorship.

"Don't forget that by the time the actual buying is underway the production department of the agency has spent from $10,000 to $50,000 for the production of the commercial. It is unreasonable for you to expect the agency to spend another $10,000 in production just to make chain breaks for your station. They won't do it and you waste teletype money when you make these suggestions."

MARS ON ABC
Drops TV Period for More AM

MARS Inc., Chicago candy manufacturer, last week dropped a television show to increase money for radio expenditures. Mars, through Leo Burnett Agency, Chicago, has cancelled its Friday quarter-hour segment of Howdy, Doody on NBC-TV the end of this month, and buy what is estimated as a $1 1/2 million package of shows on ABC.

Starting Sunday, Dec. 31, the firm will pick up four network shows, Stop the Music, Sunday, 7:30 to 7:45 p.m. CST; IN Your Sanitarium, Monday, 7 to 7:30 p.m. CST; Can You Top This?, Tuesday, 7 to 7:30 p.m. CST, and Bob Barkley, American Agent, Wednesday, 7 to 7:30 p.m. CST.

Shows will be aired on four successive nights on about a 170-station network, almost the full ABC network, including basic stations and special groups. Contracts, set for a minimum of 13 weeks, are expected to run 9 weeks. Products to be advertised are expected to include Milky Way, Mars Bar, Forever Yours, Snickers, Coconut Bar and Three Musketeers.

Periods follow immediately The Lone Ranger on Monday and Wednesday in all time Zones. The Tuesday show will follow Jack Armstrong of the S.B.I.

Mars will continue sponsorship of the Monday and Wednesday shows on Howdy Doody on NBC-TV and Falstaff's Falstaff on ABC-AM, Monday through Friday, 4:45-5 p.m. CST.

SERIES of 20 concerts by Denver Symphony Orchestra to be carried by KOA Denver, sponsored by First National Bank of Denver.

IAAB Meet
Postponed to March

SECOND General Assembly of the Inter-American Assn. of Broadcasters, scheduled Nov. 15-25 at Sao Paulo, Brazil [BROADCASTING, Oct. 30], has been postponed until March 1951.

The IAAB board of directors, through Secretary Felix Maguerra, announced the postponement, attributing it to "a special request of the Broadcasters Assn. of Sao Paulo." Exact dates for the March sessions will be set later.

Gilmore Nunn, of the Nunn Stations, and Campbell Arnoux, WTAG Norfolk, have been designated NAB delegate and alternate, respectively, for the meeting, Goar Mestre, CMQ Havana, is IAAB president.

PBS Signs Three
THREE ADDITIONAL stations have been signed as affiliates of the new Progressive Broadcasting System, which goes into operation Nov. 26. They are WMEX Boston, WWL Buffalo and WWMO Cleveland. Total of 400 affiliates is anticipated by Larry Finley, PBS president, by the time the network starts operation.
FACTS BROUGHT TO LIGHT in a full-color desk-top film presentation. Clients and prospects get graphic and helpful data of the rich market area served by the 50,000-watt voice of WGAR. For example: WGAR reaches 4,391,300 consumers with an annual effective buying income of $6,411,687,000. Such facts highlight the "SIX BILLION DOLLAR PICTURE" of Northern Ohio. GET ALL THE FACTS!

THROUGH THESE PORTALS pass statesmen, leading political figures and outstanding citizens from all over the world to mount the rostrum of the famed Cleveland City Club. For 13 years, celebrated speakers have voiced their opinions, observations and experiences through WGAR's free-speech mike. This is one of the many important public service features broadcast regularly by WGAR.

GOOD SERVICE! The Forum Cafeteria, a WGAR advertiser, serves thousands of hungry Clevelanders daily. It is ably managed by Mr. George R. Kaye (left). Mr. Kaye is a member of the Northeastern Ohio, Ohio State, and National Restaurant Associations. He has been with the Forum Cafeterias of America, Inc., since 1931. Pictured with Mr. Kaye is Bob Forker of WGAR who serves this account.

WGAR... the SPOT for SPOT RADIO

Write for helpful radio presentation: "A Six Billion Dollar Picture".

GOOD SERVICE! The Forum Cafeteria, a WGAR advertiser, serves thousands of hungry Clevelanders daily. It is ably managed by Mr. George R. Kaye (left). Mr. Kaye is a member of the Northeastern Ohio, Ohio State, and National Restaurant Associations. He has been with the Forum Cafeterias of America, Inc., since 1931. Pictured with Mr. Kaye is Bob Forker of WGAR who serves this account.

NEWsworthY and NOTEWORTHY. WGAR's fully-equipped newsroom receives 300,000 words of copy daily. WGAR, first Cleveland station to broadcast news on a regular basis, sends newsmen on local and national assignments. Such newscasts serve as builders of good will and as sales tools. Give people what they want to hear. Check on available newscasts.

RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR... Cleveland... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company
COMMERCIAL sponsorship and problems connected with "Selling and Keeping the Farm Program Sold" will provide the theme for the National Assn. of Radio Farm Directors annual convention in Chicago Nov. 25-26. Scheduled to precede over the two-day meeting at Stevens Hotel are these RFD officers (1 to r): Roy Battles, WLW Cincinnati, NARFD president; Phil Alampi, WJZ New York, vice president, and Chris Mack, WNAX Yankton, S. D., secretary-treasurer. Advertising and agency representatives also will attend the sessions.

DEPT. STORE RADIO, TV

Dennis Cites Needs

DEPARTMENT stores should employ fulltime radio-television directors to guide their use of the electronic media, Walt H. Dennis, radio-television director of Allied Stores, declared Nov. 7 at the weekly luncheon of the Washington Ad Club.

Radio can give a personal approach and reach areas not touched by newspapers, Mr. Dennis said, besides providing "more depth of registration when used in concert with other media."

In addition, he said, "Radio can do the greatest institutional job of any medium except television. It is literally the voice of you, the voice of your store's character. The spoken message is more personalized than any printed medium. The spoken message with pictures is even more powerful."

Mr. Dennis said retailers should use newspapers as their primary medium and should continue using them for some years to come. He advised stores not to expect other media to do a major job if they aren't in newspapers.

Helpful Data

An enormous amount of research material is available on radio, he said, providing information on markets, population, costs, who the people are, what they spend, and where.

Television is judged far more critically than other media, from a results standpoint, according to Mr. Dennis. "If you go into radio and television expecting them to pay day in and day out," he said, "you may as well prepare for a disappointment. Television, especially, has no time or space for that kind of monkey business. Assess radio and television results on a long-term basis. Give them a fair shake."

TV won't work many miracles but will provide excellent results "if you provide the hard work," he said. He added that it probably won't produce any better than other media if the same preparation is given.

"Aim at a specific radio and television audience at a specific time and channel your message to that time and that audience," he advised.

As to color television, Mr. Dennis said: "Don't let color blind you. Advertisers need not worry about color for quite a while because tremendous technical complications are involved."

"Color will benefit television only to the extent that color itself is important. It probably is the forerunner to three-dimensional TV projection. The packaging of products will be affected to a marked degree. But right now the color controversy is remote from advertising."

In the case of radio and TV, he said, "we think in terms of the job to be done rather than just take a program and decide what to do with it."


RFD SESSIONS

To Stress Selling Theme

TREND of rural radio away from the strictly public service concept to that entailing commercial sponsorship, without loss of its basic "service" objective, will be explored at the annual convention of the National Assn. of Radio Farm Directors, to be held in Chicago's Stevens Hotel, Nov. 25-26.

At the same time, top representatives of advertising, agency and NARFD will be called upon to elaborate on the theme, "Selling and Keeping the Farm Program Sold," it was announced last week by Paul Visser, NBC farm director, program committee chairman for the NARFD meeting.

Releasing the preliminary program, Mr. Visser indicated that the opening (Saturday) session would fall under the chairmanship of C. W. Jackson, KCNO Kansas City farm director, with "How the RFD Should Work with the Advertisers" to be discussed by W. Judd Wyatt, advertising director, MFA Mutual Insurance Co., Columbia, Mo. Other topics include "Let's Sell Farm Radio," "Farm Programs for Advertisers" and "RFD-Television in Action."

Schneider Resume

Sam Schneider, farm director of KVOO-Tulsa, Okla., will summarize past thinking on selling farm radio and stress belief that commercial sponsorship of farm programming does not in any way deter from its service purposes, NBC will lead a discussion to include Ed Cashman, president, Doughboy Industries; Gordon Philpott, vice president, Raleigh-Purina Co.; Jack Leach, Gardner Advertising Co.; Harry Burke, manager, KPAB Omaha, and Roy Battles, WLW Cincinnati, NARFD president.

Sessions open with a business meeting Nov. 25. Annual banquet will be held the following evening (Sunday). Over 150 NARFD members are expected to attend.

FRANK APPOINTED

To Nielsen Radio-TV Post

PHILIP FRANK, former executive secretary of Broadcast Measurement Bureau and director of research and sales promotion at WSNQ Birmingham, has been appointed director of public relations, radio and television division, of A. C. Nielsen Co., New York.

Mr. Frank, the co-author of This Thing Called Broadcasting, also was a lecturer on radio in an advertising and selling course conducted by the Advertising Club of New York. He joins the Nielsen organization Nov. 15.
NATIONAL NIelsen-RATINGS® TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK OCTOBER 1-7, 1950

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rating</th>
<th>% Change</th>
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| LW Radio Theatre (CBS) | 9.6 | 9.0 | 6.6%
| Jackie Jady (CBS) | 6.2 | 5.8 | 6.9%
| Godfrey’s Talent Scouts (CBS) | 8.2 | 7.8 | 5.2%
| Walter Winchell (ABC) | 5.8 | 5.6 | 3.6%
| Mr. and Mrs. North (CBS) | 5.8 | 5.6 | 3.6%
| Annie ’n Andy (CBS) | 5.6 | 5.2 | 7.7%
| My Friend Irma (CBS) | 7.2 | 6.8 | 6.0%
| Liar Liar (CBS) | 5.6 | 5.2 | 7.7%
| The Big Finish (CBS) | 4.8 | 4.6 | 4.3%
| LW Radio Theatre (CBS) | 9.6 | 9.0 | 6.6%
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HIT AD TACTICS
Objections From KNEM, KPRO

IN TWO INCIDENTS INVOLVING OBJECTIONS TO ADVERTISING REJECTION TO A NATIONAL GUARD ORDER FOR THREE SPOT ANNOUNCEMENTS WAS REVEALED LAST WEEK BY WILLIAM R. TEDRICK, GENERAL MANAGER OF KNEM, NEVADA, AND PROTEST AGAINST A FREE-TIME APPEAL BY WESTERN OIL & GAS ASSN. MADE BY W. L. GLEESON, PRESIDENT OF KPRO RIVERSIDE, CALIF. LETTER PROTEST WAS ON THE GROUNDS THE ASSOCIATION USED PRESSURE TACTICS AND AT THE SAME TIME BOUGHT WHITE SPACE IN LOCAL NEWSPAPERS.

THE NATIONAL GUARD ACCOUNT WAS REJECTED BY KNEM ON THE GROUNDS THAT COST OF THREE ANNOUNCEMENTS "PLUS THE VARIOUS REQUIREMENTS NECESSARY TO OBTAIN PAYMENT, DO NOT MAKE IT WORTH WHILE TO OPEN AN ACCOUNT ON OUR BOOKS."

TEDRICK LETTER

WRITING TO STEPHEN G. BOVEN OF ROBERT W. ORR & ASSOC., NEW YORK, MR. TEDRICK SAID KNEM HAS ALWAYS COOPERATED WITH THE NATIONAL GUARD, LOCALLY AND NATIONALLY. "WE HAVE GIVEN A LARGE AMOUNT OF GRATIS TIME, BOTH SPOTS AND PROGRAMS, TO THE NATIONAL GUARD," HE WROTE, "BUT WHEN THE TIME COMES THAT THE GUARD HAS MONEY TO SPEND FOR ADVERTISING THE FULL OF IT GOES TO MEDIA THAT GIVE THE GUARD NOTHING."

MR. GLEESON INFORMED NAB THE OIL-GAS ASSOCIATION "WAS VERY INSISTENT" THAT FREE TIME BE GIVEN TO PROMOTE OIL PROGRESS WEEK. A REPRESENTATIVE OF THE OIL-GAS GROUP TOLD KPRO "THAT THE LAW REQUIRED THE RADIO STATIONS TO CARRY 20% OF ITS TIME AS PUBLIC SERVICE," ACCORDING TO MR. GLEESON. HE ADDED THAT LOCAL PAPERS CARRIED ADVERTISING PAID FOR BY THE ASSOCIATION.

TAB MEETS DEC. 6

TENNESSEE ASSN. OF BROADCASTERS WILL MEET DEC. 6 AT THE ANDREW JACKSON HOTEL, NASHVILLE, ACCORDING TO P. C. SOWELL, WLA-NASHVILLE, PRESIDENT OF THE TAB. AGENDA, CONFINED TO ONE DAY, WILL BE ANNOUNCED LATER.

IRE ELECTS

COGGESHALL IS PRESIDENT

IVAN S. COGGESHALL, GENERAL TRAFFIC MANAGER, WESTERN UNION TELEGRAPH CO.'S OVERSEAS COMMUNICATIONS, HAS BEEN ELECTED PRESIDENT OF THE INSTITUTE OF RADIO ENGINEERS FOR 1951, SUCCESSING RAYMOND F. GUY, MANAGER OF RADIO AND ALLOCATION ENGINEERING FOR NBC.

JORGEN C. F. RYBNER OF COPENHAGEN, PROFESSOR OF TELECOMMUNICATIONS AT THE ROYAL TECHNICAL U. OF DENMARK, WAS ELECTED VICE PRESIDENT OF THE INSTITUTE, TO SUCCEED SIR ROBERT WATSON-WATT, MILITARY RADAR AUTHORITY OF LONDON.

DIRECTORS ELECTED FOR THE NEXT YEAR ARE:

- WILLIAM H. DOBERTY, DIRECTOR OF ELECTRONIC AND TV RESEARCH, BELL LABS, MURRAY HILL, N. J.; GEORGE R. TOWN, ASSOCIATE DIRECTOR OF ENGINEERING EXPERIMENT STATION, IOWA STATE COLLEGE, AMES, IOWA; HARRY F. DART, MANAGER, ELECTRONICS ENGINEERING DEPARTMENT, WESTINGHOUSE ELECTRIC CORP.; PAUL L. HOOVER, HEAD OF ELECTRICAL ENGINEERING DEPARTMENT, CASE INSTITUTE OF TECHNOLOGY, CLEVELAND, OHIO; WALTER S. RUDE JR., HEAD OF GEOPHYSICS RESEARCH FOR RUMBLE OIL & REFINING CO., HOUSTON, TEX., AND ALLAN B. OWLEY, CHIEF ENGINEER OF RCA VICTOR CO., MONTREAL, QUE.

OFFICES OF SECRETARY, TREASURER AND EDITOR WILL BE FILLED AT JANUARY 1951 MEETING OF THE BOARD OF DIRECTORS.

WESTERN RWG

ELECTS KANTER REGIONAL V.P.

HAL KANTER WAS ELECTED WESTERN REGIONAL VICE PRESIDENT OF RADIO WRITERS GUILD AT A NOV. 2 MEETING. NEWLY ELECTED TO THE RWG COUNCIL FOR TWO-YEAR TERMS WERE PAULINE HOPKINS, MILTON MERLIN (RETIRED VICE PRESIDENT), DON QUINN, DICK POWELL, REUBEN SHIP; FOR ONE YEAR, HARRY W. FLANNERY, PHIL LESLIE, JACK ROBINSON, LARRY ROMAN, SHERWOOD SCHWARTZ, GENE STONE.

STARTING THEIR SECOND YEAR AS COUNCIL MEMBERS ARE THE FOLLOWING ELECTED LAST YEAR TO TWO-YEAR TERMS: IRVING ASHENKASE, TRUE BOARDMAN, SELMA DIAMOND, LADY CLAYTON, IRA MURNION, EMILY SOWELL, WLAC-NASHVILLE, AND DOREN FRANK MARION WAS ELECTED NATIONAL PRESIDENT OF THE GUILD.

The station with the fabulous personalities and the astronomical Hoopers

ALUMINUM

RECORER FEELS SHORTAGE

EFFECTS OF RECENT RESTRICTIONS IMPOSED BY THE NATIONAL PRODUCTION AUTHORITY ON THE ALLOCATION OF ALUMINUM ALREADY IN BOLT IN THE SOUND RECORDING INDUSTRY, J. JAMES SAMETH, VICE PRESIDENT IN CHARGE OF SALES FOR RADIO REPORTERS, HOLLYWOOD, ANNOUNCED LAST WEEK.

COINCIDENT WITH NPA'S ANNOUNCEMENT THAT LESS QUANTITIES OF THAT BASIC METAL WOULD BE AVAILABLE FOR SALE BY RECORD AND OTHER MANUFACTURERS ([BROADCASTING, NOV. 6], AN ADVANCE OF 25% IN THE BASE COST OF RECORD BLANKS WAS MADE EFFECTIVE, MR. SAMETH SAID. A SIMILAR INCREASE IN COST OF RECORDINGS ON ALUMINUM BASE BLANKS IS IMMEDIATE, HE ADDED.

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A STATION IS KNOWN BY THE AUDIENCE IT KEEPS!

A LONG TIME AGO, KRNT, DES MOINES, GOT THE AUDIENCE. A CLOSE FRIENDSHIP WAS ESTABLISHED THAT REMAINS LOYAL AND UNBROKEN. THE HOPPERS SHOW THAT, AND THEY ALSO SHOW THAT KRNT CONTINUES TO ADD TO ITS IMMENSE FAMILY OF LISTENERS.

ANY ADVERTISER WHO INSISTS UPON A SUCCESSFUL RADIO CAMPAIGN IN THE RICH, Ripe AND READY CENTRAL IOWA MARKET MUST CALL ON KRNT TO GET THE JOB DONE.

TO SUBSTANTIATE THAT FACT, KRNT HAS SCORES OF SUCCESS STORIES OR—TAKE A LOOK AT THE LATEST C. E. HOOPER AUDIENCE INDEX, DES MOINES, CITY ZONE, FOR MAY-THRU-SEPTEMBER, 1950. YOU'LL SEE—

KRNT LEADS IN EVERY TIME PERIOD!

AND... THAT'S SOMETHING EVERY SALES MANAGER SHOULD KNOW!

CSOS Sudbury has joined Canadian Assn. of Broadcasters.

Copyright 1950 by A. C. NIELSEN CO.
NOTE: Number of homes is obtained by applying the "NIELSEN-REPUBLIC" estimate of Total United States Radio Homes.
* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

The Register of Little Falls, New York, is under the same management as the Recorder of Fayetteville, Arkansas.
TAX BAIT

Borton Alerts Advertisers

SPEAKING before the Canton Advertising Club, Elon G. Borton, president of the Advertising Federation of America, last week warned advertisers that the defense situation may provide excuses for "more regulations restricting and possibly taxing advertising."

"Laws and bureau regulations about advertising have increased in recent years," said Mr. Borton. As an illustration of the danger, he cited the initiative measure on the ballot in Oregon to prevent promotional advertising of liquor; the present study by the Congressional Joint Committee on Internal Revenue Taxation of tax deductions for advertising budgets, and the proposal of the House Lobby Investigating Committee that institutional advertising be classified as lobbying and taken out of the tax deductible category.

He further urged advertising people to inform legislators and government officials of the place advertising holds in our economy. Mr. Borton continued: "Also, the large expenditure for advertising is a tempting subject for taxation in this period when extra tax revenue is being sought everywhere. Already there are many indirect taxes on it. If one state should pass a direct tax on advertising, the other 47 would probably follow suit quickly. The danger is greater than many of us think."

Low-cost operation and long trouble-free service
are basic features of all
RCA mercury-vapor rectifiers

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

THE SINS OF AMERICAN RADIO

Prove Topic for Radio Moscow

THOSE American radio listeners who do not possess shortwave sets may be enlightened to know that "the American radio is a network of shameless slanders and warmongering" and that 85% of all U. S. broadcasting stations are grouped in four networks controlled by trusts, with strict allegiance to "Washington politicians."

At least that's the line currently being put out by Radio Moscow in broadcasts beamed to Rumania and other European nations as monitored by the U. S. government monitoring service.

The Voice of the USSR also attacked the Voice of America and "the head, Herbert Howard," who "juggle" figures relating to the living standard of the American workers. Radio Moscow continued:

The Voice of America supports the warmongering policy of the United States and offers the microphone to all traitors, war criminals...The Voice is the basest office of the warmongering policy of Wall Street. It is under the direct control of the State Dept. and is financed by great industrialists...

Radio Moscow also told European listeners that Al Jolson, the American "Negro" entertainer, forsook the people's democracy for the American dollar. Meanwhile State Dept. officials, declining to comment on the Russian propaganda, were nulling the identity of "Herbert Howard."

PUBLIC RELATIONS

APRA Meet Opens Today

ANNUAL meeting of the American Public Relations Assn. starts today (Monday) and runs through Tuesday, at the Willard Hotel, Washington. Distribution of awards to various organizations for outstanding achievement in 1949-1950 in public relations will highlight the program.

Topic for discussion at today's luncheon will be "Is The Language of Business Understood?" Subject of the final panel discussion will be "How Good Is Government Public Relations?", with both government and the public represented. Speaking for government will be Francis Russell, director, Office of Public Affairs, U. S. Dept. of State, and representing the public side will be Theodore F. Koop, director of news, CBS Washington.

Drew Pearson, columnist and radio commentator, will present a special award of a silver anvil to Howard U., Washington, for outstanding achievement in the field of international relations.
New steel mills are being rushed to completion . . .
still others are being planned. Existing mills are
being improved, as steel companies review their
plans to make sure they are ready to meet the new
demands of re-armament and growing civilian needs.

If you need some of the many, many things made from
steel that make American life so comfortable, be patient.

Right now, steel supplies seem shorter than they really
are. The steel industry is bigger than you think. Look
carefully at the chart for proof of that. Competition
has made it big and strong, taught it to lick every prob-
lem by breaking production records.

AMERICA'S STEEL INDUSTRY
Greatest Industrial Triumph of Free Men
More than 200 companies make up the free
and independent steel industry of America.
Strictly Business
(Continued from page 16)

pitch in to make a radio show click, aiding in copy composition, often directing and even assisting in the operation of the show itself.

That is when Frank strode side-by-side with Oakite's pioneering in radio entertainment and advertising. He recalls one of Oakite's first programs at WABC New York (now WCBS) broadcast 9:30 a.m. every Friday. The orchestra was known as the Oakite "Red Wings" (changed to "Oakidettes"). The show ran the "entire gamut of every kind of conceivable broadcast . . . dramatized with musical accompaniment, everything from a corn husking bee in Iowa, to a train-robbery drama in Cheyenne . . . to our 'long-haired' effort of dramatizing the Passion Play on Good Friday."

No challenge was too great in those days, Frank continues, "we even did 'Custer's Last Stand,' without any actors except a couple of the boys from Oakite and some of the pageboys in Columbia (CBS),"

Frank also was a radio entertainer. He and Hugh Walton, now a leading CBS announcer, used to harmonize on the shows while Frank played accompaniment on a ukulele "which might even predate the early efforts of Arthur Godfrey."

Over the years, Oakite has sponsored, according to Frank's files, such varied programs as poetic readings, chamber music, dramatizations, musical shows, reportorial programs, news shows, band music and home economy.

Martha Deane Sponsor
He points to Oakite as the advertiser who first backed Mary Margaret McBride on WOR New York, when she was known as "Martha Deane." Oakite's radio record embraces regional network shows, home economic shows and a series of radio spot announcements, to name a few.

Oakite's trademark on the air has been "Okey," who, like the nationally known "Johnny" voice of Philip Morris, talks confidentially to housewives about the product. This personal approach, Frank observes, has proved itself by the avalanche of mail pulled.

With television becoming the broadcasters' newest art, Frank says Oakite, of course, has been keeping pace. The firm sponsored The Big Idea for its first 26 weeks on WCAU-TV Philadelphia, participated in Market Melodies Show on WJZ-TV New York and The Kitchen Clinic on WEWS (TV) Cleveland.

Frank's formal education was received at the High School of Commerce and Columbia College in New York City. His first business experience was at Ingersoll Rand Co.'s A. S. Cameron Steam Pump Works Division. Early in his career, he was merchandising man-

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From where I sit
by Joe Marsh

We Ask That "Fares" Play Fair
Judge Cunningham was telling about a taxi ride he took over to the County Seat last week. The cab was all littered with cigarette butts, plus candy and gum wrappers. This annoyed the Judge and he spoke to the driver about it.

To his surprise the cabman answered right back. "Don't blame me," he said. "Past as I clear this taxi out, the fares just mess it up again. I like a clean cab as well as anybody, but a man has to have some co-operation!"

Judge figures the fellow was in the right, and maybe we ought to do a little campaigning with the public. I agree with him—that's why I'm writing this article.

From where I sit, it's important for us to remember the fellow who's going to get in the cab after we leave it. Because he pays the same as we do, he's got the same right to a clean, comfortable ride—just as he has the same right to enjoy the beverage of his choice (be it coffee, beer, lemonade, or what have you).

Joe Marsh

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Cable - 11:30 a.m. — date and time for broadcast of the huge Republican rally staged at Point Pleasant, W. Va.—were well rewarded by the sun-up to sunset. According to WJEH, telegrams and letters complimented the job, despite difficulties, flooded the office.

The fly in the ointment proved to be the sudden grounding in Weston, W. Va., of the plane carrying former U. S. Sen. Rush D. Holt of West Virginia. In order to pick up the speech, arranged by West Virginia State Sen. Bart Jones and Truman Morris, WJEH general manager, to be broadcast with the address of U. S. Sen. Joseph McCarthy (R-W. Va.) from the rally site, some radio know-how had to be employed.

By the way of the Ohio Bell Telephone Co. office in Gallipolis, the station contacted its engineers to stand by as did those of the Chesapeake & Potomac Telephone Co. in Point Pleasant, AT&T in Huntington and the C&P in Weston. Feed originated at WHAW Weston with aid of AT&T Huntington and then relayed via Parkersburg to Gallipolis and from there over the air and also to Point Pleasant. Arrangements were worked out by Mr. Morris, his engineering staff under the director of Chief Engineer John Moorehouse, and Announcers Chuck Eaterly and Bill Waterson within two hours after Mr. Holt had informed the station he was stranded.
Blaw-Knox is building
MORE RINGSIDE SEATS
for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers...Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
HIGHER RATINGS*

YOU NAME IT

RA

21.7 AVE Louisville

AVE

16.8 WOW Omaha

WAYNE KING

19.1 WJR Detroit

1/4 HOUR SHOWS

MR. AND MRS.

* MEET THE MENJOUS Starring Adolphe and Verree Teasdale Menjou

* EASY ACES Perennial favorites, Goodman and Jane Ace in their brand of comedy.

MUSICALS

* SHOWTIME FROM HOLLYWOOD With Freddy Martin and his saxophone and The Martin Men.

* PLEASURE PARADE With Vincent Lopez and The Modernaires.

* THE BARRY WOOD SHOW With Margaret Whiting, The Mel and Henry Sylvan and his Orchestra.

* SINCERELY KENNY BAKER With Buddy Cole and his Men of Korn Krobbers America's most humorous band, with Alan Snape, Lydia Summers, Stanley Carlson, Gerald Allaire Sears, r Selinsky, Orchestra Conductor.

WESTERN VARIETY

* OLD CORRAL With Popsy Cheshire, Sally Foster, Merle Travis and The Bunk House Quartette.

MYSTERY

* MANHUNT An exciting mystery thriller.

SOAP OPERAS

* DEAREST MOTHER, CAREER OF ALICE BLAIR, FOF Three popular soap operas.

SPORTS

* ONE FOR THE BOOK Delightful 5 minute sports stories Can be combined for 15 minute show.

THERE'S A
AS IT!

1/2 HOUR SHOWS

WESTERN ADVENTURE
★ CISCO KID O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast.
★ LIGHTNING JIM Exciting western adventure. Each episode complete.

DRAMA
★ FAVORITE STORY Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY
★ PHILO VANCE Scientific sleuthing portrayed by Jackson Beck and star cast.

MUSICAL
★ THE GUY LOMBARDO SHOW With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.
★ THE WAYNE KING SHOW With the Waltz King and his incomparable music. Narrated by Franklyn MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

FOR DETAILS, WRITE, WIRE OR PHONE...
Facts, War & Taxes

WITH the off-year elections over, a new tax-minded Congress will shortly convene. It will be goaded by the Administration to wring every possible dollar out of industry—and individuals—to pay the stupendous cost of total war armament, and to cover the deficit and withal to our auditorium-ridden allies.

The broadcast media expect to be taxed along with all other pursuits. But they must be alerted against inequitable burdens.

Some already are upon us. Take the excise taxes on radio, and now TV receiving sets, which were thrown into the "luxury" category. Turn to the Civil Defense Plan and you find the broadcast media classified as the "nervous system." Luxury indeed!

Those, however, are over the legislative hill. What's ahead? Notice was served last session of legislative proposals for license fees on stations to defray the cost of their administration by government. During radio's 30 years, this proposal has been advanced at least 30 times. It has been backed because of its obvious discrimination against companies which pay taxes at all established levels and get no more out of government than other industries or pursuits paying no special imposts.

Excess profits taxes, or war profits taxes, which are certain to be legislated at the new session, also await close scrutiny by the radio-TV media. Last spring's hardship was caused. Since the close of World War II (if, indeed, it has closed) many stations have expanded plant and facilities, making extraordinary expenditures. There are 107 TV plants in operation, none of which turned the economic corner until this year. They certainly are entitled to consideration in revenue legislation which would be designed to syphon off only those profits earned as a result of the emergency conditions.

At the NAB District 4 meeting in Williamsburg: a fortnight ago, cognizance was taken of both the franchise and the excess profits tax projects. It's a job that can be done partially by the NAB and the RTMA, which also is at work. But it's also a task for all broadcasters and telecasters, who should acquaint their congressional delegations as to the facts—now, and on the front porch before the new session begins.

Crosby Cropper

JOHN CROSBY has stepped out of his principal character as radio-television critic of the New York Herald Tribune and, by composing a damming essay on radio's "Seven Deadly Sins" (Life, Nov. 6), has damaged his reputation for critiquing criminals.

Mr. Crosby is himself guilty of some of the sins that he attributes to radio. Provincialism, for example.

"Radio became a troglodyte," he writes, because its production centers were New York and Hollywood, "two of the least characteristic cities in the country." Yet his article is written from a New Yorker's point of view.

Throughout the piece he treats radio in the past tense and rallied habit that seems inexusable even in a writer working in New York, where television has had its most vigorous growth.

To illustrate his sweeping assertion that advertisers dominate radio, Mr. Crosby cites a Lazarsfeld study that showed only half of American women liked soap operas.

"While grafting up the rather astonishing taste of the 50% of women who like soap opera," Mr. Crosby writes, "the advertiser failed utterly to put anything on the air to appeal to the 50% of women who hated it."

Mr. Crosby must know better than this, if he does as much listening as he claims to.

Mr. Crosby's whole approach to radio in his Life article is that of a man who, passing a news stand on which a large number of confession, detective and spy story magazines are displayed, concludes that the entire magazine industry panders to the drooling books among the populace. You have to look for what you want on radio, just as you do in magazines, newspapers, the stage, movies or any other medium of entertainment or information.

Many of the high spots of radio's history as a medium of information and entertainment were ably outlined last week in CBS' "The Sound of Your Life" [Broadcasting, Nov. 3]. Appropriately enough it was distributed to thousands in radio and related fields at almost the same time that Mr. Crosby's article appeared on the magazine stands.

Not everything in Mr. Crosby's article is unjust. Indeed, the entire enterprise is full of frailties. The essential feature of the piece to which we object is that it exaggerates the frailties and forgets the very great strength of the biggest medium of mass communications.

NAB: Cross-roads Crossed

THE "FISCAL YEAR" of the NAB wound up last week with the completion of the last of 17 district meetings. The board of directors meets this week to appraise the results, balance the books, and chart the course ahead.

Just a few months ago, the NAB was at the cross-roads. There were serious questions whether it would survive.

All that has changed. William B. Ryan, a practical broadcaster fresh from combined AM-TV operations on the West Coast, took over May 1 as general manager. His approach was sound. A leader in association after all, was a business. He had no preconceived notions about protocol or precedent. Washington's rarified atmosphere did not awe him.

He moulded the NAB staff into a smoother machine. He has kept within somewhat diminished budget limits. He has worked well with President Justin Miller, who has gained a freer hand on policy.

This completes what might be described as the first phase of NAB's renaissance. Promises made at district meetings must be fulfilled. Foremost are Broadcast Advertising Bureau and Broadcast Audience Measurement.

And there's the ever-present Washington waterfront job—its wartime assignment in these explosive days. There's nothing more fundamental than the protection of the media that constitute the broadcasting arts—aural and visual—against the onslaughts of those who would dilute their freedom. A few weeks ago, President Truman referred to these media as "adlible journalism," entitled to freedom on parity with the press.

The NAB board that meets in Washington this week will face lesser pressure than confronted it prior to the district meetings. Phase 1 can be recorded as "well done." From this point it's a matter of activating the blueprints, as well as keeping the association's organizational structure tuned to the needs of its AM, TV and FM segments.

William Stewart Grant

JUST 10 years ago this month a new firm name appeared in radio circles on the West Coast. It was the W. S. Grant Co., Inc., a name known today across the country as one of the largest radio representative firms in the nation, operating exclusively in secondary markets.

In the short decade of its life the firm has accumulated more than 40 independent station accounts, leaving behind many older established firms in the highly competitive representative field.

The man behind this success story is William Stewart Grant, a quiet, mild, modest man of 48, who gave up a successful and promising career in the newspaper business to embark on a new career in radio, a field in which he had no previous experience and very little acquaintanceship. The move was not entirely of his own choosing.

In 1939, at 37, Mr. Grant was business manager of the Meroed (Calif.) Sun-Star. Behind him were 20 years of newspaper work. He had climbed to his executive position through the various departments of numerous publications across the country. The owner of the newspaper, Hugh McClung, also was owner of four California radio stations—KYOS Merced, KHSL Chico, KVCV Redding and KMYC Marysville—and he was concerned over the lack of sales skill on the station's staff. He was receiving from advertisers outside their re-

(Continued on page 58)

By AWFRDY QUINCY

IN Metropolitan New York where television receiver saturation is highest, a survey of paying customers at Rockaway Park showed that radio advertising had pulled 48 customers for every one attracted by television. Must be that all the TV families are patrons of Coney Island.

* * *

After watching Mrs. Arthur Murray introduce Mr. Arthur Murray to the TV audience, we still inquire "Is there an Arthur Murray?"

* * *

The Korean war has taken a turn for the worse, but don't worry kids. If the going gets too tough, we can always put in Hopalong Cassidy.

* * *

When talent starts passing judgment on the merits of color TV we are reminded of some of the wonderful program and sales ideas we've had from our engineers.
CLASS OF SERVICE

This is a full-rate Telegram or Cablegram, unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

DA128 SYA185
SY.AVA101 DL PD=AV NEW YORK NY 3 1229P= 1951 OCT 3 PM 12 02
RALPH W NIMMONS=STATION WFAA
1122 JACKSON ST DAL=

HORRIFIED TO LEARN NO AVAILABILITIES FOR CHAP STICK IN EARLY BIRDS. YOU DID SUCH A GREAT JOB FOR US LAST YEAR WE WERE COUNTING ON YOU. SCHEDULE THREE A WEEK TWENTY TWO WEEKS STARTING OCTOBER SIXTEENTH. PETRY ADVISED BACK IN JUNE TO PUT THROUGH CONTRACT SOON AS YOU COULD ACCEPT. PLEASE GIVE THIS YOUR PERSONAL ATTENTION NOW AND OPEN UP FOR ME=

PAUL G GUMBINNER L C GUMBINNER ADV AGENCY INC 9 EAST 41
ST NEW YORK 17=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE.

Radio Service of the DALLAS MORNING NEWS
Martin B. Campbell, General Manager

Represented Nationally by EDWARD PETRY & CO., INC.
Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Express to coast. Delivered 5 a.m. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 50-lb. carton: 85c.

**RADIO** stations have long considered their traffic departments among their prime problems. How, broadcasting executives wonder, can a simplified, at-a-glance and yet complete system be devised which will immediately answer mandatory questions regarding announcement and program availability?

WIS Columbia, S. C., on NBC has found a solution to this trouble pertaining to the highly complicated and vital traffic department situation. It all came about when, in 1943, Managing Director J. Dudley Saumenig—a veteran of the broadcasting business since 1927—determined that someone should perfect an "ideal" traffic system to offer an assist in this important role of the radio industry. Results were completed in 1944 and have seen no major change since then.

Utilizing the Remington-Rand Visible Kardex system with special printed colors, Mr. Saumenig's system allows solutions to the following long-standing traffic department problems in a simplified manner:

1. Any trained employee may see at a glance the entire picture of the week's operation, with announcement and program availability all visible.

2. The unique system of color signals and tabs indicates every traffic and sales operation; shows the source of all commercial and sustaining programs and announcements; notifies the viewer of all expirations; indicates all advanced reservations and sales by date; and allows the viewer to immediately recognize all open time including segments in participating periods.

3. A companion Kardex system allows for easy and correct scheduling of transcription tracks, as well as copy instructions by numbers on dates authorized, etc.

4. The unusual flexibility of the system allows the individual portable trays to be lifted from their rack for typing schedules and other necessary purposes. The seven individual trays each contain 85 packets using the standard 8x5 Kardex cards. These packets rest in a rack at a 30-degree angle. Thus the rack is 65½ inches long by 28 inches deep, and may be used on a standard 60-inch desk.

5. The upper non-visible part of the log cards are specially printed forms, containing all information necessary pertaining to a program or announcement in a readily accessible, easy-to-read manner by merely lifting the packet.

6. Conveniently installed beside the telephone and teletype outlets in the WIS traffic department, the system allows immediate confirmation of telephone or teletype inquiries regarding availabilities, program information and the like, as well as indicating product conflicts.

Mr. Saumenig estimates that his station log and traffic system saves its original cost twice each year, considering the time and effort saved by keeping coordinated with the system with other traffic department activities.

Last June Mr. Saumenig was invited by Free & Peters Inc., pioneer radio station representative, to illustrate and explain the intricately planned system as a part of an F&P sales clinic conducted at Chicago's Edgewater Beach Hotel. The 75 broadcasters in attendance were high in praise of the easy-to-read method of traffic procedure, Mr. Saumenig reports.

**The Traffic System Problem**

WIS Uses Remington-Rand Kardex for Answer

**Canadian Clinic**

FIRST CANADIAN Television Clinic is to be held by Academy of Radio Arts, Dec. 7-9 at the Royal York Hotel, Toronto. A number of leading specialists from U. S. television stations will present first-hand insight into the many problems of telecasting, from engineering to performing. Clinic will take the form of addresses and round table discussions, and will be directed by Lorne Greene, well-known Canadian announcer and director of the Academy of Radio Arts.

**WIS station log and traffic system unit.**
Graybar recommends
MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc.
Executive offices: Graybar Building, New York 17, N. Y.
RAYMOND S. GREEN, general manager WPLN (FM) Philadelphia, elected vice president Franklin Broadcasting Co. Will continue as manager. WILLIAM DAVISON named sales manager and PAUL GOODYEAR program director.

STEVE MADDEN, general manager KPRS Olathe, Kan., resigns. Will open own agency at 112½ E. Park, Olathe.

EDDIE PHELON, announcer-promotion man WJXN Jackson, Miss., to WVIM Vicksburg, Miss., as assistant manager. BOB HALLGREN to WJXN sales and promotion staff.

CHARLES E. KENNEDY appointed station manager WANE Fort Wayne, Ind. Was with WTHI Terre Haute, Ind., as sales manager.

EDNA G. PERKINS, KLAC Hollywood, named executive secretary of Television Broadcasters of Southern California.

ARTHUR H. SHERIN Jr., director TV sales Avery-Knodel Co., N. Y., to account executive in TV division Edward Petry & Co. Inc., N. Y.

WILLIAM F. FAIRBANKS, NBC research and sales promotion-advertising departments, to ABC as account executive in radio sales.

KOME Tulsa appoints John E. Pearson Co., New York, as its national representative.

TED WEBBE, sales manager and industrial relations director WCTC New Brunswick, N. J., resigns. Future plans unannounced.

ALFRED J. HARDING, account executive CBS Radio Sales, N. Y., appointed account executive with CBS-TV network sales department, effective Nov. 20.

WKST New Castle, Pa., appoints Robert Meeker Assoc., N. Y., as station representative.

SAMUEL H. BENNETT, vice president in-charge of sales KMBC-KFMR Kansas City, Mo., resigns. Future plans have not been announced.

CLIFFORD H. GLICK appointed sales manager WAT Lake Worth, Fla. Was with sales departments NBC, MBS and WNEW New York.

MARVIN CONN to KFGO Fargo, N. D., as account executive and sportscaster.

MARY SUTHERLAND, resigned as member CBC board of governors, to manager CHUB Nanaimo, B. C.

MORRIS LUCOW, to sales staff CHUM Toronto, replacing WALTER MUZZYLO, resigned.

GENE STRACK to sales staff WXWL Indianapolis. Was assistant to director national public relations for American Legion.

ERNEST D. BEATIE, sales manager KULA Honolulu, to KGYW Vallejo, Calif., as sales representative.

AL MOREY, program director WBBM Chicago since March 1949, named director of program sales. Will direct department of four writers who will create, develop and sell new show ideas.

ROBERT M. WILLIAMS, with Philadelphia Inquirer in Detroit, to Harrison, Righter & Parsons Inc., Chicago office, as account executive.

ED KASPER and JACK GROSSCUP to Taylor Co., Chicago, station representative firm, as salesman. Mr. Kasper worked in radio department Montgomery, Ward & Co., Mr. Grosscup has been selling publicity service, both in Chicago.

GLENN R. THAYER appointed general manager WONW Defiance, Ohio. Was with WANE Fort Wayne, Ind., as manager.

Personals • • •

EARL BRADLEY, salesman WKRK-TV Cincinnati, father of a girl • E. L. BUSHNELL, director general of programs CBC Toronto, made Indian chief by Kiowa Tribe of Oklahoma • THEODORE C. STREIBER, president WORAM-PFNY New York, made honorary sheriff of New York City.


JOHN L. BOOTH, president Booth Radio and Television Stations Inc., Detroit, father of boy, John L. Booth 2d • GRAEME ZIMMER, vice president Radio Virginia, WXGI Richmond, Va., to serve on state Civilian Defense board in publicity department • LINCOLN W. MILLER, executive vice president KKA Seattle, elected to board of governors Washington State Press Club • FRED F. CHITTY, general manager KVEN Vancouver, Wash., elected vice president from third congressional district.

GEORGE WHITNEY, manager KPI Los Angeles, named radio chairman Los Angeles County March of Dimes campaign • JOSEPH GARVEY, manager WJOL Joliet, Ill., father of boy, John Thomas • JERRY VERNON, head of TV network sales at ABC Central Division, and MARY MOOREHEAD, former secretary to ABC Central Division Vice President John H. Norton Jr., married Nov. 4.

REXALL CONTRACT

To Take 'Amos 'n' Andy'

CONTRACT for Rexall sponsorship of the CBS Amos 'n' Andy show Sunday 7:30-8 p.m., to start Jan. 7 is still in the verbal stage [BROADCASTING, Nov. 6] but is expected to be put into writing at an early date, and will extend only to the end of the present season, June 10, with no options. The drug chain would take up the last 26 weeks of the current Lever Bros. contract which went into effect Oct. 1.

At the present time the firm is planning no summer show for the coming season. Rexall agency is BBDO, Los Angeles. In 5 clinical surveys, RFMJ outperforms Tulsa newspaper advertising 3 to 1 in dollar volume. Actual sales. Ask us for details. RFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Low- son Taylor, Mgr.
What The Advertising Council* is doing

to explain America to Americans!

What! explain America to Americans? Yes, strangely enough, the truth is that altogether too many Americans don’t really know what makes this great country of ours tick.

And that’s a danger. For, through ignorance, Americans may permit the undermining or destruction of the economic system which has made this country the envy of all others.

Can anything be done about it? Several years ago leaders of the AAAA and ANA decided “Yes”. As a result, The Advertising Council’s “Economic Education Program” was born. Its objective is to “give all Americans the knowledge that is needed to appreciate our system and the determination to make it better.”

After two years of preparation, this program was launched in November, 1948, and is still in operation. One of the biggest and most successful of all Advertising Council programs, it has been endorsed by representatives of management, labor and the public. It was planned with the guidance of and has received the approval of distinguished citizens from all walks in life.

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

The success of this important program depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space and time donations, will mean a lot toward a better understanding of the American economic system. For full information write to: The Advertising Council, Inc., 25 West 45th Street, New York 19, N.Y.

Published in the public interest

by

BROADCASTING

The Newsweekly of Radio and Television

November 13, 1950 • Page 53
CALIFORNIA: ROBERT RICH, named WBEN sales manager.

THE PLOT THICKENS: EUGENE JONES, who worked as a writer for Radio and Television at the WINS studios, has also sold radio time on WPXW. He recently signed with the Progressive Broadcasting System.

SCHOOL FILMS: WQAM Distributes Newsreel

THROUGH the cooperation of WQAM Miami and the Miami Herald, Florida schools are receiving current up-to-the-minute newsreels of world and national events as a regular educational feature.

The newsreel is the monthly issue of the "News Magazine of the Screen," a timely, dramatic, informative and factual presentation of news events, and goes to the classroom at no cost to the school. Film has a scheduled release date for each of the nine months of the school year, and each copy is distributed throughout the schools of Florida under a specially devised plan that will assure speedy circulation and the greatest possible audience.

More than 20 copies of each issue are being made available by the Miami Herald and WQAM for use within the Florida school system. Some copies also will be available for use by various civic groups throughout the state to be shown at noon and evening meetings.

Hollinger to KPOA

FIN HOLLINGER, manager of KIST Santa Barbara, Calif., for the past three and one-half years, joins KPOA Honolulu as general manager effective of this day. Before joining KIST in 1947, Mr. Hollinger was for over five years manager of KDB Santa Barbara and prior to that was commercial manager of WHLD Niagara Falls, N. Y.
RISE EARLY...
6,000 Jam KRNT Dawn Show

Peo people have been known to get up with the chickes and all-night radio parties are not exactly new, but KRNT Des Moines, Iowa, "pulled" some 6,000 fans right out of their beds and drew them to its Don Bell anniversary "daybreak" show at 6 a.m.

For the second straight year KRNT jam-packed its huge theatre for a three-hour party jam- barooe consisting of audience participation stunts, skits, musical numbers, etc. To top it off, the station served 6,000 doughnuts and 180 gallons of coffee. Occasion was Mr. Bell's fourth anniversary at KRNT where he has become a top-rated disc jockey and one of Iowa's most popular radio personalities.

The Bell anniversary is one of KRNT's biggest promotions and requires services of 40 people to stage the event. Station held a similar program last year and drew 4,500 spectators to the KRNT Theatre. Mr. Bell also received transcribed salutes and wired congratulations from ABC network stars, and additionally was saluted on three network shows -- Johnny Olsen's Luncheon Club, Don Mc- Neill's Breakfast Club and John Reed King's Chance of a Lifetime.

They say...

"When [sports] attendance falls off, as it has been, they blame it on television and they tell you that if you don't think television hurts the gate take a look at the receipts of the Louis-Charles fight ... Television killed the gate for that fight, they tell you.

"So, we'll tell them something, that is: Television saved the gate of the Louis-Charles fight. The only reason the television and radio rights were sold was that the advance sale of tickets was so small that the promoters faced a loss and the $140,000 they received for the rights carried them over the financial hump." From Sports column in The Detroit News.

**WDRC**

CONNECTICUT'S PIONEER BROADCASTER

NOW! HARTFORD GETS MOST VOTES AS NO. 1 TEST CITY FOR THE U. S. A.

*According to Sales Management Survey (Nov. 10th Issue)*

**BROADCASTING • Telecasting**

---

**Disc Jockey Bell puts baby caps on three audience participants who race each other to empty the contents of their bottles and win a prize. Stunts like this entertained 6,000 Iowa radio fans at KRNT daybreak party on Mr. Bell's anniversary.**

---

**upcoming**

Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.
Nov. 16-17: Board of governors, Canadian Broadcasting Corp., Ottawa.
Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Building, Washington.
Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.
Nov. 27: Congress resumes.
Nov. 30-Dec. 2: Western Assn. of Broadcast Engineering Convention, Palmer Hotel, Calgary, Alta.
Dec. 1-2: Florida Assn. of Broadcasters, Mayflower Hotel, Jacksonville, Fla.
Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Dec. 7-9: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.
Dec. 8: Television Broadcasters Assn. meeting, New York.

**PACIFIC AAAA**

**Names Cole Chairman**

L. C. COLE of L. C. Cole Co. Adv., San Francisco, was elected chairman of the Pacific Council of American Assn. of Advertising Agencies last week, and Carl K. Teater, Philip J. Meany Co., Los Angeles, was named vice chairman of the council for the 1950-51 term. Merle W. Manly of Botsford, Constantine & Gardner, Portland, was re-elected secretary-treasurer.

Mr. Teater and Charles R. Devine, Devine & Brassard Inc., Spokane, were elected governors of the council for the two year term, and Gene Duckwall, Poole, Cone & Belding, Los Angeles, was named governor for a one-year tenure.

**MAGNECORDER**

For every purpose... every purse!

**PT6 SERIES**
Most widely used professional tape recorder in the world.

**PT6 SERIES**

Three heads to erase, record, and monitor from the tape.

**PT63 SERIES**

Three heads to erase, record, and monitor from the tape.

**PT7 SERIES**

A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

**MAGNECORDER, INC., Dept. B-11**
360 North Michigan Avenue, Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name...

Company...

Address...

City...

State...

November 13, 1950 • Page 55
JAMES J. CASSIDY, public relations director, Crosley Broadcasting Corp. (WLW - WLWT), Cincinnati, to Hill & Knowlton Inc., N.Y., public relations consultant. First joined Crosley in 1938; has served as writer, special events director and war correspondent. Was named head of Crosley's public relations department in 1940.

RAYMOND K. MANEVAL, supervisor, radio program research at NBC, to Scherwein Research Corp., N.Y., as director of commercial testing.

ED STERLING, CBS Hollywood stage, held new with National Guard producing and directing radio programs for Camp Cooke 40th Infantry Division, promoted to corporal.

RCA International Division moves to RCA Bldg., 30 Rockefeller Plaza, N.Y., Telephone, Judson 6-3800.

ETTINGER Co., formerly Margaret Eifinger & Co., public relations and industrial counselor, moves to new offices at 745 Fifth Ave., N.Y., Telephone, Murray Hill 8-4882. LIDA LIVINGSTON, Hollywood office, transfers to N.Y.

BETTY ANN HUDSON, freelance publicist, to Osarat-Steffer & L.A. radio TV packager, as publicity director.

RICHARD N. CHIND BLOOM, head production supervision, Bray Studios, N.Y., named head of slide film production, Transfilm Inc., N.Y.


ASTATIC Corp., Conneaut, Ohio (phonograph equipment), appoints Maury E. Betts Co., manufacturers' representative, to serve as sales representative in Missouri, Kansas, Nebraska and Iowa.

TELEVISION ENGINEERS Inc., Chicago, opens new south side office at 311 E. 79th St., Chicago.

KSWM JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND...

$285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

*This map shows airline miles to nearest metropolitan centers, serving unduplicated CBS sales to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President.

Nationally Represented by WILLIAM G. RAMBEAU CO.
FIRST district meeting appearance was made at Williamsburg, Va., by William B. Ryan, NAB general manager. In group (L to R): E. J. Gluck, WSOC Charlotte, N. C.; Mr. Ryan; and H. J. pipers, WVEC Roanoke, Vir. Mrs. Ryan; Cecil B. Haskins, WWNC Asheville, N. C.; Mrs. Carla B. Keys, WFLF Farmville, Va.; Greene Zimmer, WWIR Richmond, Mrs. Horace E. Henderson; Horace E. Henderson, U. S. Jr. Chamber of Commerce; Charles A. Batson, NAB.

NAB District 4 Registration
See separate story this issue


NAB District 4 Registration
See separate story this issue


RI, WYVA Charlotte, S. C.;

R. F. Doherty, NAB, Washington;


INDIA District 4 Registration
See separate story this issue

BROADCASTING • Telecasting


掬

STAY ON TOP

With KFSD

The Station First in Audience, Coverage, Power Year After Year in San Diego, California

Chart is based on share of audience = total rated time periods - from hoop survey

MYERS RESIGNS

Leaves NBC for New Firm

ROBERT P. MYERS, assistant general attorney for NBC, has resigned from the station to become a member of the law firm of Lillic, Geary & McHose, in charge of its Hollywood office, effective Dec. 15.

Mr. Myers joined the legal staff of NBC in 1954, after serving for six years with RCA Communications, RCA International Division, RCA Victor Division and RKO. In his legal capacity, he took part in many of the successful negotiations between the networks and ASCAP and recently was chairman of the TV committee which is negotiating a separate contract agreement with the music industry.

Considered one of the leading legal authorities in radio on copyrights, Mr. Myers is a member and former chairman of the copyright committee of the Association of Bar of the City of New York and a member of the American Bar Assoc. committee on copyrights.


Respects
(Continued from page 48)

spective areas. He turned to his newspaper business manager to help him out and asked Mr. Grant to represent the four radio stations.

Mr. Grant pointed to his lack of experience in the radio business. Mr. McClung pointed to his success and experience generally in the advertising and business field. Still Mr. Grant hesitated. Reluctant to abandon a career built over two decades, he hesitated almost a year. But finally, on the continued urging of his employer, he agreed to represent the stations on an independent basis, as a radio representative unassociated with the newspaper or radio stations directly.

In November 1940, he opened his radio representative firm, W. S. Grant Co., Inc., with offices in San Francisco. Almost immediately Mr. McClung began to get increased advertising accounts for his stations. And as fast as the name of W. S. Grant and his ability to get results spread through California, and then through Oregon and Washington and other Western states. Owners of other small stations began to approach Mr. Grant to request that he represent them. Almost all of his earlier accounts came to him this way, unsolicited. Gradually the number of stations grew; sometimes three or four

were added a year, some years they came in faster.

He had no "secret" for success, no special "pitch" to offer prospective accounts. His firm was built merely on a steady, conscientious approach that somehow (he himself is at a loss to explain how) got results. Today he handles approximately a million-dollar worth of business annually for more than 40 small independent stations. He believes his firm represents more stations than any other firm confined entirely to secondary markets. He has offices in Los Angeles, New York and Chicago, as well as San Francisco. The San Francisco office still is headquarters for the firm, and the bulk of his stations are concentrated on the West Coast.

Born in Washington

William Stewart Grant was born on June 28, 1902, in Washington, D.C. His father was a government worker. He was reared in the Capital and attended Washington Central High School. He began earning his way early in life, working at various part-time jobs after school hours and during vacations. At 18 he started his newspaper career in the mechanical department of the Washington Star. Subsequently he also worked as a pressman and in the circulation department of the same newspaper. Then, in the newspaper tradition of the day, he began traveling around the country. For the next

seven years he learned his trade in a number of widely separated newspaper offices—the New Orleans Item, Ketterbokker Press, Washington Times, Baltimore Sun and the San Francisco Call-Bulletin. In 1927 he became advertising manager of the San Jose (Calif.) News. He moved to Mr. McClung's Merced Sun-Star in 1936 as business manager, having by that time accumulated journeyman ratings in almost every department of newspaper work.

In 1940, when Mr. Grant opened his representative firm with the four McClung stations (he still represents the same four stations today though KYMC Marysville is now owned by Horace E. Thomas), secondary markets were to a great extent ignored by national radio advertisers. Mr. Grant pioneered national spot business for the small markets of the West. He approached the job of selling national advertisers on the use of his stations as he would approach any customer with any other commodity he had to sell. He had a market to sell. He presented the advertisers with facts and figures on the populations and buying power in his markets. He showed them that these markets were not being reached to best advantage and showed how his radio stations could do the job.

Simple Philosophy

In Mr. Grant's modest review of the growth and success of his firm, it was as simple as that. He's never used high pressure techniques; never been a glad-hander or back slapper, and he's never been a joiner. Unlike most businessmen who see club and civic associations as a necessary part of their business in securing contacts, Mr. Grant has never joined anything. He holds memberships in not a single club, lodge, social, civic or fraternal group. He does attend advertising club luncheons on occasion, when an interesting program is presented, but he is not an advertising club member.

Outside of working hours he prefers to spend his time quietly at home with his family—his wife,
IN THIS ISSUE:

Initial Color Court Showdown Today Page 61

Daytime Network Shows Draw More Sponsors Page 61

'Rumpus Room' Sells Sauce Arturo Page 63

Latest Set Count By Markets Page 68

Nine years as Washington's favorite radio personality assures you of a large and established audience for BILL HERSON's new Monday through Friday television show. HERSON-IN-PERSON (2:00-3:00 p.m. Mon. thru Fri.) has the same appeal for audience and advertisers that has made BILL HERSON Washington's number 1 salesman. It's Live—It's Lively—It's New!!

Live demonstrations or film commercials at $50 each. For further information contact your nearest NBC Spot Sales Office, or the WNBW Sales Department at REPUBLIC 4000.

WNBW • CHANNEL 4 • NBC TELEVISION IN WASHINGTON, D. C.
Plain talk

to a sales-minded ad manager
to an ad-minded sales-manager

The new KATE SMITH SHOW—costs you less than ½¢ per sale demonstration inside the home
—costs you less per thousand women viewers than the average full page ad noted in leading women’s magazines
—reaches over 10 times more homes than the average daytime woman’s program

THE KATE SMITH SHOW
on NBC Television

(Source: The U. S. Television Audience, American Research Bureau, October 1-8, 1950)
COLOR BATTLE TO COURT

THE COLOR television battle moved ahead on multiple fronts last week, with the basic legal phases—RCA's suit against FCC approval of the CBS color system—headed for at least an initial showdown in Chicago's Federal District Court tomorrow (Tuesday).

In a surprise move Pilot Radio Corp., which is seeking to intervene in the suit on the side of RCA, subpoenaed color TV correspondent of Sen. Ed C. Johnson (D-Colo.) with FCC and CBS, as part of the court proceedings.

Pilot President Isidore Goldberg issued a statement saying Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee and an ardent color advocate, has "evinced far more than a legislative interest in the controversy," and that his interest "and its influence on the Commission should be fully disclosed in the public interest."

Sen. Johnson promptly dispatched telegrams to FCC Chairman Wayne Cox and CBS President Frank Stanton saying "I hope that every shred of correspondence between me and the FCC and the CBS will be made a matter of public record. I have nothing to hide and I have nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television."

"In addition," he said, "I believe it would be well for Pilot Radio Corp. to make full disclosures of meetings, correspondence and understandings between them and other TV manufacturers in relation to color television."

Pilot Gets Court Order

Pilot attorneys, Munchin & Smith of New York, obtained a court order for the subpoenas, which were served Wednesday on CBS and FCC representatives in Chicago. They are returnable tomorrow—date of the hearing on the RCA suit.

The hearing will be conducted by a three-judge court and will cover RCA's request for a temporary injunction to stay the scheduled Nov. 20 effectiveness of the FCC color order and an FCC counter-motion for dismissal of the suit and for summary judgment upholding the color decision, along with Pilot's petition to intervene in the case.

Judge J. Earle Major of the Court of Appeals and District Judges Philip Sullivan and Walter LaBuy have been named to hear the suit, which was brought by NBC and RCA Victor Distributing Corp., as well as RCA, their parent corporation [TELECASTING, Nov. 6], to begin demonstrations of its color system in New York tomorrow—and for inauguration of a network program service to be broadcast at Nov. 20, unless the court issues a stay order—there were these other color TV developments:

- In a letter pointedly critical of FCC, RCA told the Commission it would be unable to provide samples of its tri-color tubes to CBS "until we have completed our research work" (story page 62).

- In a change of mind, John Mekk Industries announced it is now shipping television sets built to accommodate "Add-a-Color" converter units to be supplied later (story page 72).

Columbia's color plans call for the launching of a series of public demonstrations in New York starting at 11 a.m. Tuesday. The shows—five a day, at 11 a.m., 12 noon and 1, 4 and 6 p.m. Monday through Saturday—will be held at 401 Fifth Ave., with space for several hundred viewers. Admission and the sponsor, more than one million tickets, which CBS arranged to distribute from four New York hotels, its own headquarters, and the demonstrations.

By midafternoon of the first day that tickets were made available, the entire batch for the entire first week's showings were spoken for. CBS passed out 15,226 tickets capacity for the week—by midafternoon Thursday, and before the day was over had been obliged to turn down several thousand requests, spokesmen said.

Extended Showings

CBS said showings will be continued indefinitely, with programs—some broadcast and some sent by closed circuit—to be received on ten color receivers installed on the street floor of the building. Demonstration programs will originate in Studio 3, on the 21st floor of the network's headquarters building, utilizing a standard black-and-white TV camera converted for color pick-ups.

Demonstration programs will include a variety of subject matter selected "to show the scope, appeal and effectiveness of color TV as a broadcast service for the home," CBS explained. They will be broadcast under the network's experimental license for colorcasting until Nov. 20, effective date of the FCC authorization for commercial operation.

On that date—baring a stay order from the courts—CBS will inaugurate network program service of a regular schedule of color programs for broadcast in other cities.

The network has not announced what (Continued on page 64)

DAY NETWORK TIME Three More to Sponsor

WEEKDAY daytime network television is actively catching on with national sponsors, with at least three major advertisers starting early in January to join the seven already sponsoring daytime TV.

Many agencies are recommending daytime television to their clients so that they can pre-empt the time.

Among the national advertisers to take to daytime is Quaker Oats Co., Chicago, through its agency, Sherman & Co. B饹eaxs, which will sponsor Gabby Hayes introducing western films, three times weekly on NBC-TV, 6:15-6:30 p.m. Quaker also will continue to sponsor its Gabby Hayes Show, a Martin Stone production, on Sundays 5:10-5:30 p.m. and its Zoo Parade, 4:30-5 p.m. Sundays, both on NBC-TV.

General Mills, through BBDO, New York starts Jan. 2 sponsorship of its Betty Crocker Program on Mondays and Thursdays, on CBS-TV.

Another sponsor as yet undisclosed expects to sponsor a television version of Bride and Groom, three quarter hours weekly. Program is a Masterson, Reddy & Nelson package. Agency and sponsor are currently negotiating with CBS and NBC for time.

Another show, It's in the Bag, a gigantic merchandising program featuring Wynn Elliott as emcee and the Four Jesters with a grocery store backdrop revealing the sponsor's products on the shelves, will be launched Thursday, Nov. 16, on the DuMont Network. Program will run five half hours weekly, 1:30-2 p.m. to promote the program and sponsor's names, will be distributed to grocery stores to be given to customers free of charge. Several large soap and food manufacturers are understood to be ready to underwrite the program.

General Foods Added

Of the nine daytime sponsors already on the air General Foods is the latest to launch into TV with its Bert Parks Show, three times weekly, 3:30-4 p.m. on NBC-TV, through Young & Rubicam, New York.

Others are International Latex, sponsoring Ilka Chase, on CBS-TV through Foote, Cone & Belding, New York, 3:30-4 p.m., Mondays and Fridays.

Procter & Gamble Co., Cincinnati, through Benton & Bowles is sponsoring its First Hundred Years on CBS-TV 2:30-2:45 p.m., Monday through Friday.

Sterling Drug sponsors Dennis James on the DuMont Network, 11:30 p.m., Monday through Friday, through Dancer-Fitzgerald-Sample, New York.

American Home Products Corp., and five others are sponsoring the participation Kate Smith Show, Thursdays, 4:15-4:30 p.m. on NBC-TV.

Owens-Corning Fiberglas Corp., through Fuller, Smith & Ross sponsors Vanity Fair, Tuesdays, 4:30-5 p.m. on CBS-TV.

Thirteen advertisers are sponsoring Homemakers Exchange Monday through Friday, on CBS-TV, 4-4:30 p.m.

Such advertisers as Lever Brothers, Libby, McNeill & Libby, etc., are also predictions for upcoming program formats for early starting dates on daytime video.
deMars Challenges FCC

FCC KEPT close silence last week on RCA's sharply worded refusal to turn over samples of its tri-color picture tube to CBS "until we have completed our research work."

"Responding Monday to FCC request of the previous week [TELECASTING, Nov. 6], RCA President Frank M. Folsom wrote the Commission that "your request . . . cannot be regarded as in the public interest or in accordance with the well-established American principles of free competition and fair play."

"Yet this kind of thing goes on in America," Mr. Folsom continued, "the Phillies certainly missed a bet in the last World Series. They should have asked the Yanks for Joe DiMaggio."

Mr. Folsom told FCC that "until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce the necessary amounts we will form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available."

FCC in its request had pointed out that RCA said last July it hoped to have samples of its tube available for industry study this fall, and asked RCA to "indicate when it could make some of the latest models available to go to Felicity those which do not. He indicated the cost involved is small compared to other factors of cost."

"As for the use of FM for video carriers, which now function upon the AM broadcasting band, Mr. Folsom said experience has shown FM is not suitable for public telecasting. He said the National Television Systems Committee considered FM for this purpose in 1940-41 but tests and experience have ruled it out because of multipath effect on picture synchronization."

On subject of receiver image rejection capabilities, Mr. Fink urged FCC not to allocate on the basis of either extremely poor or good sets since a burden would be imposed on FCC allocation on the one hand and the public on the other through excessive cost. He believed JTAC would approve standardizing the intermediate frequency band as a small area but personally did not feel this would deter manufacturing progress on IF.

On Thursday, W. C. Higgins, engineer with Bell Telephone Labs., the military electronics department, appeared in his own behalf to offer general allocation views. He has petitioned FCC to assign a metropolitan UHF channel to LaPorte and, in his native area. He contended Home News Pub. Co., New Brunswick, N. J., misinterpreted his opposition to

(Continued on page 88)
WOMEN televiewers of WABD (TV) New York, the DuMont Network’s flagship station, are returning to classrooms to learn attractive new dishes and some new uses for old established food products.

And in trade circles, Johnny Olsen’s noontime show for Premier Pool Products, demonstrating the intricacies of practical home economics, has been stirring an enviable “rumpus” as a practical selling force.

It took Premier (Francis H. Leggett & Co.) a mere three months to promote one of its products, Sauce Arturo, to the point of “exhaustion”—the kind advertisers dream about but only sporadically experience in an exhaustively competitive field. Johnny Olsen’s Rumpus Room created a “run” on a product which originally was deemed sufficient to meet a year’s demand.

This completely naive estimate was evolved long before Premier had occasion to reckon with the demonstrative abilities of television—and before a former motion picture advertising and producing executive decided that something new should be added to Premier’s media schedule.

Late last fall Sidney E. Alexander, Premier’s account executive with Peck Advertising Agency, was so impressed with the rapid rise in video set ownership in the firm’s service area that he weighed the possibility of adding television to the advertising program of Francis H. Leggett & Co.

For Premier, a foremost eastern food wholesaler for some 80 years, Mr. Alexander’s suggestion that its advertising was ultra conservative and needed some “showmanship” may understandably have come in the nature of a shock.

“But it became apparent very quickly that video could not only provide that quality but that, in addition, it was a practical selling medium,” Mr. Alexander recalls. “So we set to work to ‘isolate’ its several potentialities and to develop activities designed to utilize each one in our promotional program.”

Housewives Share Compliments with TV

TV-minded housewives who proudly purr at dinnerable compliments on their culinary accomplishments and confess “I saw it on television,” merely profess the aspiration of sponsor and agency alike.

“We went into television to tell a product story for Sauce Arturo and decided that the best way to use the medium was to show the housewife how she could use it to prepare many attractive and wholesome dishes,” Mr. Alexander explains.

Under scoring the problem of getting the campaign successfully launched was the recognizable need for obtaining a program and personality that would hold a women’s audience. Happily for the fair sex and advertiser, the agency chose Johnny Olsen and his Rumpus Room, an already established feature on DuMont Network, which had—and still has—an excellent rating. It’s telecast daily 12:30-1 p.m. (EST)

Commercials Also Con Entertain

Realizing that it would take showmanship to hold Mr. Olsen’s audience while Premier did its selling, Mr. Alexander evolved his commercials with elements of entertainment and information. Seeking a cartoon character to drive home Sauce Arturo’s selling points, Mr. Alexander gave life to “Premier Pete” and put him through a series of activities, on film, to emphasize qualities of the sauce. Pete is shown holding a giant, lighted match under a can of sauce to stress that it is “complete—just heat and eat,” on another strip, he is filmed in a Sherlock Holmes outfit to emphasize Premier’s care in selecting fine-quality vegetables.

Announcer Don Russell reads the copy to amplify the film presentation.

“Television’s unique advantage is its capacity to demonstrate a product in use,” Mr. Alexander points out. “To us that means showing women how to use Sauce Arturo successfully—not only in spaghetti but in many other dishes.

...We decided to utilize the subjective-cameras technique...let the camera take the place of the housewife....give her a sense of actually preparing the day’s dinner herself.”

After devoting a great deal of care to choice of recipes—they must be “easy-to-fix,” economical and simple to understand—the Peck agency copywriters prepare a simple narration, highlighting each important step and the product’s selling points. To add credibility to the showing, the demonstrator displays the dish after it has been cooked.

Actual rehearsals and the program itself represent a pain-taking project to the minute detail—from the demonstrator and announcer down to the

(Continued on page 85)
**Television's Top Sales Opportunity**

**WILMINGTON**
- first in income per family among all U.S. metropolitan centers of 100,000 or over.
- Sales Management 1950 Survey of Buying Power.

**DELAWARE**
- first in retail store purchases; has highest per capita exp. on any state.
- U. S. Census Bureau figures released 7-2-50.

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**SET SHIPMENTS**

**RTMA Reports 845,000 For August**

The television manufacturing industry shipped 845,000 TV sets to dealers during August, according to monthly estimates by counties compiled by Radio-Television Mfrs. Assn. Shipments for the first eight months of 1950 totaled 3,962,000 sets. Figures apply to the entire industry.

County-by-county shipments follow:

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<th>State and County</th>
<th>Month</th>
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<tr>
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**MISSES**

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**PENNSYLVANIA**

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<td>Washington</td>
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<td>RHODE ISLAND</td>
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<td>June</td>
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<td>York</td>
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<tr>
<td>Bexar</td>
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</tr>
</tbody>
</table>

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**HAWAIIAN orchid-strung lei valued at $400 was presented to Mrs. Gloria Beasley by Ed McMahon (r), star of WCAU-TV Philadelphia's Strictly for the Girls, as Cooler took over sponsorship of Thursday presentation of the five-weekly show Nov. 2. Sponsor was represented in person by John Wear (l), appliance sales manager of Graybar Electric Co., and Fred Margolf, Cooler Co. district manager. Breakfast club program is telecast 9:15-10 a.m. Mon.-Fri., over WCAU-TV.

---

**Television Sets**

<table>
<thead>
<tr>
<th>State and County</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
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</tr>
<tr>
<td>New Castle</td>
<td>3,477</td>
</tr>
</tbody>
</table>

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**Television Color Battle to Court**

(Continued from page 61)

Cities will have color telecasts at that time but it was learned that plans are being made for starting this service either Nov. 20 or shortly thereafter in Philadelphia, Baltimore, Boston, Washington and Chicago.

Details of program content and the time schedule for the network colorcasts were still being worked out by CBS TV executives last week. The volume of color programs fed to the network is expected to reach about 20 hours a week by mid-December, including about two hours of daytime programming, a half-hour between 6 and 8 p.m. and another half-hour in the 11 p.m. to midnight period.

---

**Telecasting • Broadcasting**
In San Francisco Bay Area Television:

THE BIG NAMES OF SHOW BUSINESS

PUT MORE EYES ON KRON TV SPOTS

Where the big shows draw the big audience — on KRON-TV — that's where SPOTS do their best selling. Yes, your "A" spot schedules get top attention on San Francisco's "Clear Sweep" station...

Represented nationally by FREE & PETERS, INC.... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco
You can have live television in 61 markets!

Live programs are what make live television. It’s not half so important how people see a show—"live" or on television recordings (TVR)—the vital point is what they see. Some advertisers today are staying out of television because they’re afraid they can’t get into enough markets. Others are accepting inferior programs just because they are able to get cable time for them. Neither way is very smart.

Because there’s abundant proof a good program on TVR can do a superb job for an advertiser. Take the records of four top-rated CBS shows you see graphed across the page. These ratings were won in cable cities, where both “live” and TVR are regularly seen. And in each case listed here, the TVR broadcasts of the shows not only won big ratings, but actually bigger ratings than the same shows in cities where they’re seen “live”!

<table>
<thead>
<tr>
<th>Show</th>
<th>Live</th>
<th>TVR</th>
</tr>
</thead>
<tbody>
<tr>
<td>GODFREY &amp; HIS FRIENDS</td>
<td>55.8</td>
<td>56.3</td>
</tr>
<tr>
<td>THIS IS SHOW BUSINESS</td>
<td>26.7</td>
<td>39.0</td>
</tr>
<tr>
<td>TOAST OF THE TOWN</td>
<td>51.3</td>
<td>58.9</td>
</tr>
<tr>
<td>THE FRED WARING SHOW</td>
<td>18.9</td>
<td>42.3</td>
</tr>
</tbody>
</table>

To reach the optimum television market... to pro-rate costs to cover as wide an area as possible, the wise advertiser will take his show wherever there’s a market he wants to hit. He’ll do it with both live and TVR. And the wisest will pick a CBS show to do it with...on the record, it’s a better guarantee his show will really go places.

CBS television
WHIGER percentage of craftsmen and skilled laborers own television sets than members of any other occupational group, and more than 11 in every 100 families in the lowest income strata have sets in their homes.

This data was reported last week in Chicago by Samuel G. Barton, president of Industrial Surveys Co., independent market research firm. Figures were based on a survey of the company’s National Consumer Panel, nationwide group of 4,500 representative families distributed according to population concentration, Mr. Barton said.

Next in line to craftsmen and skilled laborers when it comes to set ownership are clerical, sales, and service personnel, and professional and men executives. Although 11 of every 100 of the “poorest families” own sets, only 24 in every 100 of the top quarter income homes have receivers. Other findings reported were:

- The sets are owned by 17.8% of all American families. With about 40.3 million families in the U.S., this means there are 7,213,700 families owning television sets.
- More than half, or 56.8%, of these sets are in homes of people living in the Northeastern states; more than one-fourth, 26.5%, by families in the North Central section. More than one out of every three Northeastern families has a video set, and about one in seven North Central families.
- Almost three out of four families owning a set, or 72.9%, live in cities of 500,000 population or more; and four out of 10, or 40.2%, of these urban families have a set.
- Almost 16% of all U.S. families whose main breadwinner have a grade school education or less own sets, compared with less than 17% who have a college degree.
- About 9% of all families having four or five members own sets, but little more than a tenth of the one and two-member families own them.

Mr. Barton said his company is also preparing reports to show the volume of product and brand purchases by families continuously exposed to television. This data will be compared with purchases by non-TV families.

**WOR-TV October Billings Reach New Peak**

OCTOBER billings and contracts for WOR-TV New York reached a new peak in the history of the station according to Robert C. Mayo, sales director. He said that nighttime hours were 78% sold out; that weekly billings had risen 57% and the number of advertisers doubled since Aug. 1.

“Eighty-eight percent of our business is in national spot contracts,” Mr. Mayo said. “One family has shown 95% renewal of contracts since Aug. 1. The other 5% represented season advertisers.”

WOR-TV went on the air Oct. 5, 1949.

---

**Weekly Television Summary—November 13, 1960, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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<td>WCAU-AM</td>
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<td>Atlanta</td>
<td>WAGA-AM</td>
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<tr>
<td>Birmingham</td>
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</tbody>
</table>
WSAZ-TV
Channel 5
West Virginia's only television station delivers EXCLUSIVE coverage of the rich* Huntington-Charleston market

Now Interconnected


ABC - CBS - DTN - NBC
Represented Nationally by
THE KATZ AGENCY

WSAZ-TV
DEWEY’S VICTORY STAND
Climaxes Campaign With 18-Hour Radio-TV Event

AN 18-HOUR performance by radio, TV and telephone from the studios of WOR-TV New York was the pioneering twist with which Gov. Thomas E. Dewey climaxd his campaign for a third term last Monday.

Beginning at 6 a.m., the Governor made 14 appearances before his departure that midnight. Eleven of them lasted 15 minutes, two 30 minutes, and one 45 minutes. Some of them were simulcast over WMCA New York, and one over NBC. In addition there were quarter-hours on state networks of MBS and ABC, and on WABD (TV) New York. Gov. Dewey spent $15,000 for his AM-TV marathon.

Answers Phones
When off the air, Mr. Dewey answered queries telephoned into him via one of 50 telephones rigged for the occasion. Several times he brought his wife before the cameras to answer queries about the campaign, and the draft status of their sons.

Why hadn’t the Governor campaigned in “such a human way” in the 1948 presidential campaign? one woman questioner wanted to know. Mr. Dewey said that he “had to read from prepared scripts, or so I thought.”

WOR-TV used three cameras on the set, which consisted of desk, chair, sofa, clock, and sample voting booth. Gov. Dewey used the voting machine for demonstrations of how to vote.

Ford Bond directed the telecasts. Wick Crider, vice president of BBDO, New York agency which placed the telecasts, supervised.

A Republican party spokesman in New York, following the election, said that television results had been impressive, although he refused to say what proportion of the Governor’s city vote was attributable to it. Very likely, he said, television will replace the street-corner-rally technique as a means of meeting the most people face to face.

He revealed that the telephone company estimated that six times as many calls as were actually made as the 50 special operators could handle, and estimated that about 25,000 calls were either made or attempted. At peak periods, he said, about 300 calls were handled at one time, each call averaging about 3 1/2 minutes.

Dr. Tyler Named

Dr. I. KEITH TYLER, coordinator of radio activities at Ohio State U., has been named chairman of a national committee representing educational organizations and institutions interested in presenting testimony before FCC at its hearing on relocalization of TV frequencies. It was announced last week.

Dr. Tyler, who also heads Ohio State U.’s Institute for Education by Radio, is now in Washington in connection with the Nov. 27 hearing on reservation of educational TV channels.

WDTV(TV) ADDS
Names 14 New Staff Members
FOURTEEN staff additions at WDTV (TV) Pittsburgh have been announced by General Manager Donald A. Stewart.

Jack Tolen, formerly with Twin City Television Labs., Minneapolis, has been assigned to the WDTV administrative department. Added to the promotion and publicity department are Gertrude H. Lieblich, former UP staff writer, and Morris M. Siman, Joseph W. Beck of McKeesport, Pa., has been named staff artist. New members of the technical staff are John W. Berninger, Edward J. Young, Robert L. Markle, Frederick Wood and Vito Pecoraro. Five additions to the office staff are Mary Jackson, Helen Kizmanich, Jean Steuber, Thomas Seger and Ralph Cunningham.

PACKAGE FIRM
Marshall Productions Formed
MARSHALL Productions Inc. has been formed in Chicago by Ed Marshall, former sales manager of WSBF Cleveland and previously associated with WOR Detroit. Mr. Marshall is president of the firm, and Mrs. Nancy McIver, who was “Nancy Grey” on WTMJ Milwaukee for 18 years, is secretary.

Company will package radio and television shows, one of which will be the half-hour radio program, "Nancy McIver," featuring Mrs. McIver, a noted commentator on travel, industry, foods and women’s apparel. Marshall Productions is located at 105 W. Adams St., Chicago.

Tube Loan
(Continued from page 62)

edy the basic defect” of the CBS system, which he described as its incompatibility with present standards.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting," he told the Commission. He said RCA offered on July 31 and again on Oct. 4 to show FCC its improvements in the color tube, but that the first offer was ignored and the second rejected.

"Now after your decision has been made you write us that you are 'pleased to note the progress' we have made," he said.

He said FCC’s letter to RCA incorporated “identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand.”

This promoter of the system you adopted swore under oath that they had developed a color tube,” he asserted. “Later they admitted that they had failed in their attempt to build one.”

NEW all-driven-element antenna announced by Technical Appliance Corp., Sherburne, N. Y.

nothing but smiles under our umbrella!
Eye Witness reports from a fiery furnace!

A new television development which adds to industry's efficiency

No. II in a series outlining high points in television history

Photograph and painting from the RCA collection

Compact industrial television system—developed at RCA Laboratories—lets industrial engineers and research scientists see the unseeable in safety.

Something's wrong in a big blast furnace, and it is too hot for engineers to approach in safety. But now, with the Vidicon camera of an RCA Industrial Television System focused on the flames, the furnace can be studied closely and carefully on a television receiver.

One of the great advantages of this system—other than its contributions to industrial safety—is its ability to save both time and money. No longer need engineers "shut-down" machines or processes to observe them. Normal operations can continue without waste of time, while the Vidicon System gathers information.

Key to the success of the Vidicon System is a tiny television camera—small enough to hold in one hand—and relatively inexpensive. The camera's "eye" is the sensitive Vidicon tube developed by scientists at RCA Laboratories. The only other equipment needed is the Vidicon camera's suitcase-size portable control cabinet, which operates on ordinary household electric current, and with any television receiver—on which to view the pictures.

Adaptable to many uses, RCA's Vidicon camera could easily be lowered deep under water to watch divers at their dangerous work—or stand watch on atomic piles, to keep scientists and workers secure from radiation. And this RCA Industrial Television System can also easily be arranged for 3-dimension pictures... real as life!
BETWEEN COMMERCIALS

BY KAY MULVHILL

- Under sponsorship of the Louis-Mittman Watch Co., KPIX and KSFO brought listeners listeners the first combined television and radio coverage of election returns. The San Francisco Bulletin cooperated with the two stations in furnishing a complete source of political material available.

Manus, charts, blackboards, and a fashion "thermometer" system especially designed for vole tabulations, were devised by Sandy Spillman, KPIX program director, as visual aids for viewers.

The election coverage, which followed a two-week news buildup at KSOF and KPIX, in which citizens were urged to go to the polls and vote, proved to be one of the most outstanding public interest programs ever attempted in Northern California.

- Ben Alexander's "Watch and Win," set on KPIX Wednesdays at 9:30 P.M., is proving to be the Bay Area's leading telezine. Each week, Ben and wife, Lesley, seat themselves behind a battery of telephones and pose questions at the phone bank with correct answers winning prize returns. Sponsor Acme Beer has even gone so far as to suit the KPIX commercial, so that fast-moving pace of show might continue.

- The KPIX Kitchen promises to take on a festive air when star, Kay Stewart, prepares a special Thanksgiving Day menu with turkey trimmings for a group of children from a local orphanage.

- SEEN AND HEARD: Renowned author Dean Jennings is now doing a weekly TV series on KPIX. Ray Whelan has recently returned to KSFO to air the nightly Dance Date show for Regal Pale Beer. 76% of the main retailing fairy tales to be dramatized on KPIX's "Once Upon A Time" is coming from the little people, who manage to pen their story favorites in a most descriptive style.

TBA CLINIC

Thomas Named Chairman Of Dec. 8 Meet

EUGENE THOMAS, manager of the Television Clinic to be conducted Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. in conjunction with the annual TBA membership meeting. Attendance is expected to exceed that of over 400 at the last TBA clinic.

Clinic, to start at 10:30 a.m., will be based on the theme "Keeping Pace With Television's Growth" and will include seven topic sessions, to run consecutively in the same room (the Starlight Room) - not concurrently in different rooms as at previous TBA clinics.

The clinical sessions will run from 10:30 a.m. to 12:30 p.m. and from 2:30 to 5:30 p.m., with a two-hour luncheon session which will include both a headline speaker and entertainment.

Topics to be covered by the clinical sessions, according to present plans which are necessarily tentative until acceptance has been received from the invited speakers, include:

1. Programming, which will embrace such sub-topics as "The Daytime Television Audience," "Video Network Problems," "Opportunities in Multi-Station and Single-Station Markets," "Ways of Reducing Expenses" and "Catering to Local Audiences."

2. Recent developments on television research.

3. TV sales, comprising discussions of "Keeping Sales Volume Abreast of Expenses" and "The Dilemma of Sponsor and Agency."

4. Effects of the proposed excess profits tax on TV broadcasters.

5. Negotiations with ASCAP for per-program licenses for TV broadcasters.

6. TV as an educational tool.

7. Color television, with a three-member panel discussing the impact of colorcasting on the broadcaster, viewer and performer.

Membership Session

Clinic sessions will be preceded by a TBA membership meeting which will receive reports from officers and committee chairmen and elect directors to succeed Dr. Allen B. DuMont, president; DuMont TV Network; Joseph A. McDonald, vice president; ABC; Richard A. Borel, general manager, WNBTV; TV Columbia, Ohio, whose terms expire Dec. 8. Three members of the nine-member TBA board are elected each year for three-year terms. Officers for the coming year will be elected by the new board at its first meeting, presumably also to be held Dec. 8.

JOHN F. RIDER Publisher Inc. releasing Rider's Television Manual Volume 5, in firm's TV manual series, and new encyclopedia on Cathode-Ray Oscilloscopes and Their Uses.

PREVIEW screening of Snader Telecasts, series of 3 to 3 1/2-minute musical films for video, is conducted in Chicago for agency and trade people by Louis D. Snader, president of the California firm. L. to R: Theodore F. Shaker, Kort; Mr. Snader; Maurice B. Lipsky, Music Corp. of America; James R. Hoel, Katz; J. R. Fishburn and Bruce Bryant, Edward Petry & Co.

MECK RECEIVERS

To Take Any Type Color

JOHN S. MECK, president of John Meck Industries, video set maker, changed his mind last week about the CBS color television system and announced he is shipping sets which accommodate units for any type of color reception. Mr. Meck reported that all Meck sets built since Nov. 1 have incorporated "special design and circuit features" to be used with Meck "Add-a-Color" units for the CBS system. The sets will be available "as soon as production schedules permit."

In addition, sets will be equipped to handle any electronic system of color TV, which "may later be approved," he said. Prices remain the same, and color attachments can be added "at moderate cost."

"Our engineering department has not had enough time to determine that the CBS system is practical, though it may not be the ultimate in color transmission. We believe as manufacturers we should let the public have a chance to decide what type of television it wants."

Meck dealers and distributors will receive "Add-a-Color" kits to equip receivers built by the firm before Nov. 1, so that "Add-a-Color" units can be added when desired. These units will match Meck TV receivers. "Add-a-Color" attachments transfer their power from the TV set, and the video signal from the set's tuning and amplifying circuits.

The active television industry to stop sniping at a constructive effort by CBS to advance the science," Mr. Meck asserted. "We will match our technique with the technical details of the CBS system or the method used to publicize it, but a unified effort to let the public determine its own interest in the CBS system will be far better for the industry and for the public. I believe all manufacturers should make auxiliary color units available. I also believe CBS, which has so much to gain if its method succeeds, should help some of the manufacturers of components absorb tooling costs on necessary mechanical parts."

CAAB MEET

gets Reports on Color

CBS Affiliates Advisory Board, at its second 1950 meeting last Thursday and Friday in New York, heard reports from top CBS executives on such provocative subjects as color television and the FCC's proposals to limit programs stations may take from television networks.

The CAAB saw a demonstration of color television, conducted by Adrian Murphy, vice president, and general executive, and Dr. Peter Goldmark, vice president in charge of engineering development.

Longshore Hauman, vice president in charge of advertising and sales promotion, gave a report on the trade promotion plans that were announced several weeks ago [BROADCASTING, Oct. 30].
IN A MOVE that contradicts the cry from some quarters that television is hurting major league baseball attendance, the Cleveland Indians have come out solidly for the visual medium by authorizing telecasts of all 77 home games of the club during the 1951 season. In an announcement last week from WXEL (TV), Cleveland, which will carry the games it was also indicated that some of the out-of-town games will also be telecast although full details of the season plans have not been completed.

The games will be sponsored by the Leisy Brewing Co. Bernard London will do production and direction. The telecasts will not be simulcast as they were in 1950, however, an announcer for television has not yet been selected.

**WDTV STUDIOS**

**Opening Is Nov. 19**

WDTV (TV) Pittsburgh has set Nov. 19 as target date for opening of new studios in the Chamber of Commerce Bldg. Donald A. Stewart, general manager, has announced. A heavy schedule of local shows will be telecast "live" when the studios are completed. WDTV is owned and operated by Allen B. DuMont Labs Inc. Construction has proceeded at a brisk rate, although the Pittsburgh newspaper strike slowed down work on the facilities for about two weeks, according to Mr. Stewart. Several local department stores turned to the DuMont TV outlet for help when their daily advertising space was unavailable in printed media. Station put its uncompleted studios at stores' disposal and helped advertise and display their merchandise by TV.

Studies will be 51 ft. by 48 ft., and were designed by W. T. Myer, architect for Allen B. DuMont Labs Inc. The studio is located on the second floor of the Chamber of Commerce Bldg. Station formerly occupied space in the Clark Bldg. Studio facilities include two image orthicon cameras, one iconoscope film camera for use with two 16mm film projectors, two microphone booms and dual video and audio facilities for rehearsals during air periods. Station operates on Channel 13 (80-66 mc) with 8.3 kw aural power and 10.6 kw visual.

**Firm Plans TV**

**INTRODUCTION of Chlorophyll deodorant has been so successful that Lester Amster, president of the Pearson Pharmacal Co., has laid plans for an extensive advertising campaign. A sizable television schedule, newspapers and magazines will be used. Harry B. Cohen, New York, is the agency.**

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**INDIANS ON TV**

In '51 for Leisy Brewing

**because they have the Right Disc Recorders**

**THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST:** "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. G. L. Stewart, Business Manager, Reeves Sound Studios

**FAIRCHILD STUDIO RECORDER**

With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording. The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. The sender, or thieves or gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels. 70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—"an unbeatable combination".

**Fairchild Synchronous Disc Recorders**

**Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".**

**Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33 1/2 rpm.**

**Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.**

Microgroove and Standard Pitch recording can be done with any of the 2 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup).

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WHITESTONE, L.I., N.Y.

November 13, 1950 • Page 73
NBC-TV PROJECT
Hollywood Expansion Cited by McConnell

AN ACCELERATED program to teletasking from Hollywood upon completion of the coaxial cable, estimated at about January 1952, was announced by Joseph H. McConnell, news conference when he introduced *of NBC programs originate from Hollywood.*

Mr. McConnell said NBC is making plans for the day when Hollywood will occupy the same leading position in TV which it has in radio and motion pictures. In programming for TV, NBC plans to “work hand in hand with the motion picture studios, just as we have for so many years in radio.” He pointed out many highly successful TV programs are being filmed in Hollywood, including *You Bet Your Life* starring Groucho Marx, *Fireside Theatre,* *Stars Over Hollywood,* The Hank McCune Show and Smilin’ Ed McConnell.

Whether NBC will buy existing Hollywood facilities for its TV expansion or purchase property for new construction depends upon studies now being made, according to Mr. McConnell. He pointed out that in order to service the existing coaxial network for television it had been necessary to expand in an unprecedented way, to take over the Center Theatre in New York, in addition to three other legitimate houses. He further declared that in a national emergency television would be as vital a means of communication as any as that and that eventually facilities equal to those at the other end of the nationwide network would be essential to the Hollywood operation.

HELPED BY TV
Notre Dame Lauds Gridcasts

TELECASTS of Notre Dame football games have made millions of friends for the university, which will carry its games on TV again next season if the National Collegiate Athletic Assn. approves. This was revealed in Chicago Tuesday by Edward Krause, athletic director of Notre Dame, as he addressed the Chicago Quarter Back Club.

Notre Dame has been helped also “by other than the football phase” of telecasting, Mr. Krause said. “In a 20-minute period before the start of each televised game both Notre Dame and the visiting school can emphasize their educational facilities, in which football is only a small part.”

The speaker said the NCAA, which has stipulated one year as the time limit on video commitments, will probably act on the matter of telecasting college games at its meeting in Dallas in January. Mr. Krause said if the NCAA grants an extension for continued telecasting, Notre Dame will telecast its games again in 1951.

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MOVIE TV INTEREST

LIKELIHOOD that motion picture exhibitors will begin shortly to seek entrance into the TV broadcasting field on a substantial scale was forecast last week following the Theatre Owners of America's convention in Houston.

In sessions dominated by television, TOA for the first time affirmatively recognized the existence of broadcast or "home" television as a major entertainment medium, and recommended that exhibitors interest themselves in it as well as in theatre television.

The preamble of a television resolution adopted by the convention declared:

Motion picture entertainment in the theatre has been, and always will be, we believe, the finest entertainment available to the public.

The development of television services—both theatre and home television—will bring new forms of entertainment and information to the public, and thus advance the public's appreciation of and interest in all entertainment. We feel there is a definite place for television in the home and that it should be a service of television in the theatre which will bring additional benefits to the public.

Theatre owners should investigate

COOKING SHOW

WTMJ-TV Cites Success

THANKS to television, Milwaukee is more conscious of economical home cooking than ever before. Credit for this awareness is claimed by WTMJ-TV Milwaukee through its What's New in the Home program with Breta Griem and Connie Davis.

WTMJ-TV points out that since the program was first telecast 18 months ago, its popularity with viewers and advertisers alike has resulted in expansion of The Milwaukee Journal station's programming in several ways. Mrs. Griem, a home economics consultant for more than 30 years, has given up her private practice to become a full-time member of the show's staff.

In addition, the Monday-Friday show has been increased from a half hour to 45 minutes and a new one-hour program, Breta Griem's Kitchen, is being started Saturday mornings to give youngsters cooking pointers. Promotion of What's New in the Home includes sale of a series of 24 cook books at grocery stores throughout the Milwaukee area. The books are sold along with a cover and binder, the complete set of books makes up an encyclopedia of cooking.

TOA Finds Trend

"need not be unfavorable," and that "the two industries can be mutually helpful." He noted that in non-TV areas "the box office is off just about as much as it is in television areas," and that the same is true in non-TV Canada.

"To my mind," he said, "motion picture exhibitors should use television rather than shy away from it."

He predicted TV broadcasting will reach the break-even point by the end of 1956, with profits for almost all TV broadcasters in 1957.

Sees Greater Urgency

FCC's approval of a color TV system, Mr. Wolfson said, makes it even more urgent that theatre-television equipment with high fidelity color be commercially available. He said he was confident that theatre-television equipment with color pictures comparable to those of Technicolor will be available in the near future.

He described Zenith's Phonevision as "the flying saucer" of the television industry and predicted it will fade away.

Mr. Wolfson reviewed general television developments within the past year, and went into detail on FCC's article on audience confidence, and the FCC's 1958 television guide which would include exhibition and public relations media.

The resolution called upon "all exhibitors" to cooperate fully in preparation for the hearing FCC has called to consider the question of establishing a television theatre service—a hearing which, it was reported, is now slated to follow completion of FCC's current hearings on broadcast TV allocations.

Program Development

Commercial theatre TV equipment already permanently installed in some theatres "has proved to be absolutely adequate for the regular presentation of television to the satisfaction of paying audiences," the resolution declared. It recommended that "theatre owners install theatre-television equipment in their theatres," to make it possible to develop more outstanding theatre television programs.

Adoption of the resolution followed a report of the TOA Television Committee by Chairman Mitchell Wolfson, part owner of Wometco Theatres, which operates WTVJ (TV) Miami, and speeches by other TOA authorities including Nate Halpern, television consultant; Marcus Cohen of the Washington law firm of Cohn & Marks, TV counsel, and Stuart L. Bailey of the Washington engineering firm of Janaky & Bailey, theatre TV engineer consultant.

Mr. Wolfson—who was elected chairman of the TOA board of directors—termed television "a natural fit for the motion picture exhibitor," and described Wometco's use of WTVJ to promote attendance in its theatres. "The results have been most satisfactory," he declared.

Mr. Wolfson conceded that TV broadcasting will have a tremendous impact on motion picture attendance, but insisted that it

trust, income tax and other non-radio laws.

He noted that this question has been expanded to include the question of concentration of control over the media of mass communications—which would include exhibitors as well as newspapers, etc. Mr. Cohn expressed confidence, however, that no hard-and-fast rule would be adopted by FCC to bar any particular type of business from radio and TV operation.

He predicted that color TV will arrive within five years of the industry's start in that field, whereas the development of color movies took 20 years.

Mr. Bailey discussed the technical phases of issues raised by FCC for the forthcoming theatre TV hearing, and Mr. Halpern outlined his views on principal questions regarding plans for establishing a theatre television service.

'TV Tinkers'

CURRENT issue of Better Homes & Gardens carries an article entitled "Look Out for the Television Tinkers," based on shady dealings of some TV dealers and repairmen.

The article cites several cases that have been reported to the Better Business Bureau. It also contains suggestions by the Better Business Bureau and the Television Installation Service Assn. for the protection of prospective buyers.
CUBAN President Carlos Prieto inspects television camera before his appearance during dedication of Union Radio Television Havana, Cuba's first TV station [TELECASTING, Oct. 28]. Staging behind Senator Prieto (second from right) is Jose Mestre Jr., president of Union Radio Television. Inaugural ceremonies, held Oct. 24, were viewed by the public on receivers set up in the station's courtyard.

**FILM SYNDICATE**

**KTTV Calls Second Meeting**

Representatives from 10 television stations are expected to attend a second meeting to discuss a television film syndicate, called for Nov. 20 by Norman Chandler, president of KTTV (TV) Los Angeles and Los Angeles Times. Meeting will be held at the Ambassador West, Chicago.

Although most of those attending represent newspaper-owned stations, any syndicate formed would not be restricted to such stations, as was originally planned, it was reported. First meeting was held this summer in Hollywood.

With recent purchase of the former Nassour motion picture lot in Hollywood, KTTV now has facilities for producing film programs. Those expected to attend the Nov. 20 meet:

Ken Larson, WPX New York; Frank Schuber, WGN-TV Chicago; Charles Voado, WALU Philadelphia; Leonard Reisch, WSB-TV Atlanta; Charles Thaler, KRON-TV San Francisco; P. A. Sugg, WKY-TV Oklahoma City. Jurinofik, WSM-TV Nashville; Richard Borel, WSM-DW Nashville; Tom Hance, WSB-TV Atlanta; Tom Hance, Tupi Radio Brazil, and an anonymous engineer in the Philippines.

WJS-TV, owned by the Kansas City, Missouri, station, has reported.

**WSM-TV Nashville Joins CBS**

WSM-TV Nashville, has become the 61st CBS-TV affiliate, Herbert V. Aalberg, network vice president in charge of station relations, announced last week. A new contract supersedes one previously arranged by WSM Inc., Nashville, and is connected by private microwave relay to Louisville, Ky. Station also is a DuMont TV Network affiliate.

**Bloomington Relay**

WTV (TV) Bloomington, Ind.'s relay between Cincinnati and Bloomington is expected to be completed this month, barring bad weather, the station has reported. Unique feature of the relay, it was explained, is that it will pick up the regular broadcast signals of Cincinnati TV stations and beam them to WTVT

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Invasion of Privacy Plagiarism-Copyright-Piracy INSURANCE For the wise Broadcaster OUR UNIQUE POLICY provides adequate protection. Surprisingly inexpensive CLAIMS IN.TipoGRAPHY For details & quotations write Employers Reinsurance Corporation Insurance Exchange Bldg., Kansas City, Missouri

**PRACTICAL VIDEO**

Engineers' Guide Issued


The INTRICACIES of television engineering are made easily understandable to the practicing and prospective TV engineer in this authentic working guide written by Scott Helt, Research Division, Al- len B. DuMont Labs Inc. and instructor at Columbia U. Equipment, methods and picture transmission phenomena are clearly explained in the book, which also includes some 387 illustrations.

Mr. Helt has served as chief engineer of the DuMont Television Network and also spent 15 years as engineer of numerous AM and FM stations, including WALA Mobile, Ala.; WIRE Indianapolis, Ind.; WLAIF Lexington, Ky.; WIS Columbus, S. C.; WABD (TV) New York, and WZXM (FM) Alpine, N. J. His new book, designed particularly to meet the needs of the TV engineer, was five years in preparation, according to Mr. Helt. The author also is head instructor in Principles and Practice of Television course at Columbia U.

Jerry Fairbanks Inc., Hollywood, has applied first use of Multicam system in color photography with filming of special TV feature for Dodge Div., Chrysler Motor Corp. (TV). The release, which will introduce next year's auto models, will be in black-and-white with special color prints to be distributed to stations scheduling color telecasts.

Subscription of two first-in-operation television stations in South America, Tupi Radio in Brazil and Radio de Vana, to INS-Telenews daily TV newsreel service announced by firm INS service now extends to 15 foreign countries.

**TV AIDS DEAF**

Columnist Writes WSB-TV

TELEVISION is to the deaf what radio is to the blind in making available sports, international and other events for their enjoyment, according to Morgan Blake, Atlanta Journal columnist, in an open letter to John M. Butler Jr., general manager WSB-AM-FM-TV Atlanta.

Mr. Blake pointed out that programs, such as Charade Parade over WSB-TV, offer the deaf unusual fare. Quiz programs also open up new vistas for those who cannot hear, he columnist wrote.

However, Mr. Blake continued, the deaf would receive enjoyment "10 times more" if a way could be found to flash a few words of explanation on TV programs—such as questions and answers on quiz programs—to help deaf people's appreciation.

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**Talent Show**
KSTP-TV Minneapolis, amateur show, 6-6:30 p.m. Sat., sponsored by Stokely-Van Camp Inc. (food products); agency, Gardner Adv., St. Louis. Viewers vote for contestants by sending labels from sponsor's products, with each label counting 10 points and post cards counting one. Each week label from special Stokely product will count 25 points. Winner will receive watch as prize and chance to participate in championship contest held every seventh week for grand cash award.

**School Programs**
WRB Dallas, The Texas School Of The Air, series in two volumes "Music Is Yours" and "Your Story Parade" for elementary and junior high grades. First program covers instruments of orchestra and singing voices and is produced and directed by staff members and students of U. of Texas. Second show features dramatized productions of children's stories. Script by Wesley Davis, U. Houston. Programs beamed to schoolrooms and auditoriums.

**Seven-Eleven**
KNBC San Francisco sending promotion piece to trade. Red and white folder shows two dice on front and is entitled "Where can you roll 7 or 11 every time?" Inside copy points out that San Francisco rates seventh in metropolitan area and 11th in population for a city in 1950 census.

**Safety Program**
WFIL Philadelphia, What's News. In cooperation with school and safety agencies of city, broadcast beamed to classrooms asked students to observe safety and good conduct rules. Appeal made by municipal, law enforcement, school and traffic authorities. Program is classified as required listening in schoolrooms.

**Exclusive Broadcast**
WMGB Richmond, Va., broadcast official observation of opening of National Pharmacy Week. Occasion marked opening of 18th century apothecary shop in Williamsburg, Va. Special events staff covered event which was broadcast exclusively in Virginia.

**Add More Radios**
ALL stations in Worcester, Mass., Nov. 8, began promoting radio with spots and information given on disc jockey and other chatter programs. Campaign theme is: "Radios... Like Windows... Should Brighten Every Room in Your Home." Promotion is to run two months with stations promoting outstanding programs, entertainment and informational services offered by radio. It will also point out how inexpensive radio is and how helpful radio is.

**Hog Auction**
WOC-TV Davenport, Iowa, hog auction, one hour weekly. Show originates from livestock pavilion on Mississippi Valley Fairground. Before auction begins, auctioneer gives talk with charts explaining types of hogs that are to be sold along with prices offered by packers. Viewers can see hog and hear prices being offered by bidders. Audience also is offered opportunity to bid by telephone.

**Birthday Cakes**
CKVL Verdun, Que., sent birthday cakes with candies to advertisers and agency executives in Montreal and Toronto on station's fourth anniversary. Cakes were shipped by air from Montreal to Toronto, and delivered with lighted candles by telegraph messengers.

**Town Meeting**
WOL Washington, Jr. Town Meeting of the Air, started Wed., Nov. 8. Features students from all District of Columbia high schools. Program patterned after America's Town Meeting of the Air. Students chosen by speech and debate departments of various schools. Each broadcast will originate from school selected. Dr. Hobart Corning, superintendent of schools for the District, acted as moderator for first program.

**Late Show Promotion**
WJW Cleveland sending to trade promotion piece entitled "UP LATE!" Cover in light and dark blue with contrasting lettering. Piece points up six late programs offered on station. Cover is reproduced from series of car cards used in greater Cleveland area. Piece opens in middle displaying large call letter center inside. Copy points to coverage claimed by station and urges advertisers to use these shows to sell late audience.

**Mailing Piece**
WEAM Arlington, Va., sending mail piece to advertisers and agencies. On front black letters against white background declare: "$1,000 If You Know This Man!" with arrow pointing to inside. Inside is reprint of Strictly Business column [Broadcasting, Aug. 21], featuring Don Cooke, owner of Don Cooke Inc. Copy adds that first new client to WEAM to call Don Cooke will be given $1,000 in radio time.

**Truth For Today**
WMF Chicago, Truth for Today, Sun. 3-4 p.m., sponsored by Moody Bible Institute, Chicago. Dr. William Culbertson, WMFB Chicago, regular weekly featured speaker. Special music and hymns are presented by Institute along with marketed over groups formed of students and radio personnel. Guests include special instrumental and vocal groups.

**Cover Girl on WGH**
WGH Newport News, Va., capitalized on appearance of local Norfolk girl on cover of current Ladies' Home Journal. With almost perfect timing, Pat Leech, the cover girl, was interviewed on Conversation Time by Mildred Alexander, WGH women's director, just as magazines were hitting newstands. Both program and appearance of magazine were given advance publicity by newspapers and by station. The Journal placed spots on station which were aired following interview.

**Eastern Office**
ANDREW Corp., Chicago, sending trade promotion piece announcing opening of Eastern District office at 18A Georgian Court, Bergenfield, N. J. Piece features picture of District Manager Karl Sterne along with some background material about him.

November 13, 1950 * Page 77
NOVEMBER 2 APPLICATIONS

ACCEPTED FOR FILING

KGNU Conway, Ark.—License for CP new AM station.

License Renewal

Request for license renewal AM station, November, Renato, Okla.; WBBL

Richmond, Va.

Modification of CP

KHK-M-FM—In-Pa.—Modify CP AM station for extension of completion date.

License for CP

KTBS-FM Minneapolis, Minn.—License for CP new FM station.

License for CP new commercial TV station

KTVF-TV Los Angeles; WGN-TV Chicago.

NOVEMBER 3 DECISIONS

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

VWXYZ Tampa, Fla.—Granting motion without prejudice of application.

PCC General Counsel—Granted extension of time to Nov. 15, in which to file reply to petition of KMAN Shannon, La., to dismiss application of KIOA Des Moines, La.

By Examiner James D. Cunningham

A. Richards, Transferer, and Harry J. Klinger, et al, Transferees—Denied that action be taken in DoCKET 940 et al (for consent to transfer of alleged license). WJR Detroit, WQAR Cleveland, and for radio station of same be continued from Nov. 9, to Nov. 21, Detroit, Mich.

By Examiner Jack P. Blume

WXKX Saginaw, Mich.; WKKM Jackson, Mich.—Granted motion to re-open record in proceeding re applications for the purpose of permitting applicants to offer current information as to their financial conditions. Further hearing to be held 11-6-50 in Washington, D.C.

By Examiner Bonnie N. Litvin

The Toledo Blade Co., Toledo, Ohio—Granted motion to amend application so as to reduce maximum expected operating power to 15,000 watts nighttime operation in direction of CFOS Owos Sound, Ont., Canada.

By Examiner Elizabeth C. Smith

WICH Norwich, Conn.—Granted leave to amend application so as to clarify and supplement engineering data upon which the grant petition to sever and grant rests.

NOVEMBER 6 APPLICATIONS

ACCEPTED FOR FILING

License for CP

License to WPBR Evening, AM station: KOBR Ottowa, Minn.; KRZK Seymour, Ill.

KTH-FM Modesto Calif.—License for CP new FM station.

Modification of CP


SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Stirling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY METERING COMPANY

A "Reliable service for over 18 years"

For immediate service please call

P. O. Box 7037 Kansas City, Mo.

BROADCASTING • Telecasting

COMMERCE co
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum
All other classifications 25¢ per word—$4.00 minimum • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg, Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly refuses any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for successful 5 kw outlet located in small town. Fine opportunity for man with a broad approach and references. Send full details, picture first letter. Box 929G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upturn expected. Write, giving complete qualifications. Box 939G, BROADCASTING.

Wanted: Manager for new daytime, one kw station in excellent market. Must have strong record of sales success and references. Job also available for 5 kw affiliate. Write, giving complete qualifications in first letter. Box 925G, BROADCASTING.

Salesman

Guaranteed $100 per week and 15 percent commission. Must have NBC regional market over 90% sales success. Write, giving complete details. Box 881G, BROADCASTING.

Experienced, for young aggressive New York type salesman. Must be able to handle station, good market, Liberal draw at 15%. Box 970G, BROADCASTING.

Salesman for new 5000 watt fulltime station. Must have thoroughly experienced time salesman to build own future in booming community. Population almost doubled in last five years. Now crowing 50,000. Will pay salary plus commission or sales report according. Ready to start about 4 weeks. Write, giving complete qualifications. Returned Man., KOOK, Billings, Montana.

Salesman to work territory. $500 month salary, $600 sem. bonus, 15% WGN, Greenville, Mississippi.

WRAC, Racine, Wisconsin’s second largest outlet, seeks young, energetic salesman. Good man, $20 drawn against 20% commission. Contact Hermann Lewis.

Announcer

Deep south 5000 watt NBC affiliate in exciting market seeks experienced announcer to fill position. Must have outstanding personality and references. Includes disc, photograph, references and minimum salary requirements, with initial inquiry. Box 942G, BROADCASTING.

Good opportunity in metropolitan Michigan market for sparkling “man on street” announcer. Send disc of this type of work to Box 966G, BROADCASTING.

Announcer wanted by Pennsylvania outlet to work permanent position. Good pay for capable, experienced DJ. Send full details, pictures first. Box 967G, BROADCASTING.

Wanted: Three combination announcer-engineers with first class program and disc experience, preferably chief engineer. Write, giving full information, pictures and references. Box 972G, BROADCASTING.

Newsradio Announcer with stable background wanted by 50,000 watt CBS station. Applicants must send complete biography, including disc, photograph and letter giving complete radio experience. Personal data and reference to WEEH, Shreveport, La.

Immediate opening for all-round announcerJack of all trades. Must have complete program and disc experience. Write, giving complete details, including disc, photograph, references and minimum salary requirements. Box 973G, BROADCASTING.

Situations Wanted

Managerial

Staff announcer, good commercial man, permanent position, future for reliable, experienced announcer. Staff details, WPIC, WPIC-FM, Sharon, Pa.

Combination man wanted. Excellent pay, good benefits, immediate opening. Write for details. Good and stable Manager, WUSN, Charleston, S. C.


Opening available in midwest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. Scale salary, experience, send photo letter. Reply Box 979G, BROADCASTING.

Wanted, Combination engineer - announcer. Full time, full salary, not necessary if good voice. Prefer man from Southwest or Mountain area. Progressive and good working conditions. Salary competitive. Contact Manager, KEYE, Perryton, Texas.

Engineer with announcing capabilities. Do not necessarily needed. Experienced immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.


Opening for engineer with first rate knowledge of modern transmitter station, excellent working conditions and salary. Immediate hire. Contact Station WJAT, Swansboro, North Carolina.

Immediate opening for transmitter engineer with first class license. Some experience needed. Permanent position. WNNX, Macon, Georgia.

Production-Programming, others

Sharp traffic man desired by dual network affiliation 5 kw operation. Experience necessary to keep completely straight a rather complicated traffic department. In Sacramento area. Box 300G, BROADCASTING.

Situations Wanted

Manager

Manager over 18 years experience and knowledge of large stations. Box 950G, BROADCASTING.

Manager, extensive independent and network experience, three years college, graduate, now heading 1 kw net affiliated outlet, good background and record will stand up to any. Highest Industry references. Heavy on engineering, operations, traffic and sales. Solid, radio business man. Excellent record of success, earnings and public relations. Seeking challenging market. Box 954G, BROADCASTING.


Assistant editor, experienced with wide knowledge of network, sales, news, programming.急需 suitable station. Box 955G, BROADCASTING.

Announcer 3½ years. Married, 27, veteran. Experienced: sports, news, DJ, morning drive. Ideal spot at station over 1 kw. Indie preferred, East Coast. Box 764G, BROADCASTING.

Sportscaster, Four selling years play-by-play, 2½ years in baseball, Can permanently help sports department of mountain or east coast station. Box 960G, BROADCASTING.

Announcer, single, 27, veteran. College and law degrees. Two years radio experience, excellent voice. Has worked extensively with discs, information to all inquiries. Box 956G, BROADCASTING.

Sports announcer with ticket. Presently employed sports, special events and similar work. Experienced and established in stable station with organized baseball and/or heavy sports program. West coast only. Solid references. Details in letter. Box 867G, BROADCASTING.

Situations Wanted (Cont’d)

Announcer, veteran, single. Excellent background. Radio school and college training. Can handle any top program or remote concert. Box 965G, BROADCASTING.


Basketball, football, baseball, play-by-play, news specials, 8 years experience. Excellent references. Will travel. Immediate opening. Write Box 944G, BROADCASTING.

Salesmen

Well known California executive with 12 years experience desires change. Ten year radio, twenty years advertising. Marries and moves. Will work in all phases of play-by-play. Looking for hard work opportunity with professional outfit. Send complete details. Box 958G, BROADCASTING.

Commercial manager who gets results. Nine years professional, desires change. Will work in larger market. Box 963G, BROADCASTING.

Manager, you can hire sales manager on percentage basis, no draw, no salary. Excellent opportunity for those with no experience in advertising, sales, etc. Send full details. Box 964G, BROADCASTING.

Situations Wanted (Cont’d)

Announcer, program director, announcer, manager. Six years experience. No corporate background, extensive experience except engineering. $50 minimum. Box 946G, BROADCASTING.

Salesman, some radio selling experience. Teaching background. Salary and position. Box 943G, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation’s best. $150 weekly. Box 755G, BROADCASTING.

Draft exempt yet, have experience on small Chicago AM-FM, some TV. Stipulate phone ticket. DJ, news, commercials, know board. Will travel. Send photo and request. Box 965G, BROADCASTING.

Announcer, top morning and afternoon sell-out producer, married, experienced, looking for good market. Will make it fair, please. Stanley 799G, BROADCASTING.

Announcer, all night DJ, top newsmaper, draft exempt, veteran, 3 years experience, a good salary will give you self-satisfaction, production, references, Box 879G, BROADCASTING.

Announcer, all night DJ, top newsmaper, draft exempt, veteran, 3 years experience, a good salary will give you self-satisfaction, production, references, Box 967G, BROADCASTING.

Announcer, heavy duty, DJ, experienced. Will work anywhere. Mail references, Box 970G, BROADCASTING.

Announcer, experienced, references, sobe, neat, reliable, draft exempt. Married. Box 881G, BROADCASTING.

Announcer, newman, DJ, ad lib and special events, draft exempt, 3 years experience, some travel. Send full notice. Box 863G, BROADCASTING.

Announcer, heavy duty, DJ, experience, references, box number desired, references, Box 884G, BROADCASTING.

Top sportscaster. Five years commercial broadcasting experience, can handle any top program. Send resume. Box 969G, BROADCASTING.

Announcer, copywriter, presently working in that capacity. Single, recent degree in engineering. Will accept straight copy work, both day and evening. Send references considered. Disc and resume available. Box 951G, BROADCASTING.

Basketball, football, baseball, play-by-play, news specials, 8 years experience. Excellent references. Will travel. Full details in letter. Box 966G, BROADCASTING.
Situations Wanted (Cont’d)

Announcer, writer, Veteran, not in reserve. Excellent news story writing, editing. Thorough knowledge of jazz and popular music. Have program ideas that are centered around national events. Have done radio writing. College background, looking for something better any where. Box 567Q, BROADCASTING.

Double dealing? So we are. Two trained, experienced announcers and engineers. One man radio program. Employed this past year and before. Headed a new station, left due to chief announcer, now seeking larger market. Have good salaries, excellent apartment, even giant voices. Music? From Gipsy to Gounod! Audition notes. Double dealing? No. Box 900G, BROADCASTING.

Situations Wanted (Cont’d)

Engineer, 3 years experience. Ham over 10 years, permanent position. No combo. Available immediately. Box 894G, BROADCASTING.

Married, vet, eighteen months experience, complete studio room, low pay. Box 974G, BROADCASTING.

Engineer now employed; six years experience, loops, maintenance and operation of AM, FM and TV studio equipment. Experienced in all phases of programming. Married vet, A-1 references. A double deal for any staff! Box 719G, BROADCASTING.

Combination man, strong on sports, play-by-play, fully experienced, hold first class license. Box 972G, BROADCASTING.

Announcer: Thoroughly trained in all phases of radio and TV. Broadcasted in most of the consoles. Sales, DJ, news, sports, sports. Very promising. Box 976G, BROADCASTING.

Two and half years experience in all departments. Announcer to program director. Box 986G, BROADCASTING.

Announcer-DJ, 31. Seven years experience. Three and half years with Illinois regional. Not looking at DJ. Prefer morning, late night, all DJ strict, both all night. Box 115G, BROADCASTING.

Program director. announcer. Youthful, married, draft exempt. Box 919G, BROADCASTING.

Looking for someone with unqualified recommendation. I’ve got it, but am as high as can go present position. I am experienced, complete station operation except engineering. Little office, but do have hqs in most popular hillbilly show in area. Looking for job with firm, not a job on $20. Married. College graduate. Prefer engineering, but my story. Box 984G, BROADCASTING.

Program director, available soon, Let’s talk about the future. Good production and ideas. Good background. State salary offered. Box 997G, BROADCASTING.

Program director, capable, versatile, responsible. Background includes technical director, area college’s experimental signal operation, local lieutenant, president, permanent position. Experienced complete station operation except engineering. Box 980G, BROADCASTING.

Program director, announcer. Youthful, married, draft exempt. Box 910G, BROADCASTING.

Chiefs engineer, 17 years experience, seeking change of location. Excellent job. Salary secondary to opportunity. Best references. Box 946G, BROADCASTING.

Chief engineer, experienced all phases of broadcasting construction, have made two installations. Perm. Call established station. Best references. Box 92G, BROADCASTING.

Engineer, five years experience, operation and maintenance of transmitter and studio equipment. Want permanent position. Experienced in building, staffing and making stations run. Box 909G, BROADCASTING.

First phone, age 22, single, have car. Drove cross country, present on ANAV temporary, Army training in high power equipment. Previously employed. Enrolled in Television Institute courses. 6 months experience. Free to travel anywhere. Box 985G, BROADCASTING.

First phone, 3½ years broadcast experience, graduate leading radio school, one year's experience. Second test-passed. One child. Box 871G, BROADCASTING.

For Sale

First phone, age 22, single, have car. Drove cross country, present on ANAV temporary, Army training in high power equipment. Previously employed. Enrolled in Television Institute courses. 6 months experience. Free to travel anywhere. Box 985G, BROADCASTING.

Engineer, 3½ years broadcast experience, graduate leading radio school, one year’s experience. Second test-passed. One child. Box 871G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter operator, have car. Box 909G, BROADCASTING.

Engineered, constructed and working for 1000 watt. Remotes and maintenance. Box 822G, BROADCASTING.

Situations Wanted (Cont’d)

For Sale

Composite tower, 4-leg cross membered square 20’x20’. Insulators, 8000 box. Available immediately. WFPC, Kingston, N. C.

For sale—Tr斯顿 tower (172 feet), lift, Western Digital transmitter, sundry 1,000 W parts; available because we’ve increased power. Jim Healy, WORO, Albany, N. Y.

Make offer. WF WE 5903—complete, simplex, tent, tower, lift, equipment, etc. Located in United States. Arkansas dividing line. All information will be held in strict confidence. Willing to pay up to three years former power cost over last years. Box 900G, BROADCASTING.

Equipment, etc.

FM frequency modulation monitor, spec. 979G, BROADCASTING.

One insulated self supporting tower approx. 120 feet, price, WILD, Panama City, Florida. For sell. Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Used RCA 76 or Western Electric 53 or equivalent. Two turntable Urgent. Special Radio.(additional space. A-1 references). Box 921G, BROADCASTING.

Situations Wanted

Announcers

NEWCASTER—1½ years experience, currently employed 5000 watt station, desires better position. Journalism university graduate. 27, single, draft exempt. Box 923G, BROADCASTING.

Technical

TECHNICAL DIRECTOR

Available

Electrical engineer, recently employed as technical director NY metropolitan area AM-FM station for 3 years. Desires combined AM-FM or AM operation position. Recent background includes station operation, engineering and management. Professional school at New York University. Box 926G, BROADCASTING.

Doctorate, 1½ years experience in technical education. Box 927G, BROADCASTING.

NOWN CUSTOM JINGLES? Proven sales results at a cost you can afford. Created by long-time composer of some of America’s most famous jingles and top hit songs. Need we say more? RICHARD M. PROCTOR, PRODUCTIONS, BOX 7246, BOSTON, 28, Calif.

Miscellaneous

Donates Transmitter

COMPLETE TV transmitter unit has been donated by the Capehart- Farnsworth Corp. to Indiana Technical College, Fort Wayne, Fred D. Wilson, Caphearth’s president, announced last week. The college’s president, A. T. Keene, said the equipment would be operated with an experimental signal in the school only for use in educational and training purposes. Mr. Keene added that the transmitter will enable the school to equip a greater number of persons to enter TV engineering, manufacturing, broadcasting and servicing.

International First

INTERNATIONAL television “first” is reported from abroad where a 1-hour and 50 min program was teletaped from Calais in France to London, a distance of about 86 miles. The event, occurring exactly one year after the first submarine cable was laid across the channel, was marked with exchange of greetings from the Mayor of Calais to the Mayor of Dover, England. He invited some 500 television viewers in London to watch the historic program. Transmitted from a tower in the Calais town hall, signals were received in Dover and microwaved another 20 miles where a VHF link carried the waves 18 miles further to a London location and thence to Alexandra Palace in the English capital.

Seminar Talks Held

FIRST Annual Regional Television Seminar will be held in Bakersfield in mid-February, it was decided by the group’s Steering Committee. Seminar is sponsored by WAAM (TV) Baltimore in cooperation with the U. S. Office of Education, John Hopkins U., American U. and Temple U. The first seminar will cover “Careers Opportunities in Television.” Speaker, well known to the industry, is to be selected.

Crosley Grant

EXPERIMENTAL UHF television station on 529-535 mc was granted by FCC Nov. 3 under special temporary authority to Crosley Broadcasting Corp. for the purpose of testing UHF receiving equipment. To be located at the transmitter site of WLWT (TV) Cincinnati, the UHF station will be used for a period of up to 60 days with unknown power. Only test pattern or monotone scope pictures may be aired.

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FARMSTEAD IMPROVEMENT

WNAX Three-Year Project Has Gala Climax

CLIMAX of WNAX Yankton's three-year Farmstead Improvement Program, most ambitious public service promotion in the station's history of nearly a quarter of a century, drew a capacity crowd of 6,000 to the Sioux City Municipal Auditorium Saturday night, Oct. 28. Hundreds were turned away from the hall.

During a widely advertised Midwestern Farmer Day, WNAX staged three events in Sioux City, which it claims as a primary listening area and where it maintains studios.

In the afternoon, an estimated 2,000 farmers and their families, from five states, were guests at a two-hour show at the Municipal Auditorium, featuring the WNAX Missouri Valley Barn Dance, which has had a high program rating in the region for many years.

In the evening, a banquet for winners in the Farmstead Improvement competition was held at the Warner Hotel, with Robert R. Tischer, vice president and general manager of WNAX, as toastmaster.

Several national legislators, and officials of five states and of Sioux City were at the head table. At night, the windup event was highlighted by the award of farm and home utility prizes worth $10,000 to this year's state winners in the Farmstead contest, as well as to two-year and three-year over-all regional winners. The program was emblazoned with entertainment by ABC's Breakfast Club performers – Patsey Lee, Johnny Desmond, Aunt Fanny (Fran Allison), Sam Cowling, and Eddie Ballantine – plus a brief recital by the two-time national champion Sioux Falls American Legion Chorus.

The WNAX Farmstead Improvement contest, conducted annually since the summer of 1947 in cooperation with the Agricultural Extension Services of North and South Dakota, Nebraska, Iowa, and Minnesota, drew entries from 1,691 farm families in 243 counties of the five states. The program was designed by WNAX to raise the standard of farm living in the Midwest by promoting actual improvements to farm homes, yards, and farm buildings.

This year's award was made to the late Mr. and Mrs. Frank A. Blankenship, of North Dakota.

Mundt Praise

"WNAX is an institution of which we are very proud," said Sen. Mundt. "I have been with you. I own the results of this fine program of encouragement. This is a great manifestation of the American spirit in action."

Rep. Stefan said: "In the early days of radio when WNAX was one of the first on the air, little did I believe that radio would participate in great programs like this. I congratulate the station on what it has done."

Gov. Mickelson termed the project "one of the most worthwhile in the history of the Midwest."

Smith Buys Ritter Co.

FRED SMITH, president of Fred Smith & Co., New York public relations and business consultants, has purchased Philip Ritter Co., 50-year-old New York advertising agency. The purchase includes the firm known as Philip Ritter Co., a division of Fred Smith Inc. Philip Ritter III, who was president, will become associated with the Smith organization.

increased to $40,000 the total of merchandise given to winning contestants over the three-year period. In addition to state and county prizes each year, WNAX wound up the promotion with the two-year and three-year over-all improvement awards of $2,000 and $8,000 in merchandise, respectively. To determine these regional winners, the station recently chartered two airplanes and sent a blue-ribbon judging committee to two farms in each of the five states. One judge was selected from each state. WNAX lined up an imposing list of manufacturers who furnish prizes for the Farmstead Improvement contest in return for promotion during the three-year period.

Speakers at the Saturday night performance included some of the nation's best known personalities, including U.S. Sen. Karl Mundt and Gov. George Mickelson of South Dakota, U.S. Representatives Karl Stefan of Nebraska, Charles Hooven of Iowa, Francis Case of South Dakota, Nebraska's Secretary of Agriculture Rufus M. Howard, and Mayor Dan J. Conley of Sioux City.

BAB FOLDERS

Urged Hotels To Buy Time

BROADCAST Advertising Bureau has distributed retail information folders on hotels, a $5 billion industry.

The BAB radio folder on hotels points out that only 19% of the hotels in the country use radio, despite conspicuous success of those that have used broadcasting, and urges stations to make vigorous solicitations to expand hotel use of the air.

The television folder says hotel managers have recognized TV as an "unprecedented opportunity" to "display their wares."

PHILCO SALES UP

Increase 76% Over 1949

PHILCO Corp.'s sales in the third quarter of 1950 increased 76% over the corresponding period last year, President C. W. Balderston announced Nov. 6. Earnings were up to $4,256,000 ($2.47 per common share) compared to last year's third quarter when volume and income were down because of costs in starting Philco's new radio and television line and earnings were $3,000,000 ($2.44 per common share), according to Mr. Balderston. Total sales for first nine months this year were $229,205,000 with earnings at $10,412,000 compared with sales of $156,843,000 with earnings at $2,956,000.

According to Mr. Balderston, television output at Philco has continued on the increase with a new production record established a fortnight ago. In the future, he added, Philco is looking to substitute materials to make possible maintenance of quality standards while filling customer requirements.

WGAY" Scratched

LATEST tipsheet from Bowie (Md.) racetrack has scratched "WGAY," the two-year-old bay gelding, named after WGAY Silver Spring Md., by his part-owner, Announcer Ben Schwartz, was secreted away from Barn 19 stall at 3 p.m., Nov. 5, Ernie Tannen, WGAY program director, reported last week. Saddest with him was the news that the two-time track participant may have been the victim of foul play, Maryland authorities indicated. State police found "WGAY" had been moved to Lincoln Downs, R. I., a case of mistaken "horse identity." "WGAY" was reported late last week.
HORSE RACE ISSUE

WTUX Asks FCC Reconsider

NEW FIRE has been built under the horse race programming issue by the petition of WTUX Wilmington, Del., for reconsideration of FCC's decision denying license renewal to the station. (Broadcasting, Oct. 16, Nov. 6.)

The WTUX petition charged that:

- FCC erred in concluding the station's owners made four separate accusations in 1947 that only one was correct—that WTUX was carrying horse race programming.
- WTUX was making “an impression of being sent out by FCC”.
- FCC's conclusion that “WTUX was carrying horse race programming” was an “underhanded method” of FCC's conclusion.
- FCC's conclusion was “insincere and untrustworthy.”

As to FCC's conclusion, the petition stated the owners did not believe Mr. Kavanagh's allegations that a number of horse race rooms raised during past months had receivers tuned to WTUX.

If all the allegations had been correct, the petition continued, the station's racing format would have been altered many months earlier than it was.

As to FCC's conclusion, the petition stated that WTUX owners failed to heed Commission policy on racing programs as defined in the February 1948 Capital Broadcasting Co. (WWDC Washington) decision, the petition claimed WTUX did heed this policy and considered WTUX programming to be in accord. The petition said the Capital Broadcasting ruling is “very confusing and except for the dissenting opinion, seems to endorse horse racing programs in general.”

The petition asked WTUX owners to consider this opinion correct because “the intention of stations” throughout the U.S. continued to broadcast horse racing programs “in approximately the same manner” as WTUX. The petition further stated WWDC was giving race results on a rapid basis and was giving most if not all of the results (with the exception of the Armstrong numbers) that WTUX was broadcasting.

The petition presented a tabulation of race results allegedly broadcast by WWDC on May 16, 1948, which format is believed to be generally the type which had been employed by the station for the entire period being questioned for WTUX. Similarly, a tabulation of information pertaining to horse programming by WGAY Silver Spring, Jr., a Washington suburban outlet, was presented for the same date.

The “consistency on the part of the owners of WTUX as to the meaning” of the WWDC decision “was further exaggerated by the fact that horse racing is illegal under the laws of the District of Columbia and as found by the Commission in its WTUX decision.

(Continued on page 89)

In Percentage Increase Of Sales 1939-49*

Among the 53 metropolitan areas in its own population group...Miami ranks

1st in retail sales
1st in drug sales
1st in furniture-household-radio sales
3rd in automobile sales
6th in general merchandise
7th in food sales

In addition to the rankings in this group, Miami stands exceedingly high among all metropolitan areas with a rating of 4th in retail sales; 6th in furniture-household-radio sales; 7th in food store sales; 10th in drug sales; 14th in automotive sales.

For a two-fisted selling job here, call on WIOD. For details, see our Rep, George P. Hollingbery Co.

Miami (Dade County) ranks high among the Top 20 official Metropolitan Areas

The KOKOMO market is rich!

Distribution of Listening Homes among stations...

Latest Conlan Figures...

WI10U ... 67.0%

KWOI... 65,393

SM Estimate

BROADCASTING • Telecasting

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5,000 WATTS • 610 KC • NBC
FCC Actions

(Continued from page 78)

Decisions Cont’d:

BY COMMISSION EN BANC

Hearing Designated

Charles L. Cain, Grand Prairie, Tex.—Application for new station on 1480 kc 500 w D, in connection with proceeding on applications of KRMD and Lakewood Bost. Co., scheduled to be held at Washington on Nov. 20.

ACTION ON MOTIONS

By Commissioner Geo. E. Sterling

Cecil W. Roberts, Kewaunee, Ill.—Denying continuance of hearing, presently scheduled for Nov. 15 at Washington, D. C.

KKRN Benton, Washington.—Granted continuance of hearing in proceeding re application from Nov. 11 to Jan. 7, 1951, at Washington, D. C.

WVOW Logan, West Virginia.—Granted continuance of hearing in proceeding upon application for a license to transmit to March 1, 1951, at Washington, D. C.

Tribune Pub. Co., Tacoma, Wash.—Granted request that Commission accept late appearance in hearing upon application at Washington, D. C.

WMEB New Orleans, La.—Granted extension of time in which to file replies to the objections of the Commission issued in proceeding re application and time extended to Nov. 12.

FCC General Counsel.—Granted reargument with respect to witnesses in proceeding re revocation of CP of CAF, Arlington, Va., and license of station WXLT, Ely, Minn., as to which matter, Commission issued order June 27, 1950.

KDAL Dallas, Tex.—Request for reconsideration of motion granted by Commission on Nov. 2, 1950, for temporary reduction of vertical antenna to 125 ft. at Bakersfield, Cal.

WAPA Washington, D. C.—Granted extension of time in which to file comments and present evidence to be heard at Washington, D. C.

Cont’d.: (Nov. 13)

WASHINGTON, D. C.

November 8 Applications . . .

ACCEPTED FOR FILING

License for CP

WILK Wilkes-Barre, Pa.—Mod. CP AM station to change frequency, power etc. for extension of completion date.

License for CP


FM-98.5 mc

KWPT-FM Kingsport, Tenn.—CP FM station to change ERP to 6.3 kw, ant. to minus 89 ft.

November 9 Applications . . .

ACCEPTED FOR FILING

License for CP

WEED Bakersfield, Cal.—License for CP to increase power etc. install DA 12, AM station.

WABA Winston-Salem, N. C.—License for CP new AM station.

AM-1290

WIVY Jacksonville, Fla.—CP AM station to change from 1000 kc, 1 kw D to 1000 kc, 1 kw D to 1300 kc, 500 w-D.

AM-1290

KMMO Marshall, Mo.—CP AM station to change from 1300 kc, 500 w-D to 1300 kc, 1 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: WDAB-FM Tampa, Fla.; KIRP-FM Seattle, Wash.

NEW ENGLAND UNIT

Names Three Radio Executives

THREE radio executives have been appointed members of the Committee of New England, the National Planning Alliance, announced Friday. They are Harold E. Fellows, general manager of WEWI Boston; Craig Lawrence, general manager of WCPB Boston, and Peter W. Morency, vice president of WTCI Hartford.

The committee holds its first meeting today (Nov. 13) in Boston to form its program for analyzing the effects of government policies on the full development of New England's economy.

WRCG ELECTION

Marion Named President

Radio Writers Guild faction alleging pro-Communist leanings among the Eastern Council membership was in effect voted down by the national WRG membership in elections of officers announced last week. Ira Marion, senior ABC staff writer, was elected national president and promptly signed the anti-Communist affidavit required by law.

Others elected to the council from the same slate included Jim Hart, Bob Cenedella, Sam Moore, Jack Bentkover, David Kogan and Jack Gerber, representing news writers. Alternates elected were Sig Miller, Addie Richton, George Fass, Abe Ginsberg and Frank Freed.

Mr. Marion won over Knowles Entriakin, who represented the defeated faction, by about two-to-one in the national vote and by 172 to 106 in the eastern region vote. The election leaves none of the dissenting members on the eastern region council, but the group is reported to be holding together with the intention of continuing its opposition.

Holiday Package

ASSOCIATED Program Service, New York, has provided its subscribers with a special 9-hour-and 45-minute holiday package program which includes 18 quarter hours of holiday music and stories, a one-hour Christmas Show, three half-hour children's programs, one 15-minute choral program, a half-hour review of 1950 and two-hour New Years Eve Dance Party.

WCDL Joins MBS

WCDL Carbondale, Pa., has become an affiliate of MBS. The call letters of WCOL, an ABC affiliate in Columbus, Ohio, were inadvertently used in a story reporting the affiliation of WCDL in the Nov. 6 Broadcasting. WCOL retains its ABC affiliation.
Rumpus Room

(Continued from page 82)

studio prop—man to assure that all essential steps of the commercial are completed in the allotted minute and a half time.

Working on cue, the demonstrator moves from table to stove and back again while the prop assistant replaces the dish in preparation with one showing the finished product.

Besides finding TV an effective selling medium, Premier likewise has derived useful applications as a merchandising aid.

One of the most productive was a recipe contest, which not only provided new basic recipes but opened the eyes of the firm to the versatility of its product. Premier, taking its cue from Madame Housewife, changed the label on the can from “Excess Room” to “Sauce of Many Uses.”

Premier also uses Rumpus Room to build good will with grocers and housewives. It has equipped one of its giant demonstration trailers with DuMont television sets. Trailer is moved each day to a different neighborhood grocery where Johnny Olsen salutes the grocer and introduces the store to the customers.

Tickets Allocated

Tickets are allotted to grocers who have booked Mr. Olsen’s itinerant studio during coming months. Upwards of 10,000 ticket requests are on file.

The choice of Mr. Olsen as Premier’s personality man, competing only with Premier Pete, doubtless was a fortuitous one and had its inspiration largely in the fact that the likeable m.c. has won and held his store audiences, not only in New York, but also in Chicago where he previously presided over ABC’s Ladies Be Seated.

Mr. Olsen is assisted on the popular DuMont show by his able wife Penny, Announcer Russell, the demonstrator, and such inanimate objects as pop up from time to time. Mr. Olsen’s duties consist of stunts and other audience participation features which invariably transform the studio into a rumpus room.

Premier’s campaign for its sauce placing video’s impact behind two other products, mayonnaise and Roquefort cheese dressing.

And now, once again, Premier is pushing its Sauce Arturo, which it began promoting last Jan. 2, 1950, with every indication that it will continue to do so for some time to come, for nothing succeeds like success, the sponsor and station say.

Excess Tax

(Continued from page 21)

including some radio-TV manufacturers, who have common problems arising from expansion and growth during the base period.

Two broadcasting firms—Meredith-Syracuse TV Corp. [WHEN (TV) Syracuse] and May Broadcasting Co. [KMA Shenandoah, Iowa]—have asked to file statements with the Ways and Means Committee.

Confusing the tax picture is the result of the Nov. 7 national elections. A lame duck Congress has been replaced by the legislative body created by a harassed Administration to come up with a workable war profits levy, retroactive Oct. 1 or July 1, 1950.

What enthusiasm legislators will carry with them to Washington on the entire tax problem, is questionable. A decline in enthusiasm for settling the issue this year already had been noticed.

There have been comments, like that of Sen. Ralph Flanders (R-Vt.), to the effect that an increase in corporation taxes would be more desirable than a war profits levy [BROADCASTING, Nov. 6].

In addition, President Truman is not on the same ground as he was prior to the elections in regard to calling Congress back before the Nov. 27 date set for a last brief sitting of the outgoing 81st Congress. The new 82d Congress convenes next January.

To further complicate the tax picture, recommendations have been made to abandon the relief provision as contained in the profits law in effect during World War II. In its place, some experts advance the idea of including a mechanical formula that would apply to individual tax problems of industries—like radio-TV—which could be considered to be in the ‘hardship’ category [CLOSED CIRCUIT, Nov. 6].

MARK TRAIL

Lauded by Educators

NEW JERSEY Education Assn. used the Mark Trail radio series, a juvenile adventure program based on a theme of conservation, as a model of education by radio at its annual convention in Atlantic City, Nov. 9-12.

To demonstrate how education of children can be aided by commercial radio, a special session to hear two recordings of the show was on the conference agenda. Program is heard three times weekly on MBS and is sponsored by the Kellogg Co., Battle Creek, Mich.
Congressional
(Continued from page 18)

be torn by internal strife on the color television question. Rep. Clossen promised to bring up the issue to his committee when the 81st Congress returns this month. If GCCA sentiment is for probe, the demands probably will receive more attention than they would have been given a few months ago.

Rep. Charles Wolverten (R-N.J.) was named a ranking minority member on the committee. Speculation has mounted that Rep. Wolverten may be prevailed upon to push for an inquiry on color. Two leading TV manufacturing firms, DuMont and RCA, both opposed violently to CBS color, have plant facilities in New Jersey.

In the Senate, most outspoken critic of FCC's position on color TV is Sen. Carchfert. He had asked FCC, prior to its final decision, to hold back until the 81st Congress reconvened. The Indiana Senator is a former owner of the radio manufacturing firm bearing his name and is now active in a commercial phonograph producing firm.

Other demands for a full dress inquiry may be forthcoming during 1951 Senate and House debate, providing the color TV question still burns in that year.

The annual NABBA agreement, a target of clear channel broadcasters, may be in for a hail of protests when it is presented to the Senate for ratification (see story page 21).

Not to Return

The following Democratic members of the House, monochrom group will not be in the 82d Congress: Reps. George G. Sadowski, deflected in the Michigan primaries; Andrew J. Biemiller of Wisconsin, George R. Wilson of Oklahoma; Neil J. Linehan of Illinois, and the late Alfred L. Bulwinkel of North Carolina who died earlier this week. The Republicans on the committee were all re-elected, including Rep. Harris Eilsworth, who has part interest in KRKR Roseburg, Ore.

Tuesday's elections climax the most extensive radio and television campaigning by candidates ever witnessed before in the annals of American politics. Standout in the media's use was Gov. Thomas E. Dewey, who was re-elected in New York. (See separate stories).

The balloting also brought new names to the Washington political scene. Many of them long familiar in radio circles. Among them is Frank T. Bow, successful in his bid for the Republican seat in Ohio's District 18. The former commentator at WPAY Portsmouth, Ohio, has a background of particular interest to government and radio people. He served as counsel for the House Select Committee to Investigate FCC during the 80th Congress.

Most dramatic Senatorial race was in Connecticut where Sen. William D. Benton, advocate of world radio and champion of the Voice of America, squelched by his challenger, Prescott S. Bush, a CBS stockholder and New York businessman. Democrat Benton, former partner of Benton & Bowles, New York, was re-elected by a narrow margin of less than a thousand votes.

Formal action by Connecticut Republicans for recount is expected. If Mr. Bush were to win, the Senate would find itself in a 48-48 party tie. A U. S. attorney in the Nutmeg State was quoted last week as ready to ask help of the FBI if evidence is found to support allegations of irregularities at the polls.

Sen. Benton's former agency associate, Gov. Chester Bowles, is no longer a political partner in the New England state. Incumbent Bowles was defeated by Rep. John Davis Lodge, a Republican.

Taft Family Holding

Sen. Robert A. Taft served candidate Joe Ferguson a crushing defeat in the Ohio Senatorial contest. Republican Taft's family holds interests in WKRC Cincinnati and the Times Star, as well as Transit Radio Inc.

The Taft heavy plurality is seen as the factor which may spur a bold bid to capture the Republican nomination for President in 1962. Sen. Taft took to the air in the Buckeye State to answer President Truman's last-minute radio appeal to voters in the final heat of the election campaign. [BROADCASTING, Nov. 6].

An Ohio radio executive was newly elected to Congress. Frazier Reams, president of Community Broadcasting Co., which operates WOTL-AM-FM Toledo, won the Ninth District in a three-party contest. Defeated were Democrat Thomas H. Burke, the incumbent, and Republican Joseph A. Raney. Mr. Reams, a Toledo attorney who has been active in Democratic Party affairs for many years, ran as an Independent.

Rep. H. R. Gross (R-Iowa) was returned to Congress. He was formerly a radio news commentator, as was Rep. Kari Stefan (R-Neb.), re-elected. Rep. Mike Mansfield (D-Mont.), who heads a special House Committee to Investigate Campaign Expenditures, was re-elected. His committee was scheduled to open hearings on campaign funds, including candidates' radio and television spending. Also returned was Rep. Richard W. Hoffmann, Inc., licensee of WHFC Ciero, Ill. Mr. Hoffmann is a Republican in Illinois' Tenth District. Rep. Alvin E. O'Konski, president and owner of WLIN Merrill, Wis., was re-elected. He is a Republican in Wisconsin's Tenth District. Rep. Clinton D. McKinnon (D-Calif.), former part-owner of KCBQ San Diego in 1946 which he later sold.

Back for another term were Reps. John Phillips (R-Calif.), former part-owner of KQQA Banning, Calif., and Franklin E. Walter, D-Pa.), who has often been at odds with FCC. In California, Rep. Harry R. Sheppard, Democrat, outspoke to radio networks in an interview, and author of legislation proposing their licensing, was re-elected although the contest was in doubt for some time after the polls closed. Even while engaged in his campaign, Rep. Sheppard last week found time to demand of FCC that

1950 OCTOBER SURVEY
FACTS FOR MADISON ARE NOW AVAILABLE
AND WIBA STILL TOPS THE LIST
FOR THE DETAILS CALL OUR REPS

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company, 5000 WATTS ON 1310...ESTABLISHED 1925
BROADCASTING • Telecasting
it amend its rules to free network sponsors to contract with other stations for rebroadcasts of their programs (see story page 20).

In a contest for State Governor, Howard Pyle, vice president and program director, KTAR Phoenix, staged an upset in Arizona. In a see-saw battle, Mr. Pyle defeated Mrs. Ann Frohnmiller, the Democratic standard-bearer, when late returns assure re-election of GOP candidate who had been given only an outside chance. James F. Byrnes, former Secretary of State and minority stockholder of WORD WDXY (FM) Spartanburg, S. C., is the new Democratic governor of South Carolina. C. Ross Pearson, former owner of WSPA Montgomery, Ala., was elected governor of Alabama.

Democrat D. Worth Clark, part owner of KBJB San Francisco failed in his bid for the Senate when Herman Walker, Republican, defeated him in the Idaho race. Mr. Clark had defeated former Sen. Glenn H. Taylor in the Democratic primaries last August.

Significant popular vote on an initiative measure in Oregon defeated an attempt to bar the sale of alcoholic beverages "promotively" advertised within the state. The proposal, sponsored by the Temperance League of Oregon, was fought by broadcasters who warned Washington State radio executives that if the proposal had succeeded in Oregon, its neighbor Far West state would be next.

'Milestones of WFHR'

WFHR Wisconsin Rapids, Wis., celebrated its 10th anniversary Sunday, Nov. 5, with a one-hour program, Milestones of WFHR, during which highlights of the decade were reviewed and recorded, and congratulatory messages aired. Among those commending the station and its general manager, George T. Freechette, were Wisconsin's Gov. Rennebohm, NAB President Justin Miller, NAB District 9 Director Charles C. Cailey, WMWD Peoria, and such radio notables as Fulton Lewis Jr., Jack Bailey and Walter Mason.

open mike

'One Big Market'

EDITOR, Broadcasting:

...I have spent the past two weeks introducing WQUA, the newest CBS affiliate, to the time buyers of both Chicago and New York, and on several occasions I was told that it was impossible for WQUA to cover the Quad-Cities market. I found these timebuyers had their information from your 1949 Broadcasting map on the wall of their office... . . . We make a considerable point of the fact that the Quad-Cities—one big market—are as close together as the boroughs of New York City...

John Grandy
Commercial Manager
WQUA Moline, Ill.

EDITOR, Broadcasting:

I have just returned from a week in New York...

Everywhere we went it seems we saw the map from your Broadcasting Yearbook either prominently framed or conveniently handy. Unfortunately for WQUA, the city of Moline, Ill., is improperly located on your otherwise flawless map. Several prospects refused to believe that WQUA, located in Moline some 20 or 30 miles away from Rock Island and Davenport, could possibly do a job in the Quad Cities. It took an aerial photograph to convince some of them that Broadcasting could be wrong...

Dalton Lemassier General Manager KDAL Duluth Minn.

[EDITOR'S NOTE: Our apologies to Moline. Our map-maker will correct the location on the next issue of the map.]

The 'Early Bird'

EDITOR, Broadcasting:

Maybe stories about Al Jolson memorial shows are a little superfluous now, but I've been surprised by all the to-do about such programs being run mid-morning or afternoon of Oct. 24. . . . What's so speedy about that?...

First news of Jolson's death was aired to WPIC listeners on our 7 a.m. newscast, Oct. 24. When his Early Bird program took to the air, 8:05 to 9... M. C. Joe Prelee threw out his prepared show and devoted the entire 55 minutes to Jolson records.

The Early Bird has since flown the coop. Joe Prelee enlisted with the Air Corps yesterday. The city of Sharon gave him a warm send-off. His last day here began with a spectacular half-million-dollar feed mill fire at 5 a.m. Joe was on hand with a tape recorder.

Evelyn L. Keller
Publicity Director
WPIC Sharon, Pa.

Hurricane Service

EDITOR, Broadcasting:

In the recent hurricane... WORZ remained on the air on a 24-hour basis. WORZ also made over 300 announcements of special interest to different groups such as churches, schools, and various other organizations.

The response to this public service has been phenomenal...

Sammy Roen
Promotion Manager
WORZ Orlando, Fla.

CHRISTMAS PARTY

Hodacol Plans 600 Dec. 23

WHAT may well be one of the biggest Christmas parties on record is being planned by Sen. Dudley J. LeBlanc, president of the radio-minded LeBlanc Corp. (Hodacol). The firm is planning to hold parties in 600 theatres throughout its distribution area on Dec. 23. A live Santa Claus is slated to be on hand at each theatre. Admission will be one Hodacol box top.

Sen. LeBlanc reportedly closed a deal last Thursday with Fred Jack, United Artists' southern and western sales manager, for Hopalong Cassidy features in all theatres. In addition there will be carolers, stars from local radio stations and gifts for all the children.

The 600 stations which are reportedly used a minimum of four times daily by Hodacol are to join in local promotions. Extra spots will be purchased by the firm and $5,000 in cash prizes will be given to stations doing the best merchandising jobs, the LeBlanc Corp. reports.

Time Buyers, NOTE!

NO TV Stations within 60 miles of YOUNGSTOWN, Ohio’s 3rd Largest Trade Area

Buy WFMJ

The Only ABC Station Serving This Market

5000 WATTS

All programs duplicated on WFMJ - FM

90,000 Watts on 105.1 Mag.

Call Headley-Reed Co., National Representatives

November 13, 1950 · Page 87
Allocations
(Continued from page 62)
FCC's proposal to allocate community UHF channels to some cities and not others [TELECASTING, Nov. 6]. It wants such channels to be available equally to communities on demand basis which would consider important economic and technical factors. He also urged that minimum power requirements be relaxed where good service with less power is possible so as to encourage UHF development.

Mr. deMars, only individual to refuse to endorse Volume I of the Ad Hoc Committee and one of several to decry the findings of Volume II [TELCAST GETTING, Sept. 18], said he appeared "reluctantly" but felt it his public duty to challenge Mr. Norton's expert qualifications since they concern basic concepts relied upon by FCC in deciding television's future. He indicated no personal animosity was involved.

Mr. deMars indicated he planned first to interrogate Mr. Norton on his practical experience and then submit evidence concerning the NBC authority's qualifications, but upon insistence by FCC's counsel, Harry Plotkin, his direct questioning of Mr. Norton was delayed until Friday.

Hits Conclusions
Both Volumes I and II of the Ad Hoc Committee were based upon References C and E by Mr. Norton, Mr. deMars asserted. He claimed certain conclusions in both of these reports were "contrary to known fact" but not all assumptions involved are "technically sound."

The consulting engineer alleged Mr. Norton has made mistakes before, which he has "belatedly acknowledged." Questioned by Comr. Webster, Mr. deMars said he did not necessarily differ in opinion with Mr. Norton but specifically questioned his qualifications as an authority on wave propagation.

The alleged errors of Mr. Norton cited by Mr. deMars included:
- Statement in 1944 allocation proceedings by Mr. Norton that VHF stations of high power on 60 mc will not see places as South America and Australia during times of high sun spot activity would interfere with TV and FM stations in the U.S. When asked in November 1947 during another proceeding by Prof. E. H. Armstrong whether the 60 mc was right with all stations more than 40 mc should have been specified
- Again in 1944, testifying in Docket 6651, Mr. Norton said service range increased with frequency, noise fields decreasing with frequency. Mr. Norton termed this "fundamental" in locating TV and FM in the spectrum. In 1948 he testified high band stations would have smaller service areas than low band stations and said abandonment of channels lower than 60 mc would mean abandoning hopes of providing extensive rural and suburban TV service.

- Mr. Norton published in 1944 that expected range for a transmitting antenna at 100 ft. would be a maximum in the band between 500 and 1500 mc.
- In 1945 Mr. Norton and Mr. Allen presented a paper before the Institute of Radio Engineers, later published under Mr. Allen's name, which said service area increased with frequency, based upon Mr. Norton's calculations.

"Here is a man who has contradicted himself," Mr. deMars said. He explained he was not placing serious doubts on his qualifications.

Mr. Norton's earlier predictions were proved wrong, Mr. deMars said, and the factors with which he used are in account in 1948 were known in 1944 "and many years before that." He made such "flat statements" up to and beyond 1946, Mr. deMars told FCC.

Pointing Webster asked at what point FCC should disqualify the testimony of an engineer. Mr. deMars replied, "Just as soon as it's established that his testimony has been in error according to the known facts."

"Do you think he should be disbarred from appearing before this commission?" Comr. Webster asked after several attempts to learn Mr. deMars' "formula" for determining qualification.

"I think that is so," Mr. deMars replied as far as Mr. Norton's qualifications relate to propagation.

At this point Mr. Plotkin asked Mr. deMars if he ever testified that stations higher in frequency should be spaced farther apart. "I have no such recollection . . . I can't believe that I did," Mr. deMars replied.

"Ask his view now, he stated there are many factors to be considered but every evidence is that such separation should be "at least as far" as those of lower frequency.

Mr. Plotkin observed Mr. deMars was only attacking the weight which should be given. Norton data was "wasting time," but if he was attacking qualifications it was "something else." He indicated while he did not believe Mr. deMars should be allowed to examine Mr. Norton on the witness stand, he should be given full opportunity to now alleged mistakes since the dispute has been so "bruited about."

Comr. Webster noted that, if the situation was going as far as to involve disbarment, FCC may consider a separate proceeding necessary. Mr. deMars explained his plea was not for disbarment of the witness. "I was the asked the question and I answered it," he said.

"You can see what this leads to when you get into it," Comr. Webster observed.

"I think I have established he is not qualified as a propagation authority," Mr. deMars contended. "If an expert makes a mistake and is honest enough to admit it, is he still an expert?" Mr. Plotkin asked.

That "depends on the number of times" he does this, Mr. deMars replied.

"He makes a mistake and is not honest enough to admit it, is he still an expert?" was Mr. Plotkin's next query.

"Until he is exposed," was Mr. deMars answer.

"I don't think this testimony is competent," Mr. Plotkin commented, observing the Ad Hoc Committee was an "eminent group" of experts and if mistakes were made Mr. deMars did not submit positive values to correct them.

Comr. Webster was curious why Mr. deMars did not oppose the appointment of Mr. Norton to the Ad Hoc Committee in the first place. Mr. deMars explained he has appeared before FCC since 1940 in his disagreement with Mr. Norton. To Comr. Webster's observation this did not relate to qualification, Mr. deMars said he has doubts Mr. Norton's qualifications since 1945.

"Working with Norton on the Ad Hoc Committee, how did you feel?" Comr. Webster asked.

Mr. deMars replied he didn't feel Mr. Norton or "some other members" were qualified, but since they were appointed to do a job they would work as best they could.

Must Be Specific""Taking off my hat as chairman and speaking as an engineer," Comr. Webster said it was a "very serious matter" to question the qualifications of an engineer in "our profession." He told Mr. deMars he must be "very specific here as to what you are doing." "I am not clear at all as to what your phrase is," Comr. Webster concluded.

Mr. deMars stated he had presented all affirmative evidence and would question Mr. Norton Friday if he remains his position.

Mr. Allen, chief of FCC's Technical Research Division and chairman of the Ad Hoc Committee, refused to present considerable technical detail and comments on the Ad Hoc reports and questions raised about the reports. He indicated part of his further comments answered opposition of Thomas J. Carroll, National Bureau of Standards physicist who severely criticized Volume II. However, his data on UHF propagation did not differ with that of Raymond F. Guy, NBC manager of radio and allocations engineer.
ing, who presented the RCA-NBC Bridgeport report. He said interpretation as to service area was different, however.

Mr. Allen contended Mr. Guy in effect included the terrain factor twice in his results, which reduced the service area circles more than they should be.

The Technical Research Division chief presented several highly technical reports dealing with effects of antenna height on adjacent channel stations, relation between antenna height and Grade A service under FCC's proposed rules, a summary of recent tropospheric propagation measurements over southern and midwestern paths by George V. Waldo, and a report on long distance tropospheric propagation in the UHF, 288-700 mc by Harry Fine and Frank V. Higgins.

E., W. Chapin, chief of FCC's Laboratory Division, submitted similar technical reports out with the Commission's observation of NBC's tests on 500 and 850 mc in 1948, 400 mc troposphere recording test in Maryland, determination of minimum separation for simultaneous interference-free operation in the 152-162 mc band in the same area, interference in this band from intermodulation products, and tests of TV receiver and converter for the UHF.

**Horse Race Issue**

(Continued from page 88)

is legal under the laws of Delaware, the petition said.

"The lack of truthfulness and honesty on the part of Andrew J. Kavanaugh which was first dis- cerned by the owners of WTUX in their conference with him in October of 1948," the petition con- tended, "is further borne out and substantiated by very important developments which have taken place since the record in this case was closed.

WTUX alleged that in hearings last April before a subcommittee of the Senate Committee on interstate and foreign commerce (BROADCASTING, April 24), Mr. Kavanaugh "knowingly gave false testimony and made misrepresentations which have either been later retracted or refuted by other witnesses appearing before this committee," The petition alleged the testimony dealt with his relations with WTUX owners as well as the local telephone company and other matters.

The petition asserted it is "quite understandable" MacMichael, Towson and Robinson did not amend their programming in the fall of 1948 because they "did not believe the allegations made by Mr. Kava- naugh to this Commission."

WTUX contended FCC erred in stating it had submitted a copy of the Kavanaugh complaint when it sent the station in October 1948 a copy of the WWDC opinion. WTUX said it did not get a copy of the complaint "until sometime later when its owners visited FCC and then only after threatening to see the Chairman" was a copy sup- plied.

The WTUX owners were first aware of the use being made of the programs during the actual hearing of the case in May 1949, the petition indicated the record of the hearing. Other changes were made. However, WTUX actually had inaugurated a policy of delaying all results from 10 to 15 minutes the previous March, it stated, in order to comply with the WWDC policy ruling of the Commission. This change was suitable to the local police authori- ties, WTUX asserted, according to a letter to FCC by Mr. Kavanaugh.

WTUX entered a detailed summary of the hearing on horse racing which it sent the FBI and a Robert S. Consan & Anchor, audience of the hearing. The following week was the Hearing of the 1948 Horse Racing Program. The petition said the WTUX owners realized that a few people who might be placing illegal bets "could not possibly influence this audience survey which was conducted by selecting radio listeners at random."

**Hits FCC Findings**

WTUX held FCC improperly found imbalance in the station's programming. The station pointed out that news and information concerning sports other than horse racing takes three and four times as much time as the racing news on the same time.

"If this is program imbalance, WTUX asked, "the same objection could be raised with respect to the programs of every radio station in the United States. "Carrying baseball broadcasts during the baseball season which extends from May to October each year." Through renewals to such stations FCC has found "such baseball programming does not create program imbal-
CHICAGO IBEW LOCAL, 4 TV MAKERS IN COLOR SUIT

CHICAGO's IBEW Local 1031 (AFL) and five television firms, including Emerson Radio, sought permission Friday to intervene on side of RCA in its suit to upset FCC's approval of CBS color television system (early story page 61). RCA also filed affidavit charging FCC's decision forced "inferior" color system on U. S. "arbitrarily and capriciously," and Chicago's Federal District Court, where preliminary arguments in suit will be heard Tuesday, gave CBS until today (Monday) to file counter affidavit.

District Judge Philip Sullivan, one of three judges named to hear suit, said he hoped decision on Tuesday's arguments can be reached before Nov. 20, when CBS commercial color standards become effective. He also said court would rule this week on intervention petitions, which were filed by following in addition to earlier one by Pilot Radio Corp.: Wells-Gardner & Co., set manufacturer; Television Installation Assn., composed of 23 Chicago area service firms; Radio Craftsmen Inc.; Sightmaster Corp., Emerson and IBEW Local 1031.

Television firms claimed CBS system is inferior and charged its adoption would cause financial hardship to present set owners and industry.

Early operation of CBS color TV would create unemployment and retard entire TV industry, IBEW contended. Attorneys Joseph M. Jacobs and Alfred Kamin filed on behalf of local president, N. Frank Darling, who said more than 18,000 members work in manufacture of TV sets or parts in Chicago and Bloomington.

Union has responsibility to maintain decent wages and conditions for members and opposes any "ill-considered program likely to resolve in unemployment and earnings losses," union officials said. Local municipal members would stand to lose estimated $50 million yearly in wages, it was added. Union move made "to eliminate confusion in TV and guarantee stability of program," FCC's brief answering RCA's charges and defending its decision due to be filed over weekend by Assistant General Counsel Max Goldman, who will argue FCC's case.

RCA-IT&T SIGN PACT

BRIG. GEN. DAVID SARNOFF, RCA board chairman, and Sosthenes Behn, chairman of International Telephone & Telegraph Corp., Friday announced agreements to exchange liens permitting each company and subsidiary to manufacture and sell under radio, television, and electronic inventions owned by other, including those of color television, transmitters, radars, cathode-ray and power tubes. Agreements effective immediately and extend to Dec. 31, 1954.

POST PROMOTES EBEL

EDWIN W. EBEL promoted to sales and advertising director of Post Cereals Division, General Foods Corp., Oct. 30 to assistant to general manager, and George Hornberger to director of division's new Industrial Engineering Dept.

STATIONS URGED TO LEARN PROBLEMS OF RETAILERS

BROADCASTERS should study retailer operations and help them solve their problems, Tim Kilduff, manager of H. S. Pogue Co., Cincinnati department store, told Ohio Assn. of Broadcasters sales clinic Friday at Columbus meeting (early story page 38).

Mr. Kilduff said network stations, with good time sold, offer stores only second-rate periods.

Carl George, WGAR Cleveland, president of OAB, presided at meetings, based on theme radio is America's greatest advertising medium. Frank Shaffer, WJER Dover, speaking on small market operations, said station has 28 news programs sold, along with major league baseball and other sports. He runs promotional announcements urging attendance at these games and uses transcriptions voiced by individual players.

Ralph Failor, account executive of Fuller, Smith & Boss, Cleveland, said broadcast medium works as long as it justifies its role. He noted, however, that when he sent a questionnaire nine out of nine newspapers replied whereas only nine out of 25 radio stations submitted requested market material.

Mr. Failor suggested announcers do a sales job instead of reading or acting. His clients want to buy sales, not time, he said. "Sell your market, then sell you," he proposed.

Officers of the Ohio association, besides Mr. George, are Robert Pelman, WHBC Canton, vice president, and Robert Kearns, WLOK Lima, secretary-treasurer.

Elected to board of directors for one year are Tom Egan, WCWE Wheeling; James Moore, WBBW Youngstown; for two years, E. Y. Planigan, WSPD Toledo, and Joel W. Stovall, WKRC Cincinnati.

Awards Friday evening included Robert W. Ferguson, WTRF Bellaire; Leonard E. Naaman, WFMJ Youngstown; Vernon A. Nolte, WHIZ Zanesville; Mr. Stovall; Maurice B. Mitchell, of Associated Program Service.

EDUCATORS NAME TAYLOR

GEN. TELFORD TAYLOR, FCC general counsel from 1940-42, named counsel for educators in FCC hearings on allocation of educational TV frequencies which opens Nov. 27 (story page 62). Appointment announced Friday by I. Keith Tyler, Ohio State U. director of radio education and chairman of Joint Committee on Educational Television. Now practising law in New York, Gen. Taylor was U. S. chief of counsel for war crimes trials 1946-49, and has not appeared before FCC for any commercial interests, Mr. Tyler noted.

HOOPER PROTEST

C. E. HOOPER, president of C. E. Hooper Inc., Friday wired Dr. Kenneth H. Baker, NAB research director and chairman of special test survey committee, noting that when Mr. Hooper accepted observer instead of member status it was understood he would be invited to all committee meetings and asking why he received no invitation to Nov. 2 meeting reported in Broadcasting's Nov. 6 issue.

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Closed Circuit

(Continued from page 4)

gessional opinion last week. Signs were brighter for dispensation to both radio and TV licensees of relief under any extraordinary tax provisions in light of peculiar circumstances, particularly as to video art.

BALL BROTHERS Co., Muncie, Ind., manufacturer of fruit jars, caps and rubbers, which has not used radio for several years, in planning television campaign in 1951. Applegate Adv., Muncie, is agency.

IMMENSIVE drying up of cobalt supply for private industry has radio-TV set makers scurrying for substitutes in speaker portions of receivers. No cobalt, no magnets, according to highly placed industry source.

WITH top-ranking Congressional Democrats unseated Tuesday, President Truman is better able to resolve problem of filling proposed Civil Defense Administrator post. Sen. Scott Lucas (D-Ill.) and Gov. Chester Bowles men-

BBDO, New York, preparing annual television campaign for Hamilton Watch Co. "Five-minute films will feature famous Peg & Jim series, starting Nov. 27 in 62 markets for four weeks.

GODFREY HAWAIIAN SHOW TO OPEN CBS COLORCASTS

FIRST color television program to appear on CBS Nov. 20, day FCC has authorized beginning of programming colored contests will be special half-hour featuring Arthur Godfrey in Hawaiian show. On Nov. 20 CBS will telecast Mr. Godfrey 12-12:30 p.m. and still unused program from 12:30-1 p.m.

Rest of that week CBS will carry two hours daily of color, 11 a.m.-1 p.m. with program not yet chosen. Colorcasts will be aired on WCBS-TV New York and WTOP-TV Washington, originating in New York, and networked via AT&T coaxial cable to Washington.

NARBA PROGRESS SLOW

"SUBSTANTIAL differences" still persisted between U. S. and Cuban delegations Friday, authorities reported, as NARBA conference continued slowly with task of working out technical details of proposed new international TV treaty and casting them in language acceptable to all delegations (see story page 21). Despite several night meetings and prospect of Saturday and Sunday sessions, chances of meeting weekend target for completion were considered remote.

SET OUTPUT REMAINS HIGH

RADIO set production continued high pace in first week of November, according to Radio-Television Mfrs. Assn. estimate for entire industry, with 365,761 receivers produced. They consisted of 235,646 home, 20,827 portable and 111,378 auto sets. TV receivers also maintained October rate, 218,378 having been produced. This compares with record 219,000 production in mid-October.

STREIBERT, HENNOCK TO TALK

THEODORE C. STREIBERT, MBS board chairman and president of WOR and WOR-TV New York, and Frieda Hennock, of FCC, will speak before Advertising Women of New York at luncheon Thursday. Mr. Streibert will discuss "The Listener Speaks," and Miss Hennock will speak on "Seeing Is Believing."

BROADCASTING • Televating
Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus, Ohio

September 11, 1950

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our latest television program, "Moore's Three Sentinels," under way.

You know, thinking back, less than a year has elapsed since we first started televising on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post," "Moore's Three Sentinels," and "Meetin' Time at Moore's," and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just for the largest user, but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,

William S. Moore

630 North Michigan
Chicago 1, Illinois

For further information, contact any of these sales offices:

CROSLEY BROADCASTING CORPORATION

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.
During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV.