WOR Sells More For More People Than Any Other Station In The United States!
FISH IN RICHER WATERS IN RICHMOND

For a whopping big sales catch, be a part of the WMBG signal which booms out to 245,000 families with an effective buying income of nearly $1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond’s vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You’ll be delighted to learn how much you can achieve at sensible cost.

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

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia’s first market.
Represented nationally by
John Blair & Company
MEN FROM MARS INVADE RADIO!

MARS BUYS ABC FOR 4 NETWORK RADIO SHOWS

STOP THE MUSIC

INNER SANCTUM

Sunday, 8:30-8:45 P.M.

Monday, 8:00-8:30 P.M.

CAN YOU TOP THIS?

BOB BARCLAY
AMERICAN AGENT

Tuesday, 8:00-8:30 P.M.

Wednesday, 8:00-8:30 P.M.

Here's proof that for the national advertiser with national distribution, radio is the most effective, most efficient national mass selling medium.

Mars, Inc.—one of the biggest names in candy—launches a huge, new advertising campaign... of nearly two million dollars... socks it all into network radio... and places it all on the ABC Network. Why? Because where else but in radio can an advertiser get all these advantages?

PAST EXPERIENCE—Radio has proved itself to Mars, played a major part in building the Mars business.

WIDE CIRCULATION—Different shows on different nights give Mars nationwide circulation—from the largest cities to the smallest towns.

FLEXIBILITY—Mars can change commercials from one show to another, can “billboard” one show through another.

READY-MADE AUDIENCE—Well-established ABC shows assure Mars of large, loyal, receptive family audiences.

PRIME TIME—All the shows are broadcast at top evening times, give Mars a reservoir of top evening audiences.

FREQUENCY—This new multiple show idea gives continuity, greatly increased impact, unlimited merchandising possibilities.

ABC American Broadcasting Company
BROADCASTING

Upcoming

Nov. 20: FCC hearing on AT&T allocation of time on TV network facilities, FCC Hqtrs., Washington.

Nov. 20: Broadcast Audience Measurement Inc. board meeting, BM'S Hqtrs., New York.

Nov. 20: House Committee of Radio Stations, Directors, Stevens Hotel, Chicago.

(Other Upnings on Page 68)

Bulletins

ASCAP Friday notified TV broadcasters that blanket licenses signed last fall are now fully effective, as ASCAP has secured TV licensing rights from major representatives of 85% of revenue distributed in 1948. Blanket licenses taken by TV networks and stations run until Dec. 1, 1953.

LeVALLY AGENCY, Chicago, named to handle national advertising for Kitchen Art Foods Inc., Chicago. E. Y. Newhill is account executive. Spot radio and television used extensively and will probably be bought again, although 1951 media plans have not been set.

TV Strike Alert

TVA actors-actresses alerted late Friday to appear at strike positions at 10 a.m. Saturday (early story page 22). Union and network negotiators were scheduled to meet Saturday morning. If no agreement reached, union was in position to call quick strike.

BAB Retail Guide

MAILING chart designed to answer what-when-how questions asked by local retailers about radio sent to all NAB members as quick selling guide for station salesmen by Broadcast Advertising Bureau.

NAB-TV Convention Slated in January

NAB acted Friday to implement plan to give TV stations greater autonomy in association, as voted earlier in week by board of directors (early board story page 21).

President Justin Miller named five-man committee to arrange first details of reorganization under which television members will have own board of directors. Members are: Harold Hough, WBAP-TV Fort Worth, chairman; Robert D. Swezy, WDSU-TV New Orleans; William A. Fay, WHAM-TV Rochester; Eugene S. Thomas, WOR-TV New York; George M. Burbach, KSD-TV St. Louis. Messrs. Swezy, Fay and Thomas are NAB directors.

Convention of TV members to be held in early January to consider committee recommendations by which video achieves high degree of autonomy in NAB. Report on convention to be submitted to next board meeting, scheduled second week in February at site in Florida.

Resignation of Don Petty, general counsel, formerly announced effective Jan. 1. Board paid ovation to Mr. Petty after he submitted report on NAB's Legal Dept. activities. Committee to be named to study plans to redistrict nation and revise formula for board representation. By-laws amendment, subject to referendum, approved by which unexpired board terms would be filled by appropriate voting group instead of by board itself, provided 90 days of term remain. If less than 90 days, director-elect will fill vacancy.

Another by-laws change would make due classification retroactive to fiscal instead of calendar year in which class is changed.

Board approved plan to petition FCC to amend transcription rule to remove need o announcements if program is transcribed within one week of broadcast. Under this plan, the station would announce each day that some of programs are transcribed. Report of NARBA treaties (see story page 19) submitted by Neal McNaughten, NAB engineer. Resolution adopted by District 5 calling for series of continuity writing clinics referred to Broadcast Advertising Bureau. Resolutions adopted by most districts, calling for study showing radio greater impact and circulation, referred 1 B. Judge Miller honored by board on his birthday and presented with cake.

Business Briefly

KRUGER APPOINTS • Kruger Brewing Co., Newark, billing $75,000 annually, moves account from Geyer, Newell & Ganger to Charles Dallas Reach, Newark.

WALKER NAMED • KVER Albuquerque names The Walker Co. as national representative.

COMMUNICATION INDUSTRY MEN MEET WITH HARRISON

COMPOUND PARTS suppliers are failing to deliver supplies for many months and some industries face buying tubes, resistors, etc. at over-market prices. Communications users and makers complained to NPA Administrator William H. Harrison at meeting Friday. They also called for recognition of industry's "essentiality" and priority system just below military, inclusive with it.

Gen. Harrison, announcing appointment of Communications Industry Advisory Committee, said he recognized "essentiality" of all communications, but warned against hope for expansion. He asserted industry must maintain equitable distribution of supply or NPA would control normal channels. Hardship cases would be studied, he added, with possibility they may be resolved with priority over defense orders.

Gen. Harrison also met with copper-brass mills representatives to discuss proposed order cutting back copper consumption, to hinge on base period of first six months 1950. Percentage not set. Official also indicated he would modify directive to African Metals Corp., cobalt importer, easing original prohibition on consumption (early story page 23)

IN RECENT unpublicized talks, top-level FCC'ers spilled views on wide range of policy issues, casting doubt on ultimate fate of newspaper ownership of stations, forecasting more stringent network regulations, implying possible breakup of clear channels occupied by network-owned stations, asserting he's always been wrong on FM, sticking by guns on CBS color TV, and expressing personal dissatisfaction with FCC's controversial Pt. Huron decision on political libel, which he thinks Supreme Court may some day overrule.

CAPSULE ON COLOR: As waterfront observers appraise it, (1) CBS has won great moral victory and prestige by dint of having its system adopted; (2) time runs with opponents who have greater opportunity to develop compatible system under Chicago court stop order; (3) Christmas black-and-white set sales, now destined to break all records; (4) shortages in base metals might stop any new system and result in sharp reduction or wiping out of black-and-white set production, as was done in World War II when 100% of plant capacity was diverted.

IT'S NO LONGER question whether FCC Chairman Wayne Coy will resign to go into private business, but how long he will stay on beyond expiration of his term June 30. Fighting mad over RCA and over-all manufacturing industry opposition to FCC color decision favoring CBS, he's determined to see encounter through. There have been pressures aplenty — one report indicating that President Truman himself had taken cognizance of it.

WITH J. R. POPPELE, WOR-TV vice president and technical head, definitely not candidate to succeed himself as president of Television Broadcasters Assn., nominating committee is searching for successor. George B. Slowe, Fort Industry Co. president, and Robert D. Swezy, WDSU-TV, are mentioned as calibre sought, but former already has indicated he won't be available, and no word yet forthcoming from Mr. Swezy. TBA committee — Paul Raibourn, Paramount-Dumont; E. B. Loveless, WPTZ-Phiio; F. M. Russell, NBC Washington — will make nominations prior to Dec. 8 one-day convention in New York.

UNDISCLOSED results of NAB sample survey shows general support for million-dollar Broadcast Advertising Bureau, but growing symptoms of chilliness among small stations observed in many areas may lead to over-hauling of plans. Feeling noted that job could be done for fraction of amount and that whole thing has been oversold to industry.

CARLING'S RED CAP ALE, beginning Jan. 20 will sponsor Florida winter racing season, Saturday, 4:45-6 p.m. (EST), over 255 MBS stations. Agency is Benton & Bowles, New York.

AT LEAST two other concerns understood to have negotiated unsuccessfully for acquisition of Jack Gross' KB and KFMB San Diego (see story page 68). Successful bidder — (Continued on page 86)

Page 4 • November 20, 1950
KCMO is the one and only 50,000 Watt Station in Greater Kansas City that offers coverage of the metropolitan areas of Missouri and Kansas plus rural Mid-America. And KCMO programming is tailor-made for this rich market.

Ask the Katz man for our latest news availabilities.
THE NEWSWEEKLY OF RADIO AND TELEVISION

BROADCASTING

TELECASTING

Published Weekly by Broadcasting Publications, Inc.

EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

IN THIS BROADCASTING

NABRA Signed—Notification Fight Seen

November 20, 1950

Low-Priced Western

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE

WITH CISCO KID

Model Dairy of Owensboro,

Kentucky, hired “Cisco Kid” as

a milk-products salesman.

Against tough competition—in

three months—their sales

showed a 300% increase!

“Cisco Kid’s” merchandising

program pulled over 7,000 re-

quests for Model Dairy in a few

weeks’ time! Dealers phoned . . .

demanding Model Dairy

milk! Youngsters crowded the

company’s office for “Cisco

Kid” giveaways.

“Cisco Kid” can do a great

selling job for your sponsor.

Write, wire, or phone for de-

tails. It’s a TERRIFIC story!

1/2-Hour Western Adventure

Program . . . . Available:

1-2-3 times per week. Trans-

scribed for local and regional

sponsorship.

SENSATIONAL PROMOTION

CAMPAIGN

. . . From button to gun

is breaking traffic records!

LOW PRICED!

GE. CO.

ZIV

Radio Productions

Cincinnati & Ohio

*Reg. U. S. Patent Office
Copyright 1950 by Broadcasting Publications, Inc.

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

BROADCASTING * Telecasting
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?

1. 52-CS Studioette Speech Console.
2. RC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. BC-5B 5KW Transmitter with Phasor.
10. HF-15 15,000-watt Telegraph Transmitter.

Quality PLUS makes GATES a MUST
Make hay before the sun
Get up before dawn with Ted Mangner and KMOX's COUNTRY JOURNAL,* and you'll harvest a bumper crop of greenbacks. For in KMOX's 73-county Mid-Mississippi Valley area, the more-than-135,000 farm families have a billion dollars invested in land and buildings... jingle a half-billion dollars in their jeans every year. (And that ain't hay!)

Farmers' farm expert Mangner reaches more of these early-rising folk than the programs of all the other St. Louis stations at that hour combined. (In fact, his 6:00-6:15 a.m. segment alone delivers an audience of nearly 100,000 every day!) And as for results... one sponsor drew 1,048 replies to one announcement. Another quickly landed a prospect for carloads of his product. Another noted "the lowest cost-per-order of hundreds of stations used."

You're in the driver's seat in one of America's Top Ten rural markets when you've got the Ted Mangner-COUNTRY JOURNAL combine working for you. Call us or Radio Sales.

*5:45-6:15 a.m., Mon. thru Sat.

"The Voice of St. Louis" • 50,000 watts KMOX
A luminary of the first magnitude in Memphis and the Mid-South, it's Fred Christensen, better known as "Chris."

When he says, "Hiya ladies, this is Chris the Household Quizzer coming your way," thousands of fans hover over their radios while their favorite quizmaster gives the man's slant on news of particular interest to women, punctuated with household hints and chatter. And do they stand over a "hot telephone" all day long hoping to get Chris' cheery call to compete for the giant jackpot of prizes that grows day by day on the "Household Quizzer" over WMPS!

So popular has Chris become that the "Household Quizzar" beginning at 4:15 P.M., is aired for 55 minutes including a network of 12 stations, to the gratification of an ever-increasing listening audience.

FOR PARTICIPATION DETAILS
Contact
RADIO REPRESENTATIVES, INC.
WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY
The following national accounts have 1950 contracts with WNEB

American Oil Co.
Anacin
Antamine.
Atlantic Refining Co.
Baker’s Cocoa
Bond Bread
Borden’s Instant Coffee
Blue Bonnet Margarine
Camel’s
Chase & Sanborn Regular
Chase & Sanborn Instant
Chevrolet
Crisco
Crustquick
DeSoto
Drene
Doan’s Pills
Duff’s Mix
Dupont Nylon
Duz
Eskimo Anti-Freeze

Esso
Ex-Lax
Ford Motor Co.
Four Way Cold Tablets
G. Washington Coffee
Griffin Polish
Hellman’s Mayonnaise
H. O. Oats
Hills Cold Tablets
Ivory Bar Soap
Ivory Flakes
Ivory Snow
Jelke Margarine
Joy
Kellogg
Kool’s
Kripton
Krueger Beer & Ale
Ladies Home Journal
Lilt
Lipton Soup
Lipton Tea

M. G. M. Pictures
National Guard
New York Central
Northeast Airlines
Nucoa Margarine
Packard Motors
Pertussin
Presto Cake Flour
Plymouth Motors
R. K. O. Pictures
Resistab
Rival Dog Food
Robert Hall Clothes
Ruppert Beer & Ale
Spic ‘n Span
Sofskin
Swansdown
Sun Oil Co.
Tenderleaf Tea
U. S. Army & Air Force
26 Coffee

YOU’RE IN GOOD COMPANY ON WNEB

WORCESTER, MASSACHUSETTS
Your Best Buy in New England’s Third Largest Market

BROADCASTING • Te lecasting

November 20, 1950 • Page 11
DE PACE ASSOC., N. Y., announces its expansion into TV management and packaging. STEPHEN F. KEGAN, formerly with MCA, N. Y., named TV management director, and will handle purchase and production of new TV package shows to be built around agency's clients.

RAY J. MAUER, writer-director TV department Campbell-Ewald Co., N.Y., named director TV-radio creative services. TOM HANLON, assisting on film productions, named supervisor commercial integration and programming. JUD KINBERG, N.Y. publicity staff, to take charge of all film production in TV department. NICK MAMULA, N.Y. publicity manager David O. Selznick Enterprises, to publicity department.

ROBERT W. DAY, radio and TV director Lynn Baker Inc., to Albert Frank-Guenther Law, N. Y., in same capacity.

KEITH A. CULVERHOUSE to copy staff Dorrance-Waddell Inc., N. Y. Was with Fernstrom Paper Mills, Pomona, Calif.

"AN AVERSIO to the icy blasts that blow across town from the Hudson in winter, and a desire to be my own boss, instead of legman for a planning board," were the two reasons which sent Carroll Kalbaugh Liller from New York south to Atlanta, Ga., and the subsequent creation there of Liller, Neal & Battle, advertising agency.

A "blind" employment ad in the Philadelphia Public Ledger which turned out to be a job with N. W. Ayer & Son, Philadelphia, started C. K. (Pete) Liller along the advertising road. He was with Ayer in Philadelphia from 1926 to 1929 and then transferred to the New York office as an account executive from 1929 to 1937.

From Ayer Pete went to McKee, Albright & Ivey (now McKee & Albright) as manager of its New York office and account executive on National Dairy. He stayed a little over a year with that firm and then moved south.

In Atlanta shortly after his arrival, Pete met William Watt Neal, who had about 10 years' experience as a writer and account executive with Atlanta agencies. With another local advertising man and art director, Kenneth Harris, they formed the partnership of Liller, Harris & Neal in the spring of 1940. A year later Mr. Harris deserted the commercial art field for portraits and James Battle, advertising director of Tucker Wayne Agency, joined the firm.

In 10 years LN&B has grown to one of the largest advertising agencies in the south, with over 30 staff members and billings of more than $2 million. Approximately one-third of Neal, Liller & Battle's billings are in radio and television. The agency is very proud of its claim as the first agency in the south to use TV for a client.

Agency's first accounts included Dav-enport Hosiery Mills (Humming Bird Stockings), Chattanooga: Colonial Crafts Inc. (needle-tufted bedspreads and rugs), and Colonial Stores Inc., a food chain with 370 stores in the southeast. In 1941 the firm bought out the tottering Gottenhald & Humphries Agency, acquiring several important accounts including Armour Fertilizer Works, Ingalls Iron Works & Shipbuilding Co., and The Trust Co. of Georgia.

In the fall of 1947 LN&B placed one-minute TV spots on WLWT (TV) Cincinnati and WBAL-TV (Continued on page 38)
FORD-HARSHBARGER, Hollywood, moves to larger offices at 5747 Melrose Ave. Telephone, Hempstead 8199.

ARTHUR R. TIDY, advertising manager Mutual Benefit Health & Accident Assn., Toronto, to account executive Wm. R. Orr Ltd., Toronto, agency. Was with Harry E. Foster Adv. Ltd., Toronto, as radio director.

ROBERT HINCHMAN Jr., to Young & Rubicam, N. Y., to handle industrial and commercial public relations accounts.


EDWARD T. SULLIVAN, continuity director WCOP Boston, to Arthur W. Sampson Adv., Boston, as radio-TV director.

THE ZLOWE Co. moves to new offices at 598 Madison Ave., N. Y. 22; Telephone Plaza 3-1764.

JOHN REED BURN to executive staff John Falkner Arndt & Co., Phila.


JOHN J. McCLEAN Jr., Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to McCann-Erickson, N. Y., as account executive.


ENJOYING the punch line on a luncheon story are executives of WJW Cleveland and long-time sponsor, Household Finance Corp. Occasion was renewal of HFC Scorecard show on the station. Around the table (l. to r.): D. E. Stoltenberg, HFC; Charles Hunter, WJW program director; Don Gabriel, Scorecard announcer-producer; G. W. Prentis and Y. R. Mavey of HFC; Bill O'Neill, president and general manager of WJW; F. R. Smith and W. E. Furley Jr., HFC; Dwight Reed, H-R Representatives, Chicago; WJW National Sales Manager Hal Waddell, and Larry Webb, station assistant general manager.

Sweeten Their Coffee with LAUGHS... and SELL'EM

Buffalo gals go for Breakfast At The Lenox. It's Buffalo's largest audience show. Packed with good humor, games and prizes, it'll sell anything ... soup, sardines or shampoo. Sold in 10 minute segments, two, three and five times weekly. Breakfast At The Lenox is a low-cost audience show that'll make your sales curve go up, up, up. Check Petry for the complete story.

"BREAKFAST AT THE LENOX"
HAS THE LARGEST AUDIENCE IN BUFFALO
9:15 to 10 A.M.

WBEN
NBC BASIC • BUFFALO

November 20, 1950 • Page 13
DIXIE BEAT

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

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

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

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

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC
5,000 Watts - 980 KC

Broadcasted by NBC SPOT SALES

FOR an A-1 job of selling, without mentioning prices or specific merchandise, WWNH Rochester, N. Y., points to the three-week radio campaign recently conducted for one of its clients, The Mother Goose Shop, local children's wear store.

When the client asked for something different to promote its 10th anniversary, WWNH Production Chief Howard Martin came up with the idea for a Young Artists Exhibit based on familiar Mother Goose nursery rhymes. Backing up the contest were weekly 15-minute children's show, daily spots, window displays in the sponsoring shop and newspaper publicity. Program featured Molly Pace, talent artist, as the Mother Goose Lady who explained rules of the contest to young listeners. Children of all ages and communities were invited to enter drawings and to visit the Mother Goose Shop to see their works on display.

At the close of the contest 583 drawings and paintings were judged by art teachers of the local high schools and were displayed at the store, drawing thousands of potential customers. Some 30 merchandise awards and ribbons were awarded to winners. Success of the art contest and exhibit was so spontaneous and approval so widespread that WWNH and the store plan to make the event an annual promotion.

(Mr. Martin and Miss Pace——the Mother Goose Lady——examine some of the drawings submitted in the Young Artists Exhibit.)

strictly business

JOHN CORY

FEW dyed-in-the wool easterners go west to college. Still fewer go into business "out thar" and never return. But John Cory, a native of Newark who prepped at Phillips Academy, Andover, broke his Ivy ties once-and-for-all some 27 years ago when he entered the U. of Wisconsin. And to complete his western exposure, he took his first job on La Salle St., Chicago.

Mr. Cory is the "playing manager" of Free & Peters' midwest radio sales team. During the war, this one-man gang carried the F&P ball with such finesse between Chicago, Milwaukee, Twin Cities, Detroit, Cleveland, Indianapolis, Louisville, and Omaha that he emerged in 1947 as vice president and Chicago sales manager of the station representative firm. But the title didn't go to Mr. Cory's head. He still takes to the road——the better to coordinate the work of his four-man department. He always manages to be in Chicago "a couple of days each week," however, to read "every letter" involving radio, and to give his salesmen "my two-cents worth" of advice.

Tall, efficient John Cory, son of a jewelry manufacturer, broke into Chicago commerce in 1926 selling securities for the old Union Trust Co., and later worked for Eastman Dillon & Co. In 1937, he organized and became president of a manufacturing enterprise, which during World War II was forced to temporarily suspend operations due to the shortage of essential materials.

In 1942, Mr. Cory became associated with one of his present employers, James L. Free, in half-

(Continued on page 18)
YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*

BUT...

YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

AM or TV—the Fetzer Stations are now more than ever the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7% . . . their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! (Kalamazoo's population is now 51.5% greater than in 1940 . . . Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). There are more than 90,000 television receivers within 50 miles of WKZO-TV . . . an area embracing five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!

What other facts would you like? Your Avery-Knodel man has them!

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have: simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap TELEVION BROADCAST EQUIPMENT RADIO CORPORATION of AMERICA ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH


2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.
Switching RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically.

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 KC, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
North Carolina is No. 1 State and North Carolina's No. 1 Salesman is WPTF, NBC Affiliate.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

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

50,000 Watts
680 Kc.

* also WPTF-FM *

RALEIGH, North Carolina
National Representative FREE & PETERS INC.
NARBA SIGNED

WITH THE THREAT of a bitter Senate ratification fight already hanging over it, a new five-year North American Regional Broadcasting Agreement was signed by delegates of the five participating nations in Washington last Wednesday night.

In terms of the final form of the new treaty—evolved in a tiring 10-week conference that followed two unsuccessful negotiation attempts—has been not materially changed from its terms collectively reached and disclosed as the session entered its final stages a few weeks ago [BROADCASTING, Oct. 30, Nov. 13].

The opposition led by Clear Channel Broadcasting Service, which claimed the agreement “legitimizes” interference which will damage the radio service of areas relying on Clear Channel stations [BROADCASTING, Nov. 13], seemed sure to provoke a battle when the treaty comes up for ratification by the Senate.

CBS, NBC Object

CBS and NBC also were known to be unhappy with the treaty’s provision for Cuban use of CBS-owned WBBM Chicago’s 780 kc clear channel and NBC-owned WNBC New York’s 860 kc clear. Authorities said ABC, Westinghouse Radio Stations and many independent broadcasters are on record favoring the agreement.

The signing came just before midnight, at a plenary session marked by repeated protestations of mutual good will, respect and cooperation. The meeting climaxd almost two weeks of day and night sessions, including one which lasted until 5 a.m. Wednesday.

FCC Comr. Rosel H. Hyde, head of the U.S. delegation, told the conference that “I cannot honestly say that the document we are about to sign has fulfilled every desire and every hope of.” But “neither does it fulfill every desire of the other signatories. It he added. “It is a necessary compromise of the needs of the signatories within the unfortunately limited broadcast band available.”

Commander C. P. Edwards of Canada, conference chairman, said he was confident the agreement will prove “wise and sensible.”

BASEBALL’S GATE

Dr. Jose Gutierrez, head of the Cuban delegation whose differences with the U. S. stalemated the original session at Montreal last fall and could not be resolved in bilateral conferences at Havana early this year, paid tribute to the earnestness and good faith of the U. S. delegation in its prolonged negotiations.

Basic features of the treaty:

- Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the agreement which expired March 28, 1949. The six (with Cuban stations to use directional antennas and limit their signals to not more than 25 microvolts per meter at any point within 200 miles of the U. S. dominant) are: 690, 750, 760, 780 and 830 kc.
- Dominican Republic is moved from the 1040 kc 1-A clear channel to a regional frequency, 620 kc.
- Jamaica is given the right to use 880 and 1190 kc, U. S. 1-A’s, with 5 kw but protecting WCBS New York and WHAM Rochester, dominants on those channels. Unofficially it was indicated Jamaica will not use 1190 kc immediately.
- On 11 channels Cuba is authorized to establish stations which would be given “special protection” by future U. S. assignments on those channels. The channels: 550, 570, 590, 630, 640, 690, 736, 746, 860, 920 and 980 kc.
- The 1030 kc channel, used by WBZ Boston with 50 kw, is given a U. S. 1-A classification instead of its present 1-B listing.
- WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and KXEL Waterloo, Iowa, on 1540 kc, are given 1-B status.
- An organization similar to the old National American Regional Broadcasting Engineering Committee is re-established. Provisions are made looking toward adoption of standards of Good Engineering Practice for the North American nations.
- Compulsory arbitration procedures are established.
- The agreement, when ratified, would be effective for five years, and continue in effect until a new one is reached.
- The question of reducing channel widths below 10 kc as a means of “making” additional channels, which at one point seemed the conference’s only hope of success, is proposed for further study by the various countries independently.
- Provision is made for convening an administrative conference in two years to study problems which may then be outstanding.

Summing up, spokesmen separated the treaty’s “plus” and “minus” features—from the U. S. standpoint—as follows:

Cite Stability

On the “plus” side, they said, it provides stability for the industry for a five-year term and until a new treaty has been reached. It gives the U. S. latitude in shifting 1-A stations and, if necessary, of increasing the number of stations on a 1-A channel without losing its 1-A classification and protection. It gives complete protection to all 1-A stations except those on which Cuban and Jamaican operations are specifically provided; eliminates

(Continued on page 20)

BROADCASTS of major league baseball games are cutting into minor league gate receipts, but neither major nor minor leagues are seriously hurt by television.

These findings were developed in an analysis of 1950 baseball attendance conducted by Jerry N. Jordan, U. of Pennsylvania graduate student who last spring completed a study of sports attendance in the last quarter-century [BROADCASTING, May 15-22].

Both studies have been published by Radio-Television Mfrs. Assn., which had no part in preparation. The current findings support the basic conclusion that television does not hurt the baseball boxoffice.

They go even farther by showing that in the eight large baseball leagues the 29 televised clubs had a relatively better attendance record in 1950 than 35 non-television clubs (see table). On the other hand, Mr. Jordan expresses serious concern over major league rebroadcasts in minor league cities, where a “major league frame of mind” is developing. In a brief chapter of comment, titled “Too Much Can Be Too Much,” he said:

“I sincerely believe that it is possible to put too much baseball on the air. Even the best things can be overdone. Baseball is now filling up an important part of the waking hours, primarily out west. In some cases you can hear baseball games at 11 in the morning and go right on hearing them up to 11 at night with only short lapses. I believe three or four games broadcasts in one day are too many.

Need Balance

“Some businesslike balance should be put voluntarily into the allocation of baseball games, especially into minor league towns. I hope that the majors and minors can do this when they get together this December. Here, I am sure, is the gravest single threat by sportcasting to the . . . game.”

Around both major and minor

(Continued on page 22)

November 20, 1950 • Page 19
NARBA Signed

(Continued from page 10)

present "unauthorized" operations on some eight U. S. 1-A's, and requires substantially greater protection to the U. S. dominants on others.

One of the principal advantages, in the eyes of some observers, is that it recognizes and establishes channel classifications internationally, spelling out protection requirements, and at the same time lays down a legal foundation by which Cuba may effectively control her industry and her future assignments.

The treaty, it was pointed out, governs Cuba more strictly than her own radio laws do.

Other factors which were considered "pluses": Cuban stations on U. S. 1-B channels are limited in number and restricted to relatively low power, with provision for use of directional antennas if power is increased.

"Minus" Side

On the "minus" side, observers noted the concessions for use of six U. S. 1-A's by Cuba and two by Jamaica; elimination of the 650-mile rule where Cuba is concerned (but providing for border protection to the U. S.); limitations on freedom of action with respect to U. S. 1-A's by requiring specified protection to existing Class 2 stations in Cuba and Canada, in return for which U. S. Class 2's are similarly protected against movement of 3-A's in other countries.

Other "minuses": One continental U. S. station, WVGS Coral Gables, must change frequency (from 1070 to 1080 kc), and three in Puerto Rico must also move (WBBS San Juan from 740 to 750 kc; WNEL San Juan from 880 to 890 kc and WWAQ San Juan from 620 to 770 kc). For the most part, authorities said, the stations would not suffer substantial losses in service areas.

Additionally, KFRC Houston on 950 kc must change its directional array to give Cuba greater protection, while the Cuban station must install a DA to protect KFRC.

Further, the recognition of several Cuban regional stations with rights to operate with 10 kw, directed and the granting of "special protection" to Cuba from future U. S. assignments on 11 channels were written down on the "minus" side of the ledger.

The latter, it was noted, involves the establishment of Cuban Class 1-C and 1-D stations which would be assured specific protection from new assignments and probably will preclude the licensing of additional stations on those frequencies in southeastern U. S. In defense, however, it was argued that station assignments on most of these channels have already approached the saturation point.

Mexico, which withdrew from the conference several weeks ago, presumably will be given an opportunity to subscribe to the new agreement — though even if it should do so, Mexican officials say their signature could not be ratified before 1962. Haiti was not able to participate in the conference, but also will be given a chance to adhere to the treaty.

Signing the document were representatives of the U. S., Cuba, Canada and the Bahamas-Jamaica. The head of the Dominican Republic delegation signed in advance since his United Nations commitment made it impossible for him to attend the final session.

The U. S. 1-A's which Cuba is authorized to use were assigned at the following specific locations for use with the powers specified (U. S. dominants are shown in parentheses):

- 640 kc (KFI Los Angeles) — CMNH Santa Clara, with 15 kw directionalized.
- 660 kc (WBBC New York) — CMCU Havana, with 5 kw DA.
- 670 kc (WMAQ Chicago) — Affiliate of CMBC Holguin, with 1 kw DA.
- 760 kc (WJR Detroit) — CMCN Havana, with 10 kw DA.
- 780 kc (WBBM Chicago) — CMHM Santa Clara, with 5 kw DA.
- 830 kc (WCCO Minneapolis) — CMNZ Havana, with 5 kw DA.

Jamaican Use

Jamaican use of U. S. 1-A's would be as follows, with "antenna characteristics to be determined and designed to afford the protection required by this Agreement":

- 880 kc (WCBS New York) — ZQJ Kingston, with 5 kw.
- 1180 kc (WHAM Rochester) — New station at Montego Bay, with 5 kw.

The 11 channels on which Cuba would be granted special protection by future U. S. assignments are comprised of 10 channels to be used for "1-C" stations and seven for "1-D" outlets. The 1-C stations would be protected, by future U. S. stations, to the 10 microwave daytime and 25 microwatt nighttime contours at the Cuban border. The 1-D stations would be protected by future U. S. outlets to the 25 microwatt daytime and 50 microvolt nighttime contours.

- 550 kc (regional channel) — CMW Havana, with 10 kw directionalized.
- 560 kc (regional channel) — CMNH Santa Clara, with 15 kw directionalized.
- 640 kc (U. S. 1-A) — To be used by CMHQ Havana with 15 kw directionalized. The special protection will limit KFI, U. S. dominant, to 2 watts per meter increase in radiation in the direction of Cuba, in case of an increase in KFI's power.
- 690 kc (Canadian clear) — CMBC Havana, with 50 kw directionalized.
- 850 kc (Canadian clear) — CMBL Havana, with 25 kw directionalized.

Cuba's 1-D stations are listed as follows:

- 570 kc (regional channel) — CMNH Santa Clara, with 10 kw directionalized.
- 590 kc (regional channel) — CMHC Havana, with 25 kw DA.
- 630 kc (regional channel) — CMQ Havana, with 25 kw DA.
- 720 kc (Canadian clear) — CMCA Havana, with 10 kw DA.
- 710 kc (Canadian clear) — CMJ Holguin, with 10 kw DA.
- 820 kc (regional channel) — CMQ Finar del Rio, with 10 kw non-directionalized.
- 890 kc (regional channel) — CMML Camaguey, with 10 kw DA.

HITS JACKPOT

Ryan Signs Two New Members

NAB's new-member campaign hit a jackpot during the board of directors meeting last Wednesday. After William B. Ryan, NAB general manager, had completed his membership report he asked Jack Hardesty, NAB station relations director, for membership blanks.

Turning to Allen M. Woodall, WDAM Columbus, Ga., District 5 director, he suggested Mr. Woodall's WCOS Columbus, Ga., and WCMN Manchester, N.H., be joined NAB. Mr. Woodall readily agreed and promptly signed a membership contract.

Taking the hint, Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, turned to James D. Shouse, WLW Cincinnati, and suggested WINS New York, Crossley-owned, might like to join. Mr. Shouse smilingly signed.

The incident shows the importance of giving on hand with a fountain pen when discussing membership, Mr. Ryan suggested.
NAB FEDERATION TAKES SHAPE

NAB is going through first phases of a federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Steps to meet the demand of TV stations for a service matching the skyrocketing growth of television were taken by the NAB board at its Wednesday-Friday meeting held last week in Washington.

At the same time the board heedled the reluctance of many AM stations to pay dues in support of association activity on behalf of TV stations competing for the same advertising dollars.

TV members will have their own board of directors, which will have autonomy on TV matters.

The action culminated three years of reorganizing and reorganizing. It is designed to make NAB attractive to TV stations and hold all forms of commercial broadcasting within one industry trade association.

Some form of federating was inevitable, board members felt as they heard reports from NAB General Manager William B. Ryan and Eugene S. Thomas, WOR-TV New York, chairman of the TV Committee. Formal action was taken by unanimous approval of a resolution offered by Robert D. Swezey, WDSU-TV New Orleans.

Other Board Action

In a lively three-day meeting free from the usual board controversies the board also voted to:

- Study whole association structure.
- Hold TV member meeting, probably in January.
- Expand Station Relations Dept. (story page 26).
- Shift BAB's TV activity to TV Dept.
- Conduct manpower study in effort to have FCC ease operator ticket rules.
- Hold joint management-engineer conventions with workshop themes (story page 26).
- Enlarge legislative activity.
- Loan Broadcast Audience Measurement Inc. up to $5,000.
- Compile data on station public service activity.
- Give FM members added service.
- Aid Wisconsin stations in lottery litigation.
- Approved $345,000 six-month budget.

Still in a nebulous state, the details of the TV operation will be taken up soon by a five-man committee to be named by President Justin Miller. The committee will submit its ideas to the scheduled January meeting of TV stations. Results of these deliberations will be reported to the board at its next meeting.

The board obviously recognized that the TV picture at NAB is not too healthy, with only 42 of 107 video stations belonging to the association paying $10 monthly dues because they are adjuncts of AM members. TV stations not connected with AM members would pay $125 monthly.

If NAB doesn't do something—and quick—to meet the video industry's trade association needs, someone else will, most of the directors felt. They obviously had in mind Television Broadcasters Association, formed early in the decade by station, manufacturer and other interests.

At first it was planned to hold the NAB-TV convention in December but a January date was favored late in the week to avoid embarrassing TBA's plans for a Dec. 8 convention in New York.

While NAB's format for TV is being worked out, a new dues structure will be set up so video stations can pay their way. At present all radio stations pay a free, fraction of 1% of NAB's budget, but the board was told that many video stations take in two or more times as much money as their AM adjuncts.

With TV's rapid growth, the board conceded video stations are entitled to decide their own trade association destinies but directors felt it should be done under NAB's banner. No thought of changing NAB's name to include television is entertained at this time, it was explained.

At present NAB's TV stations are represented on the board by Directors Thomas and Swezey, two out of 27 directors. The new plan specifies that TV members have their own board of directors, with perhaps seven or nine members. This board would have relative autonomy on TV matters. Top association policy questions would be decided by the full NAB board through perhaps in cooperation with the TV directors.

Dues Formula

A dues formula will be worked out by which a percentage of TV payments will go toward general overhead, including such services as legal, administrative, labor relations, research and other functions.

In the course of its three-day discussion the board approved a general inquiry into the whole association structure. No details were disclosed on the nature of this study, culminating in a series of functional and structural examinations since the war.

Backers of the new TV plan look for close cooperation between the top NAB board and the TV directorate. The plan differs from the two and three-station structures of recent years by giving TV much more autonomy, yet it falls short of a federation scheme. NAB will have only one president.

"This is not the final answer," Mr. Swezey told BROADCASTING, "but it meets the need for immediate action.

When Broadcast Advertising Bureau is separated from NAB next April, it will drop TV sales promotion functions only in the Swezey plan. Mr. Swezey drafted the BAB separation project as chairman of the board's BAB Committee. This separation was approved by the board at a special August meeting.

TBA can be expected to scan the situation carefully at its Dec. 8 session. About a year ago TBA was talking in terms of a $100,000 budget, with manufacturers contributing big sums, and election of a top-flight president. Wayne Coy, FCC chairman, was among those mentioned for the post.

NAB's structural revamping on behalf of television eliminates need for the present TV Committee. This committee was formed last summer, along with AM and FM groups, at the suggestion of General Manager Ryan, who instigated (Continued on page 28)

WATCH SHOW GROWS

HAMILTON Watch Co., Lancaster, Pa., has produced a series of quarter-hour programs which will be sponsored by local retail jewelers on 350 stations in 46 states, Alaska, Canada, and Mexico, as a result of sales ability of radio station men throughout the country.

Production cost of the program Dream Time, featuring a vocalist identified as Lady Hamilton, was borne by the company. The format of the quarter-hour show presents a narrator blending the songs with poetry. Hamilton Watch has a middle commercial, but the ends are open for local jeweler identification. Local jewelers pay time costs.

The radio schedule originated at WMC Memphis when a local jeweler, A. Graves & Steurer, Mem-

To 350 Outlets

phias, started sponsorship of the show. It was brought to the attention of Robert Gunther, sales promotion manager for Hamilton Watch, by Gene Lott of the jewelry shop. Mr. Gunther employed the Frederic W. Ziv Co. to transcribe 15 programs. Then the Hamilton men set out to sell jewelers on sponsoring the programs locally. They met with indifferent success, only 15 or so signed up.

A good watch salesman is not necessarily a good radio time salesman, Mr. Gunther reasoned, and therefore he wrote a letter to every radio station in the country telling them about the show and suggesting that they sell it to local jewelers.

Results 'Astonishing'

Almost at once the results were astounding. The total of stations edged up to the 100 mark, then 200 and has snowballed finally to 350 stations selling the program. This means that more than 4,500 quarter hours of radio time have been sold.

The radio programs will give Hamilton Watch Co. a powerful adjunct to its "To Peggy" and "To Jim" annual Christmas promotion TV film to be carried in 62 markets [CLOSED CIRCUIT, Nov. 13].

Hamilton Watch Co. account is handled by BBDO, New York.

November 20, 1950 • Page 21
DON LEE SALE

FCC WAS asked last Friday to approve the record-high $12,520,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and parlay sale of two stations, one AM and the other TV [BROADCASTING, Oct. 30, p. 23].

In involved the proposed disposal of stations by General Tire, which outbid Hoffman Radio & Television Corp. and associates for stock controlling the Don Lee Broadcasting System from the Thomas S. Lee Estate, are KTSW (TV) Los Angeles to CBS and KDB Santa Barbara, Calif., to Lincoln Dellar, president, Sacramento Broadcasters Inc. (KXOA Sacramento, KXOC Chico, Calif.) and Valley Broadcasting Co. (KXOB Stockton, Calif.).

Under terms of the KTSW-CBS transaction, Columbia would acquire from General Tire's owner of Yankee Network, Lee's Enterprises' TV equipment valued at $333,764 and would lease space in Don Lee's Vin's St. property for 10 years for a total rental of $2,850,000 payable in annual installments.

Facilities Leasing

In addition, it was proposed that "spare and facilities" in the Vine St. property which General Tire would acquire, would be leased for 10 years to Lee Enterprises at a total rental of $2,550,000 in annual installments.

Also leased to CBS would be the Mt. Wilson and Mt. Lee TV properties of Don Lee for a period of 20 years at $480,000 total rental. Certain options for extensions of the lease and for the purchase of the Mt. Wilson property are included in the application. CBS would be given the right to renew the lease for another 20 years and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease at $137,000 with certain minor conditions.

Actual outlay by General Tire—estimating the $5 million-plus which the Lee estate already held in cash and quick assets, and adding returns from certain other properties to be liquidated—would be approximately $6 million. About half of this would be borne by CBS through purchase of KTSW equipment and its long-term leasehold arrangements.

The General Tire bid was made through the First National Bank of Akron. The bank was trustee of the retirement plan for employees of General Tire and certain other subsidiaries. Under the provisions of the sale, the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Lee Enterprises' KDB would be sold to Mr. Dellar for $25,000; $11,562 to be placed in escrow and the remainder to be paid periodicaly.

Mr. Dellar built KXOA in 1945 and a year later constructed and started operation of KXOB. The third station in which he has interests, KKOC, was started in 1949. Mr. Dellar, who has been in radio for 18 years, said that if the KDB purchase is approved by FCC, he plans to maintain the station's present management and staff.

CBS already has announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSW when Columbia takes over its operation. The Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president.

KTTV Ownership

When CBS disposes of its 49% interest in KTTV (TV) Los Angeles, the Los Angeles Times, 51% owner, will acquire full ownership.

Some real properties, in addition to the TV properties on Mt. Wilson and Mt. Lee purchased by the General Tire trust, are to be made available to Lee Enterprises on a lease basis for 10 years at a total of $90,000, it was revealed.

Also mentioned in the application is a Lee Enterprises' estimate that completion of KTSW and experimental KM2XCV construction has progressed to the point where $7,600 will be needed for completion of KTSW and $33,000 for the other outlet. Construction of a third technical KM2XCV has not been started but would require an estimated $13,000 expenditure to comply with the construction permit, FCC was told.

Sale of KTSW would bring General Tire in conformity with FCC's AM multiple ownership "policy" of limiting the number acquired to seven.

General Tire already owns WNAC Boston, WONS Hartford, WICC Bridgeport and WEAN Providence in the Yankee group. After KDB's sale it would retain in the Dorn Lee transactions KJH-AM-FM Los Angeles, KFRC San Francisco and KGB San Diego.

Purchase of the Lee interests also gives General Tire another 19% of the stock of Mutual network in which it already owns approximately the same amount. It also would give the firm control of Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to its 16 affiliated stations in California.

It could not be learned at the week's end whether General Tire will sell its Mutual holdings down to the total 30%, according to MBS provisions.

FCC Approval Sought

The parallel threat of strike against radio networks by American Federation of Radio Artists also continued, despite almost continuous meetings throughout the week. Despite reliable reports that AFRA was near agreement A. Frank Reel, national executive secretary, and network officials would not comment on the situation. However, any settlement in radio prior to a settlement in television seemed unlikely, since many AFRA members work in both media. Legally the two groups are distinct, of course, and the two negotiations are conducted ostensibly without regard to one another.

The parties in both disputes have refused to divulge the details of the past week's discussions, or confirm a report that the biggest hitch was over wages.

In television, the contracts at which the negotiators are working will be the first of their kind, and extraordinarily complex and detailed considerations have to be dealt with. Some relate to problems of production which have not themselves, while the effects of standardization in the hitherto unstandardized television industry are not easily estimated by management and agencies.

TVA negotiators, including Mr. Reel, represent the American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists, (Continued on page 69)

Page 22 • November 20, 1950

BROADCASTING • Telecasting

STRIKE THREATS

POSSIBILITY of a coast-to-coast strike of live and kinescope television performers continued at week's end, when George Heller, national executive secretary of Television Authority, which represents five performer unions, announced that week-long negotiations in New York would be suspended over Friday to permit networks and agency officials to review their position. He said negotiations would resume on Saturday morning for reception of "whatever proposals the networks may have to make."

BOND BIRTHDAY

Marks 20 Years With Show

FORD BOND'S 20th anniversary as announcer for The Cities Service Band of America, starring Paul Lavalle, over NBC, Monday, 9:30 p.m. was celebrated last week by a party in New York and a Ford Bond birthday celebration on the program itself Nov. 15. NBC Board Chairman Niles Trammell was a special guest on the program.

Mr. Trammell, commenting on one of the longest-sponsor-sponsor-nouner identifications in broadcasting history, said that "although the Cities Service program has changed with the times, one unchanging feature has spoken for the unchanging standards of Cities Service."

"Cities Service is proud of Ford Bond," Mr. Trammell continued, "and of its 20-year association with him—and so is NBC."

TVA, AFRA Walkouts Persist

AT BIRTHDAY celebration of Ford Bond's 20th anniversary as announcer for The Cities Service Band of America on NBC are (1 to r): Tom De Bow, Cities Service advertising director; Merlin H. Alysworth, chairman of the executive committee, Ellington & Co., Cities Service agency, and one-time NBC president; Mr. Bond; Paul Lavalle, bandmaster of the program, and Jesse T. Ellington, president, Ellington & Co.
THE SPECTER of World War II shortages hung ominously over the electronics horizon last week with the prospect of imminent drastic cutbacks in radio-TV set production and portents of complete control of all cobalt and nickel.

Component parts and set manufacturers, staggered earlier in the week with announcement of a 35% cutback in copper consumption of aluminum, were dealt another blow that threatened to curtail speakers for radio and television receivers and generally disrupt the entire radio-TV industry.

The storm clouds of imminent shortages blackened perceptibly last Tuesday as NPA Administrator William H. Harrison ordered the nation’s largest cobalt importer, African Metals Corp., New York, to “withhold delivery” of the metal pending a government study of defense needs [Colored Circuits, Nov. 13]. The firm reportedly supplies about 95% of the nation’s cobalt requirements. Cobalt is used in production of jet engines for airplanes.

So critical was the situation that members of Radio-Television Mfrs. Assn., holding a three-day board meeting in New York, met to track nearly all other issues, including that of color TV, to weigh the importance of the government’s action on cobalt and other raw materials and anticipate orders on copper and nickel (see separate story).

RTMA officials last week:

- Termed the outlook for civilian sets as critical since reconversion from World War II industries to peace time is in its infancy, if not total cessation of output by early 1951—thus dispelling earlier convictions that cutbacks may not occur.
- Expessed belief that NPA will not release sufficient amounts of cobalt to maintain present set schedules, and predicted future lack thereof will be totally unobtainable.
- Foresaw a return to use of inferior magnet speakers utilizing nickel, also slated to be curtailed unless the ban on cobalt is relaxed.
- Set up a special electronics parts mobilization committee to work with the all-industry electronics committee, formed last August, and with government officials.
- Petitioned NPA Administrator Harrison to release some cobalt for use by alnico magnet producers.
- Expessed fear that magnet makers will be “put out of business” within perhaps six weeks.

- Warned that set manufacturers may be so flooded with military orders next spring or summer that even if the television freeze were lifted, they probably would be unable to handle requests for transmitter equipment.

Defense Long-Range Plan

The special RTMA committee, headed by A. D. Plamondon Jr., president of Indiana Steel Products Co., largest consumer of cobalt for alnico magnets in speakers, and R. E. Laux, president of General Instruments Corp., will confer with the special Electronics Industry Committee and government authorizing a base period which would provide for the free market of the “growth” industry, particularly the television branch which has developed from almost nothing to its present proportions in the period since the end of World War II. The proposed tax formula would practically eliminate all TV manufacturers, he declared.

Asks TV Agreement

The RTMA board also laid plans for asking the Federal Trade Commission for a trade practices conference with the purpose of extending the present regulations and agreement for radio sets to cover TV receivers as well. RTMA has been working on a code for TV advertising, which might be included in the agreement, Mr. Secrest reported.

The whole problem of the production and distribution of FM receivers will be studied by another special RTMA committee, Mr. Secrest said, adding that this committee will work closely with the FM board and take proper steps “which may be taken to”

Production Cuts Seen

MATERIAL shortages dominated the board meeting of Radio & Television Mfrs. Assn. held in New York last Tuesday-Thursday, James Secrest, RTMA general manager, three-day session.

To the general interim period, when government restrictions on material are making it impossible for manufacturers of radio and TV sets as well as all electronic products to fulfill civilian orders and when military or defense orders have not yet materialized, is a tough one for this industry, Mr. Secrest noted. If the time does come when the country needs electronic equipment for military use, it will need it in a hurry and won’t be able to get it if in the meantime the electronic plants have had to close for lack of material, he said.

The component parts manufacturers are the ones most hard hit at the moment, Mr. Secrest said, but the set manufacturers can’t turn out sets without components and he estimated that unless some relief is secured for the production of radio and TV receivers will be seriously curtailed if not completely halted by the first of the year (see story this page).

A. D. Plamondon Jr., president, Indiana Steel Products Co., was named chairman of a special electronics parts mobilization committee, with R. E. Laux, president, General Instruments Corp., as co-chairman, to work on the problem of shortages.

Robert C. Sprague, RTMA president, and Glen McDaniel, vice-president, RCA, will represent RTMA in an appearance this morning (Monday) before the House Ways & Means Committee to present the association’s view on the all-industry profits tax. RTMA does not object to a fair tax on its members, nor government officials to release enough critical material to industrials during this interim period while military orders actually are taking shape.

Mr. Secrest noted that nickel can be used instead of cobalt, but added that it takes a larger quantity of metal for the same use as compared to an already scarce and expensive item. He pointed out that the change in metal would mean decreased government stock, in many cases, cabinets as well.

At the same time Mr. Secrest foresaw no immediate shutdown of radio and television plants, but felt it more to speculation as to how long the present inventory of speakers would last.

A return to inferior magnet speakers utilizing nickel is a virtual necessity if plants are to avoid shutdown early next year, he emphasized.

Grave concern over the materials crisis, which spurred setmakers to beaverish new efforts on behalf of substitute metals was typical of a week which also brought these developments:

- Disclosure that NPA has under preparation similar cutback orders on nickel and copper, as well as other vital items.
- Prediction that rigid allocations controls will be imposed on all materials shortly after July 1, 1951, beginning the fiscal year.
- Preparation by Defense Dept. of a supplemental military funds request for $10 million, including presumably at least $1 billion for electronic orders, which it hopes to submit to the “lame duck” Congress before it adjourns.
- Warning by Commerce Secretary Charles Sawyer that the full impact of the defense controls will be felt this coming spring.
- Appointment of John D. Small, vice president and executive assistant to the president of Emerson Radio and Phonograph Corp., as chairman of the Munitions Board, which sets requirements for the armed services (see separate story).

Cobalt Cut

When confronted with the NPA directive, African Metals Corp. promptly notified its customers that it would be unable to allot any more cobalt for civilian use.

There was a hint, however, that General Harrison will be so disposed to ease up on the cobalt cutback in the electronics industry if it could be shown that the curtailment would result in “severe dislocation.”

In his directive to African Metals Corp., Gen. Harrison said he had been advised that the firm had insufficient supplies to meet essential civilian needs because of defense orders, and that it was consulting with other government agencies as to steps which might be taken to

(Continued on page 88)
How It Affects Radio-TV

By F. CLEVELAND HEDRICK JR. and A. R. ELLMAN

The ways and means committee of the House of Representatives commenced hearings on Nov. 15, under a mandate contained in the Revenue Act of 1950 to report out an excess profits tax law during this session of Congress. Indications are that the new excess profits tax law will follow the pattern of the World War II law and that the base period will be the years 1940-47-48-49.

There is some possibility of the elimination of 1946 and the use of the remaining three years as a base. However, for our purposes we are assuming that the base period will consist of the four years 1946-49 inclusive. It is our belief that these years are an unfair base period for the radio and television industry and that special provisions must be made for the industry.

The annual reports of the industry show that these years have been the most prosperous that the country has enjoyed. For comparison purposes we have taken the following as indicators of business trends: (1) Corporate profits before taxes, (2) total gross national production expenditure, (3) disposition of personal income, and (4) total business sales.

The 1946-49 (inclusive) average on all indices exceeds the previous high and is approximately 90% greater than the previous low (see Monthly Averages table).

Following are comparable figures for the broadcasting industry:

<table>
<thead>
<tr>
<th>Year</th>
<th>Broadcast Income (in thousands)</th>
</tr>
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<tbody>
<tr>
<td>1946</td>
<td>$61,000</td>
</tr>
<tr>
<td>1947</td>
<td>$55,561</td>
</tr>
<tr>
<td>1948</td>
<td>$42,007</td>
</tr>
<tr>
<td>1949</td>
<td>$47,700</td>
</tr>
</tbody>
</table>

The increase in the number of stations affects the profits of both old and new stations. Preliminary figures for 1949 show net profits before taxes as follows:

<table>
<thead>
<tr>
<th>No. Stations</th>
<th>Total Profits</th>
<th>% of Av. per Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>321</td>
<td>$42,000</td>
<td>$134.53</td>
</tr>
<tr>
<td>1946-49 Aver.</td>
<td>1,200,000</td>
<td>$0.0915</td>
</tr>
</tbody>
</table>

While the same 821 stations which included 82 new stations averaged $40,208 per station in 1941, these same 821 stations plus 44 licensed since 1941 averaged $30,998 in 1944. The decrease in 1949 from the 1944 high is $27,891 per station for the pre-war stations. Percentage-wise the decrease is 33% which is a very substantial decrease in face of general business prosperity during the years since 1944.

There are several reasons for the decline in profits suffered by the pre-war stations. The most important is the increase in expenses. A comparison of 1944 to 1949 operations of the 866 stations existing in 1944 and the 821 pre-war stations operating in 1948 is as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Broadcast Revenues</th>
<th>Broadcast Expenses</th>
<th>Broadcast Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td>$524,541</td>
<td>$278,685</td>
<td>$245,856</td>
</tr>
<tr>
<td>1949</td>
<td>$443,275</td>
<td>$236,310</td>
<td>$206,965</td>
</tr>
</tbody>
</table>

In the five years, while revenues increased only 24%, expenses increased 57%, increase in expenses is partially due to the inclusion of FM operations in the reports submitted to the FCC. In 1948, the operators of joint AM and FM stations filed joint reports including their FM income and expenses with their AM operations. It is an accepted fact that FM expenses exceed FM income. FM figures were not included in 1944 figures. Even stations founded before 1941 are having difficult times. The number of these stations showing losses increased each year as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Stations Started and Licensed which show losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>0</td>
</tr>
<tr>
<td>1947</td>
<td>2</td>
</tr>
<tr>
<td>1948</td>
<td>10</td>
</tr>
<tr>
<td>1949</td>
<td>72</td>
</tr>
</tbody>
</table>

This increase is substantial and the last year's figure is 16% of the stations started before or during 1941. As for the stations starting in business after 1945, they are experiencing increased difficulties in meeting their expenses.

According to the Annual Financial and Operating Data published by the FCC, the number of stations reporting losses:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total No. Reporting</th>
<th>% of Total Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>1,015</td>
<td>14%</td>
</tr>
<tr>
<td>1947</td>
<td>1,953</td>
<td>25%</td>
</tr>
<tr>
<td>1948</td>
<td>2,601</td>
<td>30%</td>
</tr>
<tr>
<td>1949</td>
<td>2,054</td>
<td>25%</td>
</tr>
</tbody>
</table>

The reports also furnish the income data of the stations which lost money during the year. Of the number of stations starting each year, the years in which these stations lost money are shown in the table on page 34.

After four years of operations, approximately 30% of the stations licensed in 1946 are still losing money. After three years of operation approximately 55% of the stations licensed in 1947 are still losing money.

It is apparent that the benefit of two added years operation as existed in the relief provisions of the prior excess profits tax laws would not be of much benefit to stations newly licensed within the four years of the contemplated base period. The stations licensed during these years total 1,152 of the 2,054 stations on the air as of the end of 1949. Thus, more than one-half of the radio stations would have a difficult time proving a relief case under the terms of the old law.

So far, we have concern over ourselves with AM operations and AM operators who have held joint AM and FM operating figures. There are FM stations that have no AM licenses. These stations filed figures as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Stations</th>
<th>Total Income</th>
<th>Net Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>80</td>
<td>$4,000,000</td>
<td>$3,500,000</td>
</tr>
<tr>
<td>1949</td>
<td>114</td>
<td>$5,000,000</td>
<td>$3,500,000</td>
</tr>
</tbody>
</table>

These stations will be forced to use the invested capital method in computing their excess profits tax credit. For a new industry, there is no adequate provision for a base period of net earnings.

A more urgent need for special (Continued on page 3.)

APPLYING intimate knowledge of stations’ tax problems, two authorities in the field present in this article a clear picture of radio-TV’s interest in the proposed excess profits tax. Authors are A. R. Ellman, president, Broadcasters Statistical Research, and F. Cleveland Hedrick Jr., tax attorney with the law firm, Pierson & Ball, Washington, D. C. Mr. Ellman, a student of the problem since 1936, reviewed for this publication in 1947, the applicability of the tax relief provision for stations as contained in the old World War II law [BROADCASTING, Jan. 27, 1947]. Mr. Hedrick, graduate of the U. of Florida’s law school, is a member of the American Bar Assn.’s committee on excess profits taxes (formed last September) and chairman of the District of Columbia Bar Assn.’s Taxation Committee. He has handled a number of cases for radio stations which asked relief under the old law.
TAX BATTLE

Administration Pushes Excess Levy

A LAST-DITCH fight by the administration to push enactment of an excess profits levy on corporations by a "lame duck" Congress was opened last week.

The move came to President Truman in a letter to Chairman Robert L. Doughton (D-N.C.), of the House Ways and Means Committee which on Wednesday began its long-heralded hearings on the issue, and by Secretary of the Treasury John W. Snyder, who led off the government's profits tax request.

Secretary Snyder, whose testimony consumed the first day of the hearings, was followed by a battery of industry spokesmen all day Thursday. Among them was NAB, which got in the first word for the tax-harried broadcaster.

Opening day was conducted in the speedily-prepared press pack room of the Old House Office Bldg. By Thursday, the larger Ways and Means Committee in the same Old House Office Bldg. was being used.

As the committee settled into the discomfit of the tax question, political tempers were raised a few notches, with McCarthy along party lines and voting on bloc, Democrats overruled the minority GOP on the committee by placing a time limit on the hearings. According to the group's plan, a witness will be squeezed into a one-week period with each witness permitted 15 minutes in which to present testimony.

President Truman wrote Rep. Doughton that the profits tax should be retroactive to July 1, 1950. When Congress wrote in its excess profits levy mandate while increasing taxes last September, it provided for application of the profits tax to the last quarter of the last half of 1950 earnings.

Tax Outlook

The Chief Executive and his cabinet officer agreed that this tax would conclude the government's tax-increasing plans for the year and would be considered the first installment in further tax increase—probably including higher individual income taxes—next year to keep revenue in balance with military spending.

In a voluminous presentation to the committee, Secretary Snyder proposed the following:

1. Placement of a 75% excess profits tax on corporation profits to gain about $4 billion per year. The rate in World War II was 58%. The 25% reduction was made because of the war.

2. Use of the best three of the four years 1946-1949 inclusive as the base period for computing the tax. An alternative would be use of the investment capital plan (a choice permitted under the war act).

3. Necessity of cutting base period earnings by 25% before the

75% profits tax is computed.

4. Reactivation, with some adjustment, of the Section 722 relief provision of the World War II profits law.

Secretary Snyder, in mapping the administration's viewpoint, rejected proposals from various business groups, including the Committee for Economic Development (see story page 40), that the regular corporation tax rate be hiked as a substitute for the profits levy. If such procedure were followed, he stated that the 75% rate would have to be raised to about 57% to gain the $4 billion in revenue needed.

According to the Secretary's figures, federal expenses this fiscal year will be about $45 billion with revenue falling $2 billion short of the mark. A retroactive profits tax would offset the deficit, he said.

NAB was represented by Ralph W. Hardy, director of government relations.

Assuring the Congress that broadcasters are not opposed to the government's plan to meet the heavy defense burden with increased taxes, NAB stated the industry was behind the "pay-as-you-go" basis of operation.

However, it took issue with application of an excess profits tax that would penalize the broadcasting industry.

Concept of the profits levy, the NAB pointed out, is that it absorb that part of basic profits which is "in excess of the normal level of profits for individual business units." The assumption is, the NAB continued, that such excess profits result from emergency or wartime factors. Therefore, it is essential to set up a fair and legitimate measurement of a normal level.

But, NAB warned the committee:

The plight of the broadcaster arises out of the fact that due to constant technological development coupled with unusual regulation by the government, there is, to all intents and purposes, no "normal time," and, consequently, no "normal profit" period.

This situation, the association explained, was premised on the makeup of the industry as seen from its AM-FM-TV parts.

Cite Background

Pointing to the World War II freeze on AM applications and the equally stunting regulation by the FCC freeze begun in 1945 on applications for station conversions and sign-ons, the NAB underscored the increased totals of FM stations after the war as compared to the period prior to 1941. Broadcasters in AM-FM by broadcasters entailed the paying of losses in its operation out of AM earnings. Thus, the NAB declared, this period of FM growth couldn't be considered "normal." The committee was reminded that broadcasters having both AM and FM as a rule continue them as a common corporate entity.

It was also explained to the committee by the association that any base period selected during the past five years would "manifestly be discriminatory" to AM stations which came into the broadcasting picture during World War II.

The third thorn pricking the broadcaster, the NAB said, was television. TV service was undertaken largely by broadcasters already in the AM business and in many cases also in FM. In only a few instances, TV stations were launched as distinct corporations without relationship to AM or FM operations, NAB noted.

During the base period suggested by the administration, it was alleged, there would be an uncommon experience to see televisioners engaged in friendly rivalry matching the experience of the distributor of losing money at a greater rate than other stations.

The operating losses were staggering and they would be carried either by a siphoning off earnings from sound broadcasting or by heavy investments of risk capital put forward in the faith that this new industry could be launched successfully.

Asserting that these conditions and factors must be taken into consideration, the NAB explored the Treasury viewpoint, as outlined by Secretary Snyder, that radio and TV be lumped "with the broad field of communications." Placing the industry, in its interpretation of "vast public utilities operating in this area" would be "completely unrealistic," the NAB declared.

Citations made to a report on Civil Defense and the labeling of communications as the "nervous system," the NAB concluded its testimony by pointing out that the Committee must be the first action in considering its recommendations which would "in any way impair the maintenance and growth of a strong and efficient system of communication...."

It was not definite late Thursday (Continued on page 84)

NARND CODE

Standards Adopted of Chicago Meet

SET of standards of practice covering news treatment and selection for broadcasting was adopted last week by the National Assn. of Radio News Directors, meeting Thursday-Saturday at the Hotel Sherman, Chicago.

Basic provisions of the standards, first to be approved by NARND, specify:

1. Selection of news material on news merit alone.

2. Recognition by news directors that public interest is the primary responsibility.

3. Presentation of news accurately, factually, in good taste and without bias; cooperation by writer and newscaster to avoid sensationalism.

4. Clear identification of commentary and analytic material in all news broadcasts.

5. Separation of editorial material and factual news, with clear labeling of such editorial matter.

6. Race, creed, color or previous status of an individual should not be mentioned unless necessary to understanding of a story.


Ed Condron, assistant to the president of Sears, Roebuck & Co., was one of the luncheon hosts. In welcoming the newsmen, most of whom are from the Midwest, he commended them for their "palatable" interpretation of the news which makes the U.S. "the best informed country in the world."

Guests at the speakers table included Alex Drier, NBC Chicago network commentator, and Seymour Berkson, general manager of WINS.

Keller Moderates Panel

Thursday afternoon sessions were concerned with relations of news directors with the armed forces and with doctors and hospitals. On the former, the moderator was Cass M. Keller of WRC Washington, who appeared with Major Gen. Floyd Parks, chief of information, U. S. Air Force; Col. Sory Smith, of the U. S. Air Force, and Rear Admiral R. F. Hickey, chief of information for the U. S. Navy.

Russ Van Dyke of KNIT Des Moines, last week's session, made a strenuous push for doctors and hospitals. Panelists included Dr. George F. Lull, secretary and general manager of the American Medical Assn.; Miss Annie Laurie Crawford, assistant secretary in charge of public relations for the American Nurses Assn.

INS was host at a cocktail party Thursday evening.

BROADCASTING • Telecasting

November 20, 1950 • Page 25
The 1951 NAB convention, to be held April 15-19 at the Stevens Hotel, Chicago, will be a shirt-sleeve workshop session, NAB's board decided last week in adopting a report submitted by Eugene P. Morency, WOR-TV New York, chairman of the board's Convention Committee.

The convention will complete a complete turnaround from the 1949 and 1950 conventions and answers loud complaints from the membership over the inspirational agendas. These programs-called by many of the delegates into meetings.

The board voted to hold management and engineering conferences at the same time.

Instead of the week-long proceedings of the last two years, the Chicago convention will be held Sunday to Wednesday, with proceedings to open formally Monday noon.

A dominant theme in the 1951 convention will be broadcast rates along with sales developments. Broadcast Advertising Bureau has been ordered by the board to conduct a study showing the industry's growth as an advertising medium through expanded coverage and added impact. The report on aural broadcasting's progress will be a high spot of the convention and is expected to supply advertising and advertiser-agency demands for rate cuts based on TV inroads.

NAB's three media committees, AM, FM, TV-will schedule their own participation in the conventions. While the management and engineering conventions are separate, some program topics are likely to attract mixed delegations. All discussions and talks will be stenotyped for distribution.

Meeting Sites
The Eighth St. Theatre, which is connected to the Stevens ballroom, will not be used. Last spring most delegates scattered to other places after luncheon instead of going to the theatre to hear the speeches by invited dignitaries. Next April the meetings will be held in the Stevens auditoriums, of which there are a half-dozen.

Conference Arrangements Committee will be named to work with the Convention Committee in arranging the technical sessions. Formerly, the scheduling was handled by the NAB Engineering Committee but this body no longer exists under the present media structure.

Showmen will exhibit box scores of many of the NAB members who have joined in that month's, under the present scale. In reviewing the membership structure the board decided not to permit non-members to attend future NAB district meetings. This device was used as a membership-getting strategy during the last three years but many members have objected to the idea of letting non-paying stations get a free ride at the meetings.

On the other hand NAB is encouraged because a number of strong stations have joined or turned to membership. Among additions are WAGA Atlanta, KABC San Antonio, WAVE-AM-TV Louisville, WXO Oklahoma City and WINS New York.

One of the first jobs in the NAB reorganization will be revision of the dues schedule so TV stations pay their way for video services as well as general NAB overhead. Some changes in the present aural structure will be considered but they are of a minor nature, it was indicated.

Dues Scheduled
The board cleared up confusion on the classification of stations by income in the dues schedule by specifying use of the figure inserted by members on Line 17 Schedule 6 of PCC form 324.

TV stations without AM or FM adjuncts holding NAB membership will be charged at the same rates, under the present scale.

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TV stations without AM or FM adjuncts holding NAB membership will be charged at the same rates, under the present scale.
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

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

(Continued from page 21)

the media conception in NAB's structure.

The board referred to its Membership Committee a TV Committee recommendation that producers of TV films and other suppliers and manufacturers of TV services and equipment be admitted to associate membership.

The NAB TV Dept., of which Charles A. Batson is director, will handle the video functions of BAB next April. Mr. Batson is a former assistant director of BAB.

Last week's board meeting touched BAB only lightly. Until a president is named, BAB plans will be delayed. As now planned, the BAB president is expected to spark the drive to build BAB into a million-dollar promotion machine comparable to similar advertising units in newspaper and magazine circles.

With TV removed from its duties starting in April, BAB will serve purely an AM-FM function though it is possible BAB and the NAB TV Dept. will work in noncompetitive activities where economies can be effected.

All 17 NAB district meetings endorsed NAB's plan for separation of BAB from NAB functions and expansion of its activities. The board approved a $20,000 loan to BAB Inc., successor to BAB, for organizational expenditures.

Accepts Recommendations

In approving a $345,000 budget for the half-year, the board accepted recommendations of General Manager Ryan and the Finance Committee, headed by John F. Meagher, KYSM Mankato, Minn. The fiscal-year budget submitted to the board last June totaled $706,000 after Mr. Ryan had sharply clipped headquarters expenditures tendered to him by the whole Washington operation. The new budget provides funds for practically every function specified in June, and permits the continuation of the Station Relations Dept. ordered by the board.

Expansion also is planned in the case of NAB government relations activities, directed by Ralph W. Hardy. The board wants this activity broadened and strengthened, with closer contacts gained through the state association structure. The board was told Mr. Ryan may register as a lobbyist.

The board held an informal din-

ner meeting Wednesday in honor of FCC Chairman Coy. Such problems as color television, defense, military use of spectrum space and operator requirements were discussed frankly.

At suggestion of Chairman Coy, NAB will conduct a thorough inquiry into the manpower situation. The board heeded the view of many members that FCC Rule 91 C, regarding a first-class license to be on duty at all times, entails hardship. This is especially true in the case of smaller stations. Rule 91 C was approved by Congress during World War II and later reinstated.

Lottery Problem Studied

Participation of NAB in proposed litigation challenging the Wisconsin lottery law was voted by the board. NAB General Counsel Portrait is cooperating with Wisconsin broadcasters in a preliminary study of the lottery problem because a recent ruling by the state attorney general has stations in a quandary. Plan of action will be considered at a Dec. 10 meeting in Wisconsin, with Mr. Pettijohn bringing broadcast in Pennsylvania.

Plans of Broadcast Audience Measurement Inc., successor to BMB, were reviewed by the NAB directors. They approved allotment of over $100,000 for statistical reporting expenses and re-expressed confidence in its development as an industry research organization. Board members are expected to meet Sunday and today at BAM headquarters in New York. They were to hear a report from Dr. Kenneth H. Baker, NAB's research director, who is chairman of a special industry committee conducting a preliminary inquiry into the idea of evaluating all forms of audience research and coverage measurement.

The board approved the idea of an annual dinner in honor of high NAB Washington officials to be held during the November board meetings.

In submitting the television resolution Mr. Swezey, chairman of NAB's TV committee, said: "Television has grown so rapidly in the few years of its commercial existence that it now attains special attention within the association. The problems of television, those of us in the field have learned, are related to those in radio but not precisely like them.

Sound Economic Basis

"There is purpose now, as television stations move into the profit columns, in establishing a sound economic basis for their continued membership in NAB. It was the recommendation of a procedure which will give television members necessary independence and flexibility of action."

Mr. Thomas, who has been active in TBA, endorsed Mr. Swezey's proposal.

Judge Miller and Mr. Ryan interpreted the action as a mandate to step up NAB's services to television members.

In addition the board accepted those recommendations of the NAB TV Committee, which met Aug. 31-

Similarly the board accepted most of the recommendations by its FM Committee, which met Aug. 7 [Broadcasting, Aug. 14]. Mr. Strouse, WWDC-FM Washington, chairman, presented the committee's report along with Frank U. Fichten, WMLL-FM Arlington, Va. They are the two board members for FM.

Resolutions Adopted

The resolutions adopted by the board recommended:

That Radio-Television Mfrs. Assn. be requested through NAB management furnish a breakdown of sets by monthly periods and, if practical, by states and that any RTMA production figures, whether they be all-industry estimates or official RTMA set production figures include a breakdown of the number of all types of sets and all combinations thereof;

That the NAB Legal Dept. be requested to investigate the problem of interconnecting radio and telephone circuits for FM networks to determine possible savings or injustices in fees and to advise all stations affected as to appropriate legal recourse at both the state and federal level;

That the FM Committee, concurring with the AM Committee in recognizing the inevitable need for increased federal taxes, urge willingness of the industry to bear proper share of such increases, recommends to the board that it must be made to make certain that any inequities or discriminatory treatment which may result to any group or segment of the industry are eliminated in any changes made in the present federal tax structure;

That the board of directors urges association management and the board of Broadcast Audience Measurement Inc. to study the status of the FM industry for adequate audience research.

'Statements' Authorized

Two other FM Committee resolutions, covering NAB's service to FM members and a plan to promote FM by use of slogans, were not adopted by the board. Instead the board, release of "Statements" by the FM Committee resolutions as "statements by the committee":

The FM Committee believes that the progress and economic status of FM has been materially helped by the cooperation and interest of the NAB management and others concerned, and through the direct activities of the FM Dept., but that we do feel that the FM Dept. can enlarge its scope and effectiveness by an increased budget and we do commend to non-members their participation in NAB membership and the assistance of present members in such an approach to secure new FM memberships in the NAB. (See Advertiser for FM Dept. of NAB.)

The FM Committee urges that all AM and TV operators who operate FM stations, especially individual FM station operators, utilize all the media under their control and immediately join the campaign to promote FM by broadcasting and advertising slogans urging the buying public to make any purchase-TV as well as radio—is equipped to receive FM.

All board members attended the meeting but John H. DeWitt Jr., WSM Nashville, Tenn., was absent.
Only on NBC Radio!

The BIG Show

Variety: “... NBC can take a bow for perpetuating big-time radio. They don’t come any bigger than this one and it rates Nielsen’s best.”

John Crosby: “It was in practically every respect a perfectly wonderful show—witty, tuneful, surprisingly sophisticated and brilliantly put together... one of the fastest and pleasantest ninety minutes in my memory;” New York Herald Tribune

Harriet Van Horne: “The Big Show was so good I wish radio had thought of it years ago.” New York World Telegram and Sun

Ben Gross: “NBC aired radio’s defiant challenge to TV in the form of a gargantuan divertissement... emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it”. New York Daily News

Jack Gould: “… the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him.” New York Times

NBC is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour...

... or you can participate in the biggest and newest idea in advertising

Tallulah Bankhead and a few of the rotating guest stars that appear on “THE BIG SHOW” each Sunday on NBC at 6:00 pm (EST.)
The biggest
and newest idea
in advertising is

ON-THE-AIR

VARIETY  MUSIC  DRAMA
With the premiere of “The Big Show” on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

*TANDEM* is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

*TANDEM* consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

*TANDEM* advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

*TANDEM* is the only advertising plan ever to be especially designed to reach everybody. Each show has a different appeal.

*VARIETY* . . . *The Big Show* . . . Sundays  
*MUSIC* . . . *NBC Symphony* . . . Mondays  
*DRAMA* . . . *Screen Directors’ Playhouse* . . . Thursdays  
*COMEDY* . . . *Duffy’s Tavern* . . . Fridays  
*MYSTERY* . . . *The Man Called X* . . . Saturdays

*TANDEM* is surprisingly low cost. It is estimated that *Tandem’s* five shows will reach 23,000,000 homes each week and deliver 1000 listeners — net audience — for 59¢.

*Tandem* is available to a few more advertisers. For details call CIrcle 7-8300, Extension 8436 or your nearest NBC representative.
Baseball's Gate
(Continued from page 19)

League circles there are rumors that radio row will break into the open at the Dec. 4-14 meetings of club owners at St. Petersburg, Fla. Some minor league club owners are understood to be planning legal action against the majors unless a satisfactory agreement is reached, either via private litigation or appeal to the Dept. of Justice.

Spokesmen for the major leagues describe the broadcasts as an extremely serious problem. They claim property right in play-by-play versions of their games under the old KQV Pittsburgh and other court decisions, and charge for broadcast rights. MBS, Liberty and other networks that feed games outside major league areas pay the home clubs for these rights.

But the big leagues concede they need the minor league structure if baseball is to survive. They contend the minor leagues have no legal rights but at the same time are concerned because many minor league clubs, being marginal operations, are threatened with extinction and the whole existence of organized baseball is involved.

RTMA's Stand
In a forward to Mr. Jordan's report, RTMA said it does not necessarily endorse his findings but publishes the study "because we believe that the work is the most thorough and most constructive approach towards the solving of this problem that has been made to date."

The first Jordan study attracted widespread interest, according to RTMA. Mr. Jordan is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

"No one factor alone determines the size of attendance at sports events," Mr. Jordan said in his new survey, adding that about 15 influences play important roles in contributing to the gate.

In 1950, he said, five major factors were involved in a cut of about 10,810,700 in paid admissions in organized baseball. Majors were off 19% and minors 13%, he said.

He cited the factors as follows: Weather was responsible for about one-third of the loss in the majors, and probably as much in the minors. Teams with improved performance had a relatively better season regardless of other factors. Fine weather and improved performance on the average shifted to the minor league drawing clubs which contributed to an overall attendance decrease.

Leveling out from the extraordinarily high post-war peaks was a definite factor in the general decline which lowered attendance in 55 of the 60 leagues operating at the start of the season.

Novelty-happy, new TV owners hurt temporarily but this loss declined as the season progressed. In eight leagues which drew more than 1 million paid admissions in 1949, 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televised clubs.

Too many major league sportscasts, both radio and TV, were partially responsible for the greater loss in the minors than in the majors.

In many ways, said Mr. Jordan, 1950 was a good baseball year aided by spectacular pennant races. Attendance was fourth highest in history but sharply down from postwar peaks of 1947, 1948 and 1949. Extreme opinions either for or against TV are not justified by fact, he contended.

Unfavorable weather was an important factor, with Philadelphia having 88 days of rain out of 166 in the season or 44% more rainy days than in 1949 and 45% more than in 1948. The majors' actual playing dates were cut by 3%, a loss of 3%. Loss to weather alone could be estimated at 3% or about a fourth of the total 13% decrease in total admissions, Mr. Jordan said. He cited other ways in which baseball was hurt by the weather and suggested more rained-out games be made up during the good attendance months of June, July and August.

Mr. Jordan's 1950 analysis confirmed the conclusion in the long-range study that, regardless of TV, the single most important influence that improved their performance had a much better attendance record than those which did not.

The current study shows that nine major league clubs that televised games and improved or held their standing played to a small increase in average attendance during the season. The seven clubs with lowered performance, including Pittsburgh, which did not televise, and the St. Louis Cardinals which televised only 11 games, had a sharp drop in attendance.

Figures from several cities indicate the size of the home TV audience for games declined right along with attendance in parks, where performance was lower. Home viewing went up along with attendance in parks when performance was better. Mr. Jordan said indications are that "the same factors of interest that draw people to the ball park also draw them to their TV sets. Many persons tune in another program when the team isn't drawing well. There does not appear to be any special adverse effect of TV on a losing team."

Leveling Out
Mr. Jordan places emphasis on the general leveling out that marks the entertainment world, a trend that started in 1948 when people began spending less money on admissions. Sports resisted the trend surprisingly well but now the leveling off is showing its effect and baseball, being a business, is subjected to economic laws. Mr. Jordan suggests this has been a contributing factor in baseball's 1950 attendance loss.

Reminding that 50 out of every 100 new enterprises started each year end as failures in the first two years, Mr. Jordan said 56 baseball clubs have started since 1947 yet "great consternation is voiced if 10 or 15 of them fold this year. Any other industry with
such a fine record would be out painting the town red.

Mr. Jordan said attendance losses and red-ink operation in 1956 "were not confined to any one area or to a group of conditions. They were fairly general. Out of 60 leagues in operation, 55 of them showed losses in attendance. Only eight of these leagues had any television at all. With such a pattern before us, it is hard to reach any conclusion other than that a leveling off process from the postwar peak is in operation in baseball."

The Korean war may have accentuated the retreatment this season, and the defense program and higher taxes may prolong it, he said.

Some 2 million new TV owners in major league cities hurt attendance to some extent, according to Mr. Jordan, but the attendance loss per playing date became less as the season progressed. Had TV been the major factor in attendance decline losses would have increased, not decreased, as the season progressed, according to Mr. Jordan, because new sets were being bought at the rate of over 60,000 a month. Actually, "attendance picked up relatively as the season progressed, and so did TV ownership," he said.

Compares Losses

Combined televised clubs had a smaller percentage loss than combined non-television clubs in every league, Mr. Jordan found. He noted that Eastern League, with no televised teams, was off more than any other large league.

Philadelphia Phillies and Baltimore Orioles made the biggest percentage gains in 1950, he found. Both were televised "and playing in the first two major markets in the world ever to have the size of the TV audience surpass the size of the radio audience. The reason, of course, is performance. It so happened that the televised teams had a better performance record on the whole than the non-televised teams. Still, with the televised teams drawing better in every single league, without exception, it seems rather obvious that TV is not 'destroying the game.'"

Of 486 minor clubs, only about 40 had any possible contact with TV at all (major or minor), Mr. Jordan said, adding that TV and performance are not as important in the overall minor picture as in the majors. Every team was affected by weather and economic conditions as general factors, he said. Since minor attendance was off more than major, TV cannot be held primarily responsible for the major league decline, he concluded.

Mr. Jordan called over-emphasis of the "major league frame of mind" the biggest danger to baseball from sportscasting, both radio and TV. All studies show that major league telecasts hurt attendance at minor league located nearby, he said, but called it a geographical problem which might be solved.

However, when TV cables carry games to other cities the problem begins to multiply, he said. Closing of many minor clubs in the war and syndication of sports columns are factors influencing the major league frame of mind, he declared. Now some minor league towns are saturated with big league broadcasts, and telecasts are another step in the same direction.

"It seems as if this would be an opportune moment for organized baseball to sit back and analyze this trend," Mr. Jordan commented. "It may well be that the best solution is not to outlaw one medium and let the others run rampant, but rather to try to restrict, whenever possible, several of these contributing forces."

Cities Effects

As to TV, Mr. Jordan declared it does four things to baseball: "It keeps some people out of the ball part (a temporary phenomenon); brings more revenue to clubs in rights fees; serves as publicity medium and arouses interest and creates new fans; creates goodwill because the public wants and appreciates telecasts." Whether TV is good or bad for baseball depends on the balance achieved among these factors, according to Mr. Jordan. He said:

New fans and goodwill are bonus quantities. Every game carried over the air is publicity for the ball club, but it is advertising for which the sponsor foots the bill. This consideration, while small in the early days of TV, grows in magnitude every day.

Just as the TV audience is replacing the radio audience in many large cities, so television is replacing radio as a publicity medium for sports. Radio has done a great job boosting baseball. It will not regain this lost publicity, but it will eliminate the only possible way of replacing it. The $100,000 bill that enters the club owner's wallet from rights fees is just as good as the dollar bill that enters through the turnstile. If TV is banned, the rights fees, obviously, will fall to very dollars that is thus given up must be replaced by an additional one coming in the gate, or else it is not a smart business venture. If TV were banned in all major leagues, attendance would have to jump by 50 or 500 to make up the dollars. Mr. Jordan stated whether banning television would increase attendance by 50 million next year, it didn't even step the loss in professional football, basketball and hockey—all of which had poorer records in 1940 than the widely televised sports of baseball and college football. Mr. Jordan believes TV in most cases is paying its way as a new source of revenue to make sports more and more economic financially. He does not believe TV will either cause or undergo a crowdless ball park.

Telecasts of few selected games is not good policy, according to Mr. Jordan, because it makes each telecast a "special event" and drives up the price of new fans and the price of the few selected games and sets, will make new fans since interest is developed gradually; TV's novelty effect will wear off more rapidly if a large block of games is televised.

Finally, Mr. Jordan suggests, advertising must cooperate so that TV and sports work out a permanent and profitable relationship. TV must be used to promote, not compete with, the game. The memorandum warned, "Good business means that TV should promote the crowd at the ball park."

November 20, 1950
Tax Battle
(Continued from page 28)

how many representatives of the broadcasting industry would be permitted to testify in a compressed schedule of witnesses. However, RTMA was slated to present its testimony today (Monday).

RTMA was expected to take the position that the best three years of 1946-49 inclusive as suggested by Secretary Snyder for the period were discriminatory to radio and TV. The RTMA's tax committee was ready to recommend that tax experts include at least the first six months of 1949 in computing a profits base for the industry, as that year—particularly in television operation—could be considered the nearest approach to "normal."

According to Secretary Snyder, the problem of TV could be handled under the Section 722 relief provision which embraced the radio industry during World War II.

Meanwhile, outside the committee room the chorus of corporation voices protesting the profits levy proposal swelled. The Conference of Growth Companies, chaired by Allen B. DuMont, president of Allen B. DuMont Labs, went on record in favor of an "emergency profits tax" (i.e., a flat rate levy on corporate earnings as advanced by the CED). Dr. DuMont is scheduled to appear before the committee.

Elect Tait
Another group, the Business Committee on Emergency Corporate Taxation, electing Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N.Y., chairman, appeared before the Congressmen, falling into line in support of the across-the-board hike.

Mr. Tait declared that the proposed excess profits levy would "stifle investment and contribute to inflation. Assisting Mr. Tait in this presentation case was Leon Henderson, former OPA Administrator and now a consultant.

The 80th Congress mandated the House tax-writing committee to report out an excess profits bill before adjournment. Whether the same duck legislators will be able to pass such a measure through a non-enthusiastic legislature was seen as doubtful by a number of political leaders.

That the Congress will have little time to act was indicated by President Truman's statement Thursday that he doesn't intend an early call for Congress before the scheduled Nov. 27 return date.

Sen. Robert A. Taft (R-Ohio) predicted that the outgoing Congress would not be able to enact the excess profits legislation passed by the Senate and doubted whether any other major piece of legislation would be passed.

While signifying support of an excess profits levy if decided upon by the Senate Finance Committee, Sen. Taft added that he thought the issue should be decided along with other plans for gaining more revenues.

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

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

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

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

WORD
SERVING THE HEART OF THE PIEDMONT
ABC
WDXY-FM • DUPLICATION
SPARTANBURG
● See HOLLINGERBY

Excess Profits Tax
(Continued from page 24)

provisions in a contemplated excess profits tax in the television broadcasting industry. 1948 was the first year in which the FCC reported operating figures for the industry. During the full year, only 17 stations were in operation, although at the end of the year 50 stations were on the air. The operations for 1948 and 1949 are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Stations</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Net Loss</th>
<th>Loss per Stn.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>4 networks including 10 owned &amp; operated chain stations and 44 other stations</td>
<td>$58,700,000</td>
<td>$33,800,000</td>
<td>$14,900,000</td>
<td>$298,000</td>
</tr>
<tr>
<td>1949</td>
<td>4 networks (Including 4 networks located in large cities)</td>
<td>$58,500,000</td>
<td>$34,200,000</td>
<td>$14,300,000</td>
<td>$251,518</td>
</tr>
</tbody>
</table>

The above figures represent TV

World Series Cut
ENTIRE $975,000 that major league baseball obtained from 1940 World Series radio and TV rights was put into baseball's pension fund Thursday. Meeting in Cincinnati, owners of major league clubs took less than three minutes to vote disposition of the money for future payment of pensions and death benefits for players. Players representatives originally had indicated they would seek to cut World Series participants in on the radio-TV money (TELECASTING, Sept. 26) but a fortnight ago Baseball Commissioner A. Bart Chandler said there was no longer any disagreement on how the money should be used.

WMGB Richmond, Va., awarded blue ribbon for going over quota in local Community Chest drive.

The stars of today and tomorrow are Yours for more sales.

...with the new era in

THE SINGING AMERICANS

Ray Porter, associate conductor and arranger

The new Thesaurus brings you bigger and better programming packages with top sponsor-applause... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!
Follow the lead of these Business Leaders... they're all giving Schenley to wish friends the best!

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

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

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

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

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

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

It's "Good Business" to give Schenley

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N.Y.C.

BROADCASTING • Telecasting
DEFENSE

Fritchev Succeeds Roberts, Oldfield to Europe

APPOINTMENT of Clayton Fritchev, New Orleans newspaperman, as public information director for the Dept. of Defense, succeeding Osgood Roberts, acting information chief, was announced last Tuesday by Defense Secretary George C. Marshall.

It also revealed that Lt. Col. Barney Oldfield, public relations directorate office, U. S. Air Force, will be transferred to European headquarters, USAFE, sometime in mid-January. He is expected to assume the post of public relations officer. Col. Oldfield's orders were issued last week.

Mr. Fritchev, a newspaperman for over 25 years, has served since 1944 as editor for the New Orleans Item, which is affiliated with WDSU Broadcasting Services, licensee of WDSU-AM-FM-TV New Orleans. His appointment signifies that the department's top information post will remain in civilian hands. Mr. Roberts will remain as deputy assistant to the new information director.

Mr. Fritchev, who drew a Pulitzer Prize honorable mention for service in 1937, currently is a director of the National Foreign Policy Asan. and president of the New Orleans Foreign Policy Assn. He began his executive newspaper career as managing editor of the Baltimore Post in 1932. In 1934 he served with the Cleveland Press. Before 1936 he was with the Post as assistant city editor and with the Pittsburgh Press. He is a native of Bellefonte, Kentucky.

Former Assignment

Mr. Roberts has been acting information director of the Defense Dept., since last February, when he succeeded William Frye, who began a European tour of service. Previously Mr. Roberts was public relations director for the Mayflower Hotel in Washington.

Aside from retaining control of the Defense Dept.'s news flow in civilian hands, the appointment of Mr. Fritchev also pointed up the department's present consideration of overall central policy with respect to information needs. Since April 1949, the department gradually has decentralized its top-level operation, laying greater emphasis on functions of individual branches.

Secretary Marshall's office has been giving added consideration to realignment of the military information structure, which already has resulted in stepped-up tempo of operations on the subordinate military levels. One of the results has been the increased radio-TV activity in each branch, particularly the U. S. Army [Broadcasting, Oct. 9].

Col. Oldfield’s present duties will consist of interviewing and checking potential inductees and reservists, including radio, newspaper and photographic personnel, upon which he will draw before his European assignment.

Until recently Col. Oldfield has been maneuvering public relations personnel of the Air Force in the Far East, from which he returned in October after three months' duty. He is a former radio, film and newspaper personality, joining the Army as a regular in 1947 and transferring to the Air Force in 1948. During World War II he served in public relations for headquarters commanded by Gen. Omar Bradley and Field Marshall Montgomery.

WVML Biloxi Moves

WVML Biloxi, Miss., last week announced completion of its move to new studios and offices in the local Broadwater Beach Hotel. Station, which affiliates with Progressive Broadcasting System Nov. 26, also revealed that high fidelity transmission equipment and Magnecorder tape recorders had been installed in the new studios.

Roses From WLS

TWO MILLIONTH visitor to the WLS Chicago National Barn Dance was welcomed on the show a fortnight ago and given 25 roses, representing the number of years the show has been on the air. WLS is believed to be the first station which charged admission to a radio program. The National Barn Dance, which originates at Chicago's Eighth Street Theatre, has been charging admission since 1932.

NBC SIGNS FORD

For 'Operation Tandem'

FORD MOTOR Co. has signed as the third sponsor of "Operation Tandem," new NBC multi-participation for the same advertisers over five nights a week sponsorship. Ford's sponsorship will begin Thanksgiving Day, Nov. 26, on the first half of Screen Director's Playhouse, 8:45 p.m., and includes Duffy's Tavern, Friday, 9:30-10 p.m.; The Man Called X, Saturday, 9:15-9:45 p.m.; and the Big Show, Sunday, and the first half of NBC Symphony, Monday, 10 p.m.

Whitehall Pharmaceutical Co. and RCA Victor Division of RCA announced their participation in "Operation Tandem" three weeks ago. J. Walter Thompson Co. is the agency for Ford Motor Co.

NEED MORE COVERAGE?

A LITTLE BARE AIN'T CHA!

Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.

BROADCASTING • Telecasting
An important agency-time buyer says, "The markets to be developed for any account by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us."

There's no substitute for such first-hand field surveys, but they take time, cost money, and only a few buyers of time find it possible to work that way.

So it's a boon to buyers when stations like Kansas City's KCMO make the information they need available in SRDS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations, check the station Service-Ads as well as the station listings in the Radio Section of SRDS and the market listings in SRDS CONSUMER MARKETS. They may save you much further searching for information you want.

Note to Broadcasters:
In the SPOT RADIO PROMOTION HANDBOOK buyers of time describe what they want to know about stations. Copies at $1.00.
EVIDENTLY the grapplers believe this is open season on sports announcers. Several weeks ago, Jim Gibbons of WMAL-TV Washington was routed from the ring by a wrestler reported to have been incensed by Mr. Gibbons' remarks. New England's sequel has Arthur Flynn, sportscaster of WLAW Lawrence, Mass., being heroically assaulted by Wrestler Angelo Gistoldi (the obviously infuriated gentleman in trunks) who either didn't like Mr. Flynn's looks or broadcast. Mr. Flynn, one-time world amateur welterweight titleist, New England professional middleweight champion, and professional wrestler, escaped unharmed after valiant police and handlers finally succeeded in pulling Wrestler Gistoldi away.

On All Accounts

(Continued from page 18)

Baltimore for its client Brock Candy Co. Later it produced spots for Brock and for H. W. Lay & Co. (potato chips) on WSB-TV Atlanta. In 1949 it produced the Baptist Radio Hour, half-hour Sunday afternoon program on 120 ABC stations, plus 57 spot stations. Other clients using radio spots and/or programs include National Nu-Grape Co., and the agency is presently testing a half-hour kid quiz show for Brock on WSM-TV Nashville.

As for choosing the Atlanta location, Pete says it wasn't too difficult to see even 11 years ago that Atlanta would become the center of the fast-developing advertising industry in the south. When asked how the advertising business there compares with New York, he notes "one main difference is that the half-million-dollar-over accounts in our section are few and far between. Our average account is in the $60,000 class, usually with sectional distribution and sales rather than national. Of course, if with our help it can gradually go national, that's swell—and it sometimes happens."

Born in West Virginia

Carroll Kalbaugh Liller was born May 11, 1903—or 1904—in Keyser, W. Va. His mother's family Bible shows the date as 1903; the county courthouse records show 1904. In his teens, Pete says, he used the 1903 date, "but as I grow older I'm inclined to accept 1904."

Pete worked toward an AB at the University of Pittsburgh, transferring to the U. of Pennsylvania in his senior year. He quit a few months short of a degree to get married and go to work. He has one son, Bill, by his first wife, now deceased. Bill graduated from Harvard last year and is now working on his PhD in astronomy at the U. of Michigan. The present Mrs. Liller—formerly Ruth King—is an Atlanta girl, "so it looks like I'm here to stay," says Pete.

W. D. LOUGHLIN

Pioneer Experimenter Dies

WILLIAM D. LOUGHLIN, 57, one of the early experimenters in radio, and board chairman of Boonton Radio Corp., Boonton, N. J., died in the Community Medical Group there Nov. 12, following an illness of several months.

While a student at St. Joseph's College, Philadelphia, where he received an A.B. degree in 1912, Mr. Loughlin designed, built, and operated a 5 kw wireless station. His work led to the government granting the college one of the first "experimental licenses," authorizing wireless telegraphy research and development under the call letters 3XJ.

Following work with the U. S. Naval Laboratory in Philadelphia, Mr. Loughlin joined Radio Frequency Laboratories at Boonton in 1923 as a radio engineer concerned with the research and development in RF circuit and tube design for radio receivers. He became vice president and director in 1928 and president in 1931. After the sale in 1934 of numerous RFL patents to RCA, he formed Boonton Radio Corp. to develop, design, and manufacture precision measuring instruments, such as the Q-meter.

He is survived by his widow, Mrs. Agnes Quinn Loughlin; a daughter, Helen L.; a son, Robert W.; and a sister, Mrs. Florence Stanton of Philadelphia.

TAB SPEAKERS

Agenda Set for Dec. Meet

NOTED at that, agency and government officials will address the state convention of the Tennessee Assn. of Broadcasters meeting at the Andrew Jackson Hotel in Nashville Dec. 6, according to an agenda released by TAB last week [BROADCASTING, Nov. 13].

J. H. E. Davis, vice president of Foote, Cone & Belding, will highlight an afternoon business session with a discussion of "The Outlook for Radio in the Coming Year." Hugh Higgins, acting director of Broadcast Advertising Bureau, will show a slide film, "How to Pick a Winner," at the same meeting. Mr. Higgins also will address TAB in a merchandising and promotion session that morning.

Other topics covered with F. C. Sowell, WLAC Nashville, president at sessions, include small markets' panel (members—T. B. Baker, WKDA Nashville; Clift Goodman, WETB Johnson City; Frank S. Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; and R. M. McKay, WKRM Columbus); "A Newcomer's Analysis of Radio," with Hull McClure, WROL Knoxville; as speaker; "Trials and Tribulations of First Weeks of Video Operation," with John H. DeWitt, president, WSM-AM-TV Nashville. Messers. Mountcastle and DeWitt will address the luncheon party.

Following sessions dealing with resolutions and election of officers and directors for 1961, the association will adjourn for cocktails and dinner. Featured speakers at the TAB dinner will be Hoyt B. Wooten, WREC Memphis, discussing "The Voice of America vs. the Voice of Russia," and Charter Hespel, radio-TV director, Atomic Energy Commission, on "The Media's Responsibility in the National Defense."

WSMI ON AIR

Is Mid-Illinois' Newest

WSMI Litchfield, II., owned by Mid-Illinois Broadcasting Co. and operating on 1540 kc with 1 kw daytime, is downtown Illinois' newest station. Debut on Nov. 1 was marked by ceremonies attended by civic and business leaders. Events were held at main studios serving Litchfield-Hillsboro and at Carlinville studios on the Blackburn College campus.

Devoting a share of its programming to rural listeners, WSMI also is providing daily news from Carlinville as well as programs originating from the college. Key executives include Hayward L. Talbot, president; John F. Payton Jr., executive vice president and director of engineering, and Owen Lackey Jr., Carlinville studios manager.

PROGRESSIVE Broadcasting System, due to start network operations Nov. 26, announces it has signed contracts with INS and UP for 24-hour schedule of news.

Page 38 • November 20, 1960
Owners of Collins equipped stations on the way up usually re-order Collins when they receive a grant to increase power.

They have had day by day experience with this soundly engineered equipment, and over the years have come to recognize its absolute reliability as an important ingredient of success.

Call your nearest Collins representative whenever you need anything for AM or FM broadcasting. He's a good man to keep in touch with.
CED TAX PROPOSALS

Opposes Excess Levy

A TEMPORARY 15% defense profits tax on all profits, plus individual income tax increases and subsequent boost in excise levies, would be "less inequitable" and serve to raise as much revenue as proposed corporate excess profits proposals, the Research and Policy Committee of the Committee for Economic Development asserted last Wednesday.

The committee, which has opposed excess profits legislation, issued its statement as the House Ways and Means Committee opened hearings on the controversial issue (see separate story this issue). The policy statement was titled, "Pay for Defense."

The committee, stressing the need for a "pay-as-you-go" program during the period of adjustment in the tax structure, outlined its own plan to permit increases in production while raising additional revenue and checking inflation.

Corporate and individual tax boosts urged by the committee would go into effect Jan. 1, 1951, while excise tax revision would take effect later in the year to meet higher military expenditures expected in the last half of 1951.

Committee recommendation

The committee recommended prompt action to (1) revise the corporate profits tax so that it consists of a basic rate of 18% (18% on profits under $25,000) plus a defense profits levy at a flat rate on all corporate profits, and (2) levy an additional "defense" tax on individual income payments (at a flat percentage rate on net income in excess of exemption and the present tax).

The essential difference between the defense and excess profits tax proposals, the committee noted, is that the former "imposes an additional tax on all profits, while the second imposes a necessarily higher tax on a part of profits."

The committee's suggested 15% defense profits rate was based on expected $52 billion expenditures (military and non-military) and corporate profits of $40 billion during 1951. The group feels this would yield about $3 billion more than the present profits tax and leave profits after taxes of $19 billion "almost exactly the average that was paid after the tax of 1947-49."

The committee also felt that defense profits legislation would be much easier to administer since it "does not involve interminable argument about the 'normality' of some historical base period."

Additionally, it added, the tax would serve as "less of a handicap to new and growing business."

The radio-TV industry has evidenced mounting concern over this latter issue, involving a suggested base period which may prove to work a hardship on it unless some relief provision is included.

The extremely high marginal rate of an excess profits tax "is in direct conflict with the nation's need for maximum efficiency in production at all times, and especially now," the committee declared. "The fact that excess profits legislation was an incentive to extravagant expenditure for travel and advertising was a national joke and a national scandal during the last war."

Five members of the Research and Policy Committee, composed of 34 businessmen and headed by Meyer Kestnbaum, Hart, Schaffner & Marx, dissented from the group's corporate tax recommendations while opposing excess profits taxes.

They felt a corporate profits tax is much less anti-inflationary than other kinds of taxation "because it reduces savings, retards production and encourages waste and higher costs." Additional revenue can be raised "in ways less damaging to the nation, including individual excise taxes," they added.

To combat inflation, the full committee also proposed a six-step program: (1) clear location of responsibility within government for formulating a balanced program; (2) realistic policies with respect to non-military expenditures of government in view of expansion of military requirement; (3) a workable plan for achieving more economy in military expenditures; (4) a program to promote savings; (5) a policy to limit expansion of money supply and bank credit; (6) a tax policy appropriate to the needs of a defense economy.

Members of the committee include: Gardner Cowles, president of the Cowles stations (KRNT Des Moines, Iowa; WCOP Boston; WNAK Yankton, S.D.); Philip L. Graham, president and publisher of Washington Post (WTOP-AM-TV- FM Washington); Philip D. Reed, chairman of the board of General Electric Co.

RCA STOCK AGENTS

Name Midwest Firms

RCA has appointed the First National Bank of Chicago as transfer agent, and the City National Bank and Trust as co-registrar for the common and first preferred stocks, effective March 1, 1951, in order to accommodate RCA's midwestern stockholders.

The Corporation Trust Co., acting as transfer agency, and the Chase National Bank, New York, also will issue instructions for the preferred and common stocks, respectively, to continue to serve RCA in New York.

WJR Detroit awarded bronze, "Oscar of Industry," trophy for having best annual report in broadcasting industry. Award was made by independent board of judges for Financial World magazine.
HER SPECIALTY
WBNS Airs 'Lady on Spot'

WBNS Columbus' Mrs. Leonard Stern, better known as Eliza Roberts, has been a "lady on a spot" for the past seven years and hasn't minded it at all. In fact, it has proved profitable financial circumstance for both her and the station.

Since June 15, 1943, Mrs. Stern has been at WBNS studios each day at 7:30 a.m. to broadcast a one-minute spot announcement for the Roberts shoe store. Acquainted to the usual procedure of screened announcements, many radio listeners are surprised to learn that the store's spot is, indeed, "live." Her familiar voice is heard every morning between Irwin Johnson's Early Worm program and Chet Long's newscast. She returns home at 7:45.

When Mrs. Stern first undertook her venture, she aired announcements at noon and 10:15 p.m. on two other Columbus stations, supplementing the WBNS routine, a pattern she followed for three years. The seven-year radio veteran has never been late or missed the "spot." An announcer reads her copy while she vacations. Mrs. Stern originally was hired by Store Owner Herbert Roberts and given the radio name of "Eliza Roberts" after she had suggested a woman might present his commercials more effectively. She is married to a Columbus attorney.

Closes Atlanta Office
EDWARD PETRY & CO. Inc. closed its Atlanta office effective Nov. 10, reassigning the eastern part and western part of the southeast territory to its New York and St. Louis offices, respectively. An executive of the firm said the reason for closing is that a high percentage of accounts serviced by the Atlanta office were as close or closer to the New York office. Charles Grisham, who headed the Atlanta office of the firm, has not announced his future plans.

New KGER Building
OPEN HOUSE dedicating a new two-story building, containing studios and office space for KGER Long Beach, Calif., on Nov. 4 [BROADCASTING, Nov. 6], featured a three-hour broadcast. Erected at a cost of about $50,000, the building has a 3,000-sq.-ft. area. Included are two master studios, newsroom, control room, general office and several smaller offices. The 5 kw station is owned by John Brown Schools of California Inc., Long Beach. Dr. John E. Brown is president and Galen O. Gilbert, general manager.

MAIL DRIVE
Holiday Reminders Being Used
POST OFFICE department is cooperating in a four-program "mail early" campaign over Mutual's Washington Report, 2:45-3 p.m. Sunday.

First of the series was heard Nov. 5 on the subject "American Ships Carry The Mail" and was presented in cooperation with the National Federation of American Shipping, which paid for the time. Program was on overseas mailing.

Second program, Nov. 19 takes subject "American Railroads Carry The Mail" and is sponsored by the Asm. of American Railroads. It will be carried by WNYC New York as well as MBS. Third is on "Airlines Carry The Mail" and is sponsored by privately owned airlines. All three programs were scripted by Larry Farmer. The fourth program will cover the operation of the Post Office Department during the Christmas mailing rush.

PREPARING to mail folders to 62,000 telephone subscribers in Nashville are these WLAC announcers. Setting off the fall promotion campaign are (l to r): Seated, Audrey Cleveenger and Mary Manning; standing, Gene Nobles, Paul Oliphant, John Richbourg, Bob Larimer, Herman Grizzard, Bill Johnson, Tim Sanders, Charlie Roberts and Wilson McCartney. The two-color folder contains photos of 23 CBS stars and WLAC's complete program log.

You'll be green with envy if you miss the advertising deadline for the 1951 YEARBOOK now in preparation.

Regular rates apply. For preferred positions call any BROADCASTING • TELECASTING office.

WASHINGTON
870 National Press Bldg.
Metropolitan 1022
Maury Long,
Business Manager

NEW YORK
488 Madison Ave.
Plaza 5-8354
S. J. Paul,
Advertising Director

CHICAGO
360 N. Michigan Ave.
Central 6-4115
William L. Thompson,
Manager

HOLLYWOOD
Taft Building
Hempstead 8181
David Glickman,
Manager
NAB District 5 Registration, Atlanta, Ga., Nov. 9-10

[Broadcasting, Nov. 13]


Joel M. Black, WFLA Tampa; Hugh M. Smith, WCOV Montgomery, Ala.; Jerry Stone, WDBN Dayton, Ohio; Flas, George B. Stover, WAGA-TV Atlanta; Bill Stibbsfield, Capitol Transcriptions, Atlanta; James S. Stowers Jr., WGET Summerville, Ga.; George A. Swearingen Jr., Weed & Co., Atlanta; F. W. Bickerstaff, WSBJ Atlanta; Readey-Red Co., Atlanta; B. Arthur Tate, WALB Albany, Ga.; Vic Vickers, SESAC, New York.


WIIG RENAMED

Heads N. Y. A. P Group

Gunnar Wiig, manager, WHEC Rochester, was elected to his third term as president of New York State Associated Press Broadcasters Assn. at the radio group's third annual meeting in Rochester Nov. 13.

The association also re-elected Jim Healy, WOKO Albany, to vice president and named three directors: Tom Brown, WGV A Geneva; Richard Duck, WNYC New York, and William Meinam, WGY Schenectady.

Appointees for the 1960-61 continuing study committee included: Kem Thorpe, WRCU Utica; Richard Crans, WKPQ Poughkeepsie; Gordon Ridenour, WELM Elmira; Glenn Williams, WAGE Syracuse and sports, Lowell MacMillen, WHEC Rochester.

Speaker at the broadcasters dinner was Lawrence E. Walsh, counsel to Gov. Thomas E. Dewey.

SAG Re-elects Reagan

Ronald Reagan was re-elected president of Screen Actors Guild at its annual membership meeting Nov. 12. Other officers elected were William Holdren, first vice president; Dana Andrews, second vice president; Paul Harvey, third vice president; Lee Bowman, recording secretary; George Chandler, treasurer.

KSWM JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND...
$285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assures unduplicated CBS service to the KSWM audience.

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

BIRMINGHAM broadcasters at NAB Atlanta meeting (1 to r): G. P. Hamann, WBC; Thad Holt, WAPI; Eloise Smith-Hanna, WBC; Henry P. Johnston, WSGN.

SAG Re-elects Reagan

Ronald Reagan was re-elected president of Screen Actors Guild at its annual membership meeting Nov. 12. Other officers elected were William Holdren, first vice president; Dana Andrews, second vice president; Paul Harvey, third vice president; Lee Bowman, recording secretary; George Chandler, treasurer.
The Jury of Award for the 12th Annual Electrical Manufacturing Products Design Competition selected Ampex Model 300 as an outstanding achievement in product development, design and engineering.

We at Ampex were more than delighted to find our name in the winning group which included four other manufacturers receiving similar top-flight awards.

During the past several months Model 300, performance-wise, just about revolutionized magnetic tape recording standards throughout the world of entertainment as well as in scientific research. Write for Model 300 specifications and the address of your nearest Ampex distributor.

FOR FULL DETAILS OF AWARD read October 1950 Product Design Issue of Electrical Manufacturing Magazine.
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>Shep Fields</td>
<td>Rippling Rhythm in a Tiffany setting—a glorification of dance music.</td>
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<tr>
<td>Tito Guizar</td>
<td>Colorful interpretations of his native songs from South of the Border.</td>
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<tr>
<td>Connie Haines</td>
<td>Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.</td>
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<tr>
<td>Carlos Ramirez</td>
<td>Internationally popular baritone—MGM, La Scala, radio, television.</td>
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<tr>
<td>Frankie Carle</td>
<td>&quot;The Golden Touch&quot; deftly applied to pop dance tunes and piano solos.</td>
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<tr>
<td>The 4 Knights</td>
<td>Radio's most versatile Negro group—pops, spirituals, rock-rhythm.</td>
</tr>
<tr>
<td>Evalyn Tyner</td>
<td>&quot;The First Lady of the Piano.&quot; Classics in jazz and jazz classics.</td>
</tr>
<tr>
<td>Jack Lawrence</td>
<td>One of America's leading songwriters in an informal vocal recital.</td>
</tr>
<tr>
<td>Ray Anthony</td>
<td>Dancing America halls new star—full-throated melody and a solid beat.</td>
</tr>
<tr>
<td>Patti Page</td>
<td>&quot;That Singing Rage, Miss Patti Page&quot;—song stylist in the modern mode.</td>
</tr>
<tr>
<td>Red Nichols</td>
<td>Authentic Dixie interpreted by &quot;Red Nichols and His Five Pennies.&quot;</td>
</tr>
<tr>
<td>Tony Pastor</td>
<td>Tony with Rosemary Clooney and a solid band—music that satisfies.</td>
</tr>
<tr>
<td>Eugenie Baird</td>
<td>Paul Whiteman's protege presented in popular song hits with D'Artega.</td>
</tr>
<tr>
<td>The Airline Trio</td>
<td>Hammond, accordion, guitar—memory tunes, novelty, standard pops.</td>
</tr>
<tr>
<td>Russ Case</td>
<td>Conductor: The Russ Case Orchestra. Pop standards in concert dance.</td>
</tr>
<tr>
<td>Teddy Powell</td>
<td>New sound and conception—the current vogue in dancing-listening music.</td>
</tr>
<tr>
<td>Henry Busse</td>
<td>The Ol' Master of muted horn and shuffle rhythm leads his greatest band.</td>
</tr>
<tr>
<td>Blue Barron</td>
<td>Buoyant, rhythmic presentations of &quot;Music of Yesterday and Today.&quot;</td>
</tr>
<tr>
<td>Chuck Foster</td>
<td>&quot;Music in the Foster Fashion&quot; is synonymous with rhythm that pleases.</td>
</tr>
</tbody>
</table>
IT'S WORTH REPEATING!

The following announcement appeared in Broadcasting, October 23, 1950:
"Lang-Worth's program service of NEW 8" transcriptions is completed...now available at leading broadcasting stations."

TO THE BROADCASTER: Loaded with exclusive star-studded talent, unique production aids, sure-fire sales "gimmicks" and outstanding program scripts...the NEW Lang-Worth is a vital ally to your Sales Department.

TO THE AGENCY: Top stars in top-rated Network Calibre Programs at Local Station Cost...now available on brand NEW 8" transcriptions. This guarantees brilliant, uniform reproduction in EVERY market.
Radio-Active Congress

Radio WINDS of hurricane force are blowing about Capitol Hill. The forecast is for the most radio-active Congress of all time.

The color TV issue, and all that it encompasses, the NARBA snarl, and the emergence on the Congressional scene of legislators who know their radio and TV, make a full-dress investigation next session almost a certainty.

There are a dozen legislators, swept into office in the off-year elections, who are identified with the broadcast media. Others, not radio-connected, are armed for bear.

It's easy to discern that FCC Chairman Wayne Coy will be in the center of the Congressional cross-fire. There are plentiful indications that he's in a finish-fight with the opponents of CBS color, now, led by RCA-NBC and backed up by an almost solid phalanx of manufacturers. Mr. Coy, however, is a commando at legislative combat. It's now a better than even bet that he'll seek reappointment when his present term expires June 30. Here-tofore it had been generally felt he would reject reappointment and simply fulfill his commitment of three years ago to complete his term.

But wholly aside from the angry color situation, and the Clear Channel fight against the NARBA agreement signed last Wednesday, which would jettison existing protection requirements on some clear channels, there are other reasons for FCC activity on the horizon.

The House, for several years quiescent on radio legislation, except for the rantings of a few flannel-mouthed minions, may pick up the investigatory ball. On the scene there will be Frank T. Bow, former commentator of WPAY Portsmouth, Ohio, and a lawyer who served as the last general counsel of the House Select Committee to Investigate the FCC. He had made the FCC regulation of radio a campaign issue.

One said:

I think Congress should spell out what controls, if any, the Commission should have over program content. There should be legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries.

To which most broadcasters and telecasters must add a lusty Amen.

On the other side of the FCC aisle may be William Benton, former agencey executive, erstwhile Assistant Secretary of State, and owner of Muzak, AMP and the Encyclopaedia Britannica. He apparently has won out over his Republican opponent, Prescott S. Bush, a CBS director, but a recount is indicated. Either way the wind blows, there'll be a new "radio Senator" from Connecticut.

Among other new radio faces in Congress will be Frazier Reams, owner of WTOI Toledo, who serves a first term as an Independent. Serving a second term will be Rep. H. H. Gross, the Iowa Republican who won his political laurels as a militant news commentator. Others on the House radio roster include the veteran ex-Nebraska commentator, Rep. Karl Stefan; Richard W. Hoffman, owner of WHFC Chicago; Rep. William O'Konski of WLIN Merrill, Wis., and Rep. Harris Ellsworth of KRNR Roseville, Ore.

There will be a couple of new "radio" Governors too. The surprise election was that of Howard Patts Jr., one of the two broadcasting family members of this illustrious brood—Fred and Margaret—whose radio careers are history rather than current fact.

The Patt story is really four stories, four success stories. Each of the quartet has established a solid place in the fast-growing broadcasting industry, and each has moved continuously forward since the oldest Patt (John)first faced a carbon mike 28 years ago. Reading chronologically, the Four Radio

(Continued on page 76)

Static and Snow
By AWFREY QUINCY

IT'S a good thing that the Bible mentions only seven deadly sins. If the Good Book had pegged the number at 77, John Crosby would have filled a whole Life magazine and might have gotten somewhat monotonous.

... .

In our humble opinion, the Be-Happy-Go-Lucky series is the best cigarette advertising yet to hit the air. It reveals a degree of adulthood in advertising agency thinking comparable to that attained years ago by the broadcasting audience.

... .

Buddy Sugg has a grand idea for a permanent memorial to the memory of the late John J. Gillin. How about a Broadcasting Hall of Fame, leading off with Johnny?

... .

The installment people always say, "Nothing down. A year to pay." How would that phrase go in front of "pay-as-you-look" television. Maybe that's one "pay" too many but maybe even one "pay" is too much.

JAMES PATT  ROBERT PATT

THE No. 1 family in radio consists of four Patts—John, Ralph Jr., James and Robert.

No other broadcasting family can boast so many members so highly placed, judging by a fast scanning of radio genealogy.

Laid end to end, the Four Radio Patts have served 81 broadcast years.

Should the Patt claims to electronic eminence be challenged, the family can offer as evidence the two other members of this illustrious brood—Fred and Margaret—whose radio careers are history rather than current fact.

The Patt story is really four stories, four success stories. Each of the quartet has established a solid place in the fast-growing broadcasting industry, and each has moved continuously forward since the oldest Patt (John) first faced a carbon mike 28 years ago.

Reading chronologically, the Four Radio...
Did you know that automotive sales in Pittsburgh show a 10-year jump of 356%—more than any other major city except Detroit?

Sure! And you’re on the right road in Pittsburgh when you’re on KDKA.

Did you know that food sales in Pittsburgh have increased 183% since 1939?

Of course! And KDKA programs are steady fare with the most people in this market!

Did you know that Pittsburgh now buys 200% more in furniture, household goods, and radios than it did 10 years ago?

Certainly! And the more radios sold in Pittsburgh and in almost 100 surrounding BMB counties, the better your audience on KDKA.

In every classification, retail sales in the Pittsburgh market-area keep going up... up... up! And to reach this market, you’ll find KDKA the outstanding medium. For details, check KDKA or Free & Peters.

Statistics courtesy Sales Management

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives. Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
WALLY SEIDLER, manager KVEN Ventura, Calif., to KOCS Ontario, Calif., in same capacity. Was manager KSMA Santa Maria, Calif. PETER LOMBARDO, new to radio, joins KOCS as sales manager.

CHARLES H. COWLING, national sales representative KMPC Hollywood, named national sales manager. Prior to joining KMPC in April 1949, Mr. Cowling was sales manager KOWL Santa Monica, Calif.

TED WHYTE, New York attorney, to KCBS San Bernardino, Calif., as manager, replacing DAVE ADAMS, resigned.

ALLAN CURNUTT, general manager Kibri Mason City, Iowa, to KOOK Billings, Mont., in same capacity.

BOB ROWE, advertising salesman Kentville Advertiser, Kentville, N. S., to CKSF Cornwall, Ont., sales staff.

JOEL STOVALL, promotion manager Radio Cincinnati Inc. (WKRC-AM-FM-TV), appointed sales manager.

ALAN BAUTZER, continuity director WEEU Reading, Pa., to writing staff Clements Co. Inc., Philadelphia.

ROBERT MECKER ASSOC., N. Y., appointed exclusive national representative for Katz Agency, N. Y., to account executive on sales staff of CBS network sales department.

JOEL HAMMILL, supervisor of program submissions NBC, named manager of new contract administration office of NBC radio program department.

BRUCE ALLOWAY, sales representative All-Canada Radio Facilities, Toronto, to national sales manager CKXL Calgary. Was with GICA Edmonton, and CFAC Calgary.

RICHARD B. HULL, radio-TV director Iowa State College, appointed to Broadcasters Advisory Council.


JACK CARSON, account executive Lennen & Mitchell, N. Y., named sales manager in NBC-TV sales department.

JACOBS-RADIO

Break Omaha's Chest Tape

RADIO-TV was in the front ranks when Omaha's new "Man of the Year," Morris E. Jacobs, president, Berell & Jacobs Advertising, led the city's Community Chest campaign off the quota for the first time in six years. Employing all the know-how of an advertising man, which included extensive use of Omaha's radio and television facilities, Mr. Jacobs planned his campaign in the same manner as he had mapped out sales drives in the Omaha market for regular clients. After a firey three-week effort, Mr. Jacobs was able to report the quota exceeded by 7%.

All Omaha stations cooperated in helping Mr. Jacobs and his co-workers get the Chest's story across to local citizens. Prior to the drive's opening day, KFAB KOIL WOW and KOWH broadcast Mr. Jacobs' special appeal on a combined network and KBON carried the same talk later in the day. All stations used spots, local interviews and transcribed talks, before and during the campaign. WOW-TV and KMTV (TV) aided by airing special films, spots, slides and other features. KOWH carried a campaign keynote address by Jean Hershold and KPAB broadcast an interview with the radio-news star.

WASHINGTON, D. C., received citation for "inestimable benefits" rendered in the "I Speak For Democracy" contest from North Charleston Junior Chamber of Commerce.

PERSONALS ...

1. E. SHOWERMAN, NBC Chicago vice president and general manager WMAQ-WNBQ (TV), named chairman Volunteer Bond TV committee for Illinois.... EUGENE D. HILL, general manager WOR Orlando, Fla., named president Orlando Advertising Club..... JAMES T. OWNBY, manager WJZX Jackson, Miss., made member Jackson Sales Executive Club.

Strictly Business

(Continued from page 14) ing the commercial rights for Wright Sonovox. The Free & Peters partner had set up a separate corporation for this activity. The following year Mr. Free pressed his new associate into service for F&P.

"I have no desire to return to the manufacturing field," Mr. Cory says. "The tempo of station representation and the fine people in this radio and television business have proved much to my liking. I have found my niche. The past seven years have been the happiest of my working days."

John Cory's wartime "utility service" with F&P, during which he personally contacted most of the leading agencies and advertisers in the Midwest, serves him well today in his broader executive duties.

Oldest man in point of service in Free & Peters' Chicago office, Mr. Cory has been affectionately dubbed "Grandpa" by some of his associates. And, although he is still in his 40's, the monicker rings true, for he has three daughters presented him with a grandson a year ago last June.

Attended Wisconsin

His wife, the former Martha Stevens of Kenilworth, Ill., met Mr. Cory while he was at Phillips and she was at Abbott Academy in Andover. The two attended Wisconsin at the same time. Their children are Mrs. Martha "Pat" Tumberlin, 11; Sue Cory, a kindergarten teacher in Long Beach, Calif.; and Barbara "Bobbie," who lives at home and attends New Trier High School in Winnetka, on Chicago's North Shore.

The family resides in nearby Glencoe where Mr. Cory belongs to the Skokie Country Club. He also is a trustee of the Chicago Radio Management Club and was one of the charter members of the Chicago Television Council and the Chicago Press Club.

Mr. Cory's chief diversion is collecting antiques. His home is outfitted throughout with early-period furniture, and he is especially proud of an array of some 50 old shaving mugs, each with an "occupational scene" glazed thereon rather than a name. He also treasures a 150-year-old Eli Terry clock, with works made of wood.

Mr. Cory is the envy of his friends after his annual winter vacations, for he always seems to have returned from the Fountain of Youth. Here's his secret: He withdraws from civilization and becomes a beachcomber on Florida's West Coast, walking miles and miles daily in search of seashore relics. His collection of shells is one of the most unusual in the country.
ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly ... radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion


New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radios. Exclusively Also Makers of America's Finest Hearing Aids
RAY DIAZ, director program operations for ABC, also appointed program director for WJZ New York, key ABC outlet.

BOB COLBY to KOA Denver as staff announcer. Was with NBC Los Angeles, as announcer. VAN HAPPTIN, announcer, appointed producer in program department.

JAY GILES, program director WCTN Centralia, Ill., to staff WSOY Decatur.

Jack P. A. FLYNN to production department WFXU (TV) Chicago after working as WGN-TV Chicago director for a year.

DAVID BROWN, Lynwood King and Joseph SPERY promoted to directors at WNBQ (TV) Chicago. New assistant directors are DAVID WATERS and PAUL ROBINSON, with BILL HEALON and DICK WEINBERG as floor managers. Additions to video program staff: ROBERT MANANI, artist, and JAN SCOTT, head designer.

William B. HINES, district sales manager Toledo Scale Co., to Radio Cincinnati Inc. (WRC-AM-FM-TV) as promotion manager, replacing JOEL STOYALL [see FRONT OFFICE].

BEN PARK, NBC Chicago video producer, named to 1500 committee on awards, Commission on Human Relations, by Chicago Mayor Martin Kennelly.

GENE WOODSON, maintenance man and midnight watchman WTAX Springfield, Ill., conducting weekly disc jockey show on Saturday night.

MARGARET CAMERON to CKSF Cornwall, Ont., as librarian.

BOB HOPKINS, m.c. KBNB (TV) Los Angeles, father of girl, Nov. 9.

ED SCOTT, announcer WBBM Chicago, father of girl Wendy Berne.

BETTE CHAPEL, singer on NBC-TV's "Garmany-at-Large," and William Robert Wilke, Chicago businessman, are to be married Nov. 25 in Cincinnati.

ALAN MOWBRAY signed by Progressive Broadcasting System for series titled "Mural Stories."

JOAN STEEN, women's editor and continuity director WQX Pleasantville, N. J., resigns. DON ARNOLD, WOND staffer, to WNAE Warren, Pa., as morning announcer and general manager.

JAN MITCHELL, continuity writer WCOP Boston, appointed continuity director.

KEN CASE, sports director KTBS Shreveport, La., to WOW-AM-TV Omaha as announcer. RAY OLSON, program manager, appointed prom-oter to Produce-See" (see Lyle DeMOSS, now assistant general manager of WOW.

BILL MacDONALD, farm director KBAB Omaha, Nebraska County Agents Association. Certificates of Commendation for "meritorious public service in the field of educational education."

MINDY CARSON, singer, becomes permanent member of cast oferry Como Show, CBS-TV.

PROGRESSIVE BROADCASTING System, Hollywood, signs ANN DVORAK for five weekly half-hour radio-telephonic participation show My Secret Desire.

MYRNA TORME, sister of Mel Torne, and PATSY O'CONNOR start new TV show "The Room on KYTSL (TV) Los Angeles starting mid-December.

JOSE E. FRANCO, former program director WPXI Pittsburgh, Pa., attends radio-televison classes at U. of Miami.

SAMUEL R. HERRICK, director of TV, Pasadena Playhouse, Pasadena, Calif., to KTTL (TV) Los Angeles, as producer.

DONALD W. RICHARDSON, production supervisor WJEF Grand Rapids, Mich., father of girl, Monica Dee.

BEN LAMONT, announcer-producer WWJB Jasper, Ala., to KMED Medford, Ore., in same capacity.

Dale BLUE, disc jockey, WDAS Philadelphia, to staff WGNE New Rochelle, N. Y.

MAL HANSEN, farm service director WGN-AM-TV Chicago, made honorary Future Farmer of America by National Chapter of Future Farmers of America.

JOHN THOMPSON, promotion director CKEX Toronto, to publicity-production director CKXL Calgary.

ANNE HAYES, women's director KCNO Kansas City, Mo., appointed regional director Kansas City Chapter of Fashion Group Inc., N. Y.

ERNIE CUNO, sports announcer WSBY Syracuse, recovering in City Hospital from attack of polio.

DAVE FENTRESS, staff announcer WAGP Harrisonville, Mo., to WTKH Durham, N. C., in same capacity.

HOWARD OSMENT, senior announcer WTMA Charleston, S. C., to traffic department South Carolina State Port Authority as assistant traffic manager.

BILL CLAYTON, graduate Northwest Broadcasting School, Portland, Ore., appointed program director KECO Pineville, Ore.

SONIA LEON, daughter of MAX M. LEON, owner WDAS Philadelphia, starts own singing program on that station.

CLEMENT FULLER, supervisor of playreading for NBC and NBC-TV, resigns to devote fulltime to writing for TV and the theatre.

LORS MYERS, NBC promotion department, father of boy, Nov. 12.

News . . .


HALL ROBB, announcer CJOH Winnipeg, to news editor CJOH Vancouver. Was with KFBS Great Falls, Mont., and KNX Hollywood.

JACK LITTLE, Don Lee-KIJI Holly- wood chief special events man, to Armed Forces Radio Service as producer of shows for armed forces overseas.


ALEX DRIER, NBC commentator, principal speaker at annual banquet of Kansas City (Mo.) Chamber of Commerce Nov. 15 for fourth consecutive year.

KARL SHULTE and CAL HOLM to present writing staffs at WWJW and KTWA Milwaukee. WARREN GRINDLE resigns to complete graduate studies in Sweden.

FRANCE LAC, KXOK St. Louis sportscaster, awarded certificate by American Legion Jr. Baseball Congress for services rendered to boys and contribution to baseball program.

NORMAN H. BAUM, graduate American U., Washington, to news staff WWDC Washington.

BILL MILLER, news reporter WTAX Springfield, Ill., and Stella Stapleton announce their marriage.

BILL DAVIS, staff announcer WLOW Norfolk, Va., appointed sports director.

GE DEFENSE ROLE

Baker Outlines Plans

A BROAD program to make available its electronics experts for civil defense planning and calling for conversion of its former Utica radio tube plant to production of radio communications equipment is being planned by General Elec-

tric Co., Dr. W. R. G. Baker, GE vice president, announced last Monday.

Addressing 100 local city and industrial leaders at Utica, N. Y., Dr. Baker visualized emergency radio, telephone, and television equipment as being ready to operate in areas under heavy enemy attack when normal radio and telephone facilities are destroyed, and said a sound, well-planned civilian defense program is an "absolute necessity."

The new GE Utica plant should be in full operation by June 1951, employing about 425 people, and manufacture of two-way communications equipment will be moved gradually from its Electronics Park plant at Syracuse. Dr. Baker said the company is considering a program, he added, which would (1) interest communities in civil defense, (2) offer the knowledge of its experts to those cities, and (3) afford a planning service covering the fields of communications and air raid warning.

Dr. Baker, who is general manager of GE's Electronics Park plant, also quoted from President Truman's "master plan" for U. S. Civil Defense, stressing communications as "the nerve system."

Cites CBS Show

CBS FORUM The People's Platform received the VFW Award of Merit yesterday (Sunday) for its "signal contribution to the public service." Tribute concluded: "In directly presenting to the American public, its impartial and educative discussions of basic national and international issues of current importance, this program performs a meritorious function in the interest of our nation."

The award was presented on the TV program which is aired Sunday, 5:30-6 p.m., but was also intended for the radio version, 12-12:30 p.m., Sunday over CBS.

KXOK St. Louis awarded citation for weekly discussion series, Wake Up St. Louis, presented in cooperation with Junior Chamber of Commerce and Bar Assn. of St. Louis. Award made by St. Louis Junior Chamber of Commerce.

The Nation's Richest Farm Market

Local Realty Sales, 1949, 19% above the Nation's Average—1950—higher.

WTTN

Page 50 • November 20, 1950

Broadcasting • Teletesting

WASHINWASHINGTON

T""ORLANDO

PORTLAND OREGON

OREGON

CITIZENS

ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PERRY & CO.
CONN. BATTLE
Republicans Seek Recount

LEGAL fight in Connecticut to unseat Democratic Sen. William D. Benton, who was re-elected by a narrow margin of votes in the Nov. 7 election [BROADCASTING, Nov. 13], was set off last Wednesday by Republican charges of "irregularities" in returns at three municipalities.

The Democrats countered by telling Connecticut's State Supreme Court, which must rule whether to order a recount of statewide election balloting, that the call for a recount was a "wholesale fishing expedition." They quoted a New York Times report that Benton was "legally elected" by a majority of 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

The municipalities selected from 169 in the state to support the Republican claim that the court should order the recount of tabulations were Derby, Beacon Falls and East Haven. It was claimed that voting machines in three wards at Derby were not properly checked and tested, that 29% of 166 absentee ballots received at East Haven allegedly were rejected because the name of the city had not been inserted. Additional discrepancies were alleged.

Polical aspects to the case, under the study of the panel, are weighty as a loss of the seat to Sen. Benton's opponent, President R. Bush, a CBS stockholder and New York businessman, would give Republicans an equal, 48-48 split in the upper chamber. Sen. Benton is a former partner of Benton & Bowles, New York, and avid supporter of Voice of America and world radio.

Canada's Billings

RADIO ADVERTISING accounted for 15-15 of the total billings of Canadian advertising agencies in 1949, according to the Dominion Bureau of Statistics, Ottawa. Total agency billings amounted to $98,724,500 in 1949, as compared to $84,641,200 in 1948. The 74 agencies reporting to the Dominion Bureau of Statistics showed net revenue of $1,948,500 in 1949, as compared to $1,370,400 in 1948.

FUTURE policies and plans for WPAT Paterson, N. J., are plotted by this quartet in the first sales conference held at WPAT's newly-opened New York offices in the RKO Building (seated), who was appointed WPAT general manager Aug. 1, confers with his executive stuff (1 to 7): Pat Sullivan, named Oct. 1, and 1, to head the New York offices; Don Kerr, program director since Aug. 15, and Jack Sloan, appointed general sales manager Nov. 1. The WPAT team represents a combined total of 75 years of commercial broadcasting experience.

PAYS OFF

Careful Plans Give KOTA-FM Solid Base

FM IS a money-maker and is here to stay, as far as KOTA-AM-FM Rapid City, S. D., is concerned.

This Black Hills operation took the air in February 1949. Since last January it has made enough money to offset the 1949 losses, using separate programming that features sports and music.

While several hundred other FM stations struggle for community recognition, KOTA-FM and its 20 odd sponsors are enjoying a beautiful relationship.

When KOTA first was bitten by the FM bug, President-General Manager Robert J. Dean drove up and down 92 northern-tier states. He called on 58 FM stations and talked to everybody in sight. Out of this trip came one conclusion—most of those who duplicate their AM sister-station programs were unhappy.

On this premise KOTA spent $56,000 putting up an FM plant which is programmed separately. Mr. Dean called a breakfast for radio dealers and other merchants while the plant was being built, explaining the station would give wide and consistent day-night coverage compared to the decreased night service area of the AM station. In all, Mr. Dean and stag gave 82 talks before clubs, schools and other groups.

KOTA-FM took the air in February 1949 with a half-dozen clients. Since the area was sports minded and the AM outlet had little time available because of network commitments, Rapid City businessmen formed the Quarterback Club and raised $6,600 to underwrite local school sports. They posted club posters in their stores and held frequent meetings. Membership has risen to 58. Beverage dealers, too, subsidized major league baseball games from Liberty Broadcasting System.

With radio dealers FM conscious sales of sets kept increasing until there were 12,000 in the area. At this point KOTA started serious FM time selling. Some of the AM non-network programs are repeated on FM. The "folocasts" are sponsored in many cases. The AM audience is told when each program will be folocast.

The station identifies its AM and FM operations to the audience by frequency. The AM station refers to FM in this manner: "This is KOTA, listen to our sister station on 1380 kc." The FM station announces: "This is KOTA-FM, listen to our sister station on 1380 kc."

The station uses a combination rate card, which includes a two-year calendar for quick reference in contract negotiations. Salesmen carry pocket sales aids on the theory that brief cases tend to frighten prospects. Engineers and announcers are rotated each day, with the combined AM-FM operation requiring only one more engineer and one more announcer than AM station originally employed. In bookkeeping FM pays rent, depreciation and other personnel costs.

Mighty 'Voice'

IF TELEPHONES suddenly break out with a bit of "ouf ouf" residents of Paterson, N. J., should remember the Voice of America needs all the power it can muster for its nearby Wayne Twp. transmitter. That's what Voice technicians told a public protest meeting last Monday.

DISASTER NETWORK

Two-State Group Named

FORMATION of a bi-state information emergency committee to enlist all New York and New Jersey AM-FM broadcasters in a disaster network for simultaneous broadcast of atomic attack information has been jointly announced by civil defense directors of New York and New Jersey, Col. Lawrence Wilkinson and Leonard Dreyfuss.

Technical arrangements were agreed upon at a three-hour closed meeting a fortnight ago attended by David Driscoll, news director of WOR New York; Seymour Siegel, director of WNYC New York; Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and Rural Radio Network; and James L. Howe of the New Jersey Civil Defense Communications Committee. William Fay, general manager of WHAM Rochester, was unable to attend.

ABC AMERICAN BROADCASTING COMPANY IN LOUISVILLE 1080 Kilocycles 5000 WATTS-DAY 1000 WATTS-NIGHT BALANCED PROGRAMING for better listening more listeners

WKLO Louisville, Ky. JOE EATON, MGR. Represented Nationally by JOHN BLAIR & CO.
GORDON WALLACE to control room staff CRSP Corporation, Ont.

Equipment ... 

GEORGE F. WUNDERLICH named vice president and general manager Eitel-McCullough Inc., San Bruno, Calif. (transmitting and television picture tubes). HAROLD E. SORG appointed vice president in charge of research.

HERBERT N. RIBAND, sales manager accessory division Philco, appointed general manager of division. CLARENCE C. COURTNEY replaces him as sales manager.


BILL FROST appointed southern Calif. district sales manager Packard-Bell Television, L. A. (radio-TV manufacture). TOM TALMADGE replaces him as assistant sales manager.

DEAN PULISI was appointed district sales manager for northern Calif.

HOWARD RIORDAN, vice president and controller Continental Radio Corp. (one-time Sylvania Electric Products Inc. Subsidiary), appointed general manufacturing manager radio-TV division, Sylvania Electric Products Inc. BERNARD O. HOLSINGER, advertising-sales promotion manager Sylvania Radio & Television, named assistant general sales manager.

HANK HUNSAKER, assistant sales manager, United Transformer Co., N. Y., named general sales manager. Replaces BEN MILLER, retiring.

RCA VICTOR announces new portable radio (B-411), smaller in size than a book. Weight less than three pounds with batteries. Case is made of plastic with all operating controls external. Has built-in antenna.

WEZ-WZBA Boston-Springfield presented a plaque from New England division of Esso Standard Oil Co. commemorating 15 years of broadcasting Esso Reporter over stations.

McCLURE TO M-E
As Radio-TV Production Mgr.

DONALD N. McCLURE, supervisor of television production at N. W. Ayer & Son, New York, effective Dec. 1 will join McCann-Erickson Co., same city, as manager radio-TV production.

During his six year stay with N. W. Ayer, Mr. Mc

Cure has supervised television for the American Tobacco Co., American Telephone and Telegraph Co., Atlantic Refining Co., Encyclopedia Britannica, Goodyear Tire & Rubber Co., Kellogg Co., Waltham Watch Co., and many other accounts. Before that he was with Young & Rubicam and J. Walter Thompson Co.

In his new position, Mr. McClure will supervise all matter of radio-TV production under the direction of Alfred J. Scaplome, vice president of radio-TV production.

Radio Sedatives

WHILE most advertisers are exerting every effort to keep their audience's attention throughout the program, Simon Distributing Corp., Washington Motorola distributor, is sponsoring a show designed expressly to put the audience to sleep. Mentalist Robt. Friend is featured on the Sleep show over WMAL Washington starting at midnight. The show is not without a sedative effect is obtained only if the directions are followed by a fully cooperative subject." The feature is copyrighted by Robert J. Enders Advertising, Washington.

CAB Lends Aid

LEGAL assistance for Montreal stations is being supplied by Canadian Assn. of Broadcasters, where programs used by Montreal stations are being used without permission by other organizations for financial gain. Consultations are also underway to determine the legal protection of CAB member stations against the use of any Canadian independent station programs by any organization for direct or indirect financial gain. This was decided at the recent meeting of the CAB directors at Montreal. The CAB board also passed a resolution endorsing the stand of the International Chamber of Commerce in its code of standards of advertising practice and efforts to raise the standards of advertising.

PUEBLO PACT

Stations Agree on Carols

COOPERATION among competing Pueblo, Col., radio stations, already an established tradition in that western city, will be extended even further with the advent of the Christmas holiday season.

Because of complaints that cards are played too far in advance by Dec. 25, KGSI, KGIF, and KDZA have reached a mutual agreement whereby Yuletide songs will not be played on any station before Dec. 26. The understanding does not affect popular songs or novelties. This agreement is another example of the way in which Pueblo stations cooperate in local enterprises, according to Maxson I. Bevens, KDZA manager.

When Cal Farley, founder and president of Boys Ranch at Amarillo, Tex., visits Pueblo today (Monday), Mr. Bevens and Robert Ellis, manager of KGIF, will participate together in producing a program which will be aired "live" on KDZA and tape-recorded for play-back on KGIF. Both managers will appear on the program.

On a recent occasion, when H. Roe Bartle of Kansas City delivered the kickoff address for Pueblo's Single Fund Plan, KDZA made a tape-recording of the meeting and announced the speech would be heard on all three stations.

Book on Acoustics


INTENDED primarily as a textbook, Fundamentals of Acoustics also will be found useful by engineers in the broadcast field. Messrs. Kinsler and Frey, former teachers and now professors of physics with the Naval Postgraduate School, have given special attention to the close association that exists between acoustics and communications engineering. Several chapters are devoted to microphones and speakers while the remainder of the book should prove valuable to engineers working with basic problems of acoustics.
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
Tested TV Programs at Prices You Can Afford!

Paramount's TRANSCRIBED SHOWS are regularly telecast by

WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTVAL-TV Bloomington
WNAC-TV Boston
WBKB Chicago
WCPG-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBSN-TV Columbus
WFBD-TV Dallas
WOC-TV Davenport
WHTO-TV Dayton
WXYE-TV Detroit
KPAC-TV Houston
WFBN-TV Indianapolis
WDAP-TV Kansas City
WGAL-TV Lancaster
KTCPA Los Angeles
WAVE-TV Louisville
WMCT Memphis
WTCH-TV Minneapolis
WNHC-TV New Haven
WOR-TV New York
WPIX New York
WTAR-TV Norfolk
WKY-TV Oklahoma City
WOW-TV Omaha
WFIL-TV Philadelphia
WDTV Pittsburgh
WJAR-TV Providence
WTLYR Richmond
WBFM-TV Rock Island
KSD-TV St. Louis
KDFL-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPXJ San Francisco
KING-TV Seattle
WSYR-TV Syracuse
KOTV Tulsa
WTOP-TV Washington

Bob Clampett's
"TIME FOR BEANY"

WHIMSICAL PUPPET ADVENTURE SERIES
(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff'n'puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises... pirates, creatures from Mars, atomic scientists, even Mr. Nobody and his family.

AWARDS — "Emmy" for "Best Children's Show, 1949", Academy of TV Arts & Sciences.
POPULARITY POLLS — "Top Children's Show, 1949" in Tele-Views Program Poll.
"Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.
HOOPER — Los Angeles: 20.8 average Tele-rating, January thru October, with 50.2% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX — Los Angeles: 25.1 average rating, April thru October.
Detroit: 8.6 average rating, April thru October.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 8.3 October rating; 5.5 average, April thru October.

RESULTS — Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

Eastern Sales Office - 1501 Broadway, New York 16 - BRyan 9-8700
KTLA Studios - 5451 Marathon St., Los Angeles 38, Calif. - HOLLywood 9-6363

A Service of the Paramount Television Network
FCC WAS BEATEN last week in its fight to block a temporary restraining order against its adoption of CBS color standards, but still nourished hopes that it could appeal promptly to the U. S. Supreme Court to overturn the stay— if it wishes.

A three-judge federal court in Chicago announced Wednesday, after two days of hearings on RCA's suit against the color decision, that it would halt the Commission's color order pending a final decision on the case.

The next day, over protests of FCC and CBS, the court issued a temporary restraining order, which is appealable. FCC authorities claimed the order, regardless of its title, has the effect of an interlocutory injunction, and refused to concede it cannot be appealed.

They said Friday, however, that no decision had been reached on whether to undertake an appeal.

One objective in seeking an appealable order, aside from the desire to be able to challenge its correctness, would be to put FCC in a position to appeal in an effort to expedite action in case of long delay by the Commission in handing down its final decision.

Networking

With government orders threatening a drastic cutback in TV set output in the immediate future, and with the court indicating it may need a month or more to reach its final decision, the temporary restraining order—if it can be overturned—was seen as a serious question-mark hanging over the immediate prospects of color on CBS standards.

Commercial color operation on CBS standards was to have been effective today (Monday).

FCC followed up the order with a "public notice," issued Thursday, noting that the court's action "in no way impairs any of the findings or determinations made by the Commission."

It said the only effect the court has done is to postpone the date when regular operation can begin in accordance with the new color standards, and that FCC "is confident that once the judicial process is completed . . . the order of the Commission will be fully sustained" (for other statements, see page 86).

FCC felt the "judicial process" will "not be too long delayed, since cases of this sort are given priority of handling in the court by operation of law."

The court itself gave no indication of when a final decision will be delivered. But Judge J. Earl Major, chief justice of the U. S. Court, said he would not be "today, or tomorrow, or in the right near future."

"We've got to—and are going to—have to wait. We'll make the decision in the near future if possible, when we can reasonably render the best decision possible."

Hearing the case with Judge Major were District Judges Philip L. Sullivan and Walter J. LaBuy.

Their final decision, regardless of which way it goes, seems sure to be carried to the U. S. Supreme Court. Both sides have said they will appeal if they lose.

The suit was brought by RCA, developer of a compatible color system which competed with Columbia's incompatiable technique and a compatible system developed by Color Television Inc., during FCC's hearings, and by two subsidiaries, NBC and RCA Victor Distributing Corp.

Seven other parties sought to intervene on behalf of RCA: Chicago Local 1051 of IBEW (AFL); Emerson Radio & Phonograph Corp.; Pilot Radio Corp.; Sightmaster Corp.; Radio Craftsmen Inc.; Wells- Gardner Co., and the Television Installation Assn. of Chicago. By consent, CBS was allowed to intervene on the side of FCC.

Counsel for FCC, CBS, and the Justice Dept. told the court at Wednesday's prehearing session that they had nothing more to present in support of the FCC-Judge Dept. motion for dismissal of the RCA complaint and for summary judgment upholding the Commission's color decision. RCA counsel said they were prepared to call witnesses, if necessary, before the final decision is handed down.

Not Convinced

Judge Major said he and his colleagues granted the restraining order because arguments by the defendants, although "unimpressive," failed to convince the court that delay in commercial color operation would be injurious to the public.

"We are not convinced whether it makes any difference to the public if color television begins Nov. 20 or Dec. 20," he said. "It is unthinkable that we could hand down an immediate decision in view of the complexities of this case."

The court allowed five days from last Wednesday for "interested parties" to file supplementary affidavits, with an additional five days for filing replies. This includes a brief by CBS. Thus complete briefs, files, affidavits and sundry other papers will not be in the court's hands until next Thursday.

Chief participants in the two-day argument were John T. Cahill, general counsel for RCA and a partner in the law firm of Cahill, Gordon, Zachry & Reindel, on behalf of RCA and its subsidiaries; Former Judge Samuel I. Rosenman, of the law firm of Rosenman, Goldmark, Collin & Kaye, counsel for CBS; and Max Goldman, FCC assistant general counsel in charge of litigation, on behalf of the Commission.

On the sidelines as the hearing opened Tuesday were Brig. Gen. David Sarnoff, RCA board chairman; CBS Central Division Vice President H. Leslie Atllass, and Dr. Peter Goldmark, CBS vice president who developed the CBS color system.

Running account of the two-day (Continued on page 82)
SARKEY SUIT

A MOTION to dismiss the $300,000 suit of Jack Sarkey, ex-heavyweight champion, against NBC, Chevrolet Mfs. Co., and Cayton Inc., for the alleged unauthorized use on Greatest Fights of the Century over NBC-TV of films of one of Mr. Sarkey's fights denied in New York last week by Judge John F. McGlohi of the U. S. Southern District Court.

Mr. Sarkey, through his attorneys Spring & Eastman, complained that his right of privacy, as set forth in a New York statute, had been violated and that the value of his name and picture in his present entertainment and sport activities had been diminished by use on TV and other media calling attention to TV, entitling him to specific damages.

The defendants, through their respective attorneys, Cozett Brothers and James Smythe for the network and sponsor, and Gordon Julian Jaffe for Cayton, sought to have the complaint dismissed without prejudice, arguing that their program was only disseminating news; that, as a public figure, Mr. Sarkey had waived his right to privacy; and that he had been telecast doing simply what he was famous for doing.

But Judge McGlohi held otherwise. Looking at the complaint and nothing else, as legal procedure required, he said there was nothing there to indicate that the TV program was merely news, or that Mr. Sarkey had "lost or so far restricted his right of privacy as to be without standing to challenge the unauthorized use of his name and pictures for trade and advertising."

Lee V. Eastman, of the firm representing the plaintiff, said the ruling as indicating that Mr. Sarkey had "lost or so far restricted his right of privacy in these circumstances, that telecast of the film could have violated that right, and that the showing of old fight films could constitute a "trade" rather than a "newspaper under some circumstances. Rather than a general principle of law insulating television from liability, it becomes a question of fact of the particularities of each situation, he said.

A defense attorney did not believe so much could be read into the ruling. He said the principal effect would be to forestall motions to dismiss against any future complaints of like nature.

CARTER NAMED

New WAAM General Manager

KENNETH L. CARTER, Baltimore television and radio executive, last week was named general manager of WAAM (TV) Baltimore, by the station's board of directors. He replaces Norman C. Kal who was elevated to the post of executive vice president.

Mr. Carter is a native of Baltimore. He has been active in local radio and television for the past eight years, holding executive positions in both fields.

Mr. Kal replaces Samuel Carlson, who has sold his majority interest in the station to certain other stockholders not disclosed at this time. Mr. Carlson has resigned from board and the office of executive vice president. His action was taken, the station reports, due to the press of other interests. He has been retained, however, as a consultant. Mr. Carlson owned 14,000 shares of firm's total 59,000 shares.

A personnel change, Armand Grant, WAAM commercial manager, was named assistant general manager in charge of sales.

REACTION TO ORDER

Most Set Makers Laud

DECISION of the Federal Court in Chicago temporarily restraining the start of color television on a commercial basis (see story, page 55) was generally hailed by the set manufacturers as an important victory.

At the competing camps, Brig. Gen. David Sarnoff, RCA's chairman of the board, viewed the action as a victory for the American people, while CBS President Frank Stanton voiced confidence that the FCC's approval of CBS color system will be upheld by the courts.

Gen. Sarnoff, expressing his gratification, declared further: "I recognize this is only the first round, but, in so far as it represents a victory for our side, it represents a victory for the people of America."

Mr. Stanton stated:

The decision today of the Federal Court in Chicago in issuing a temporary restraining order respecting commercial standards for color television will not interfere with Columbia's plans for public demonstration. The reaction to color television from the press and public alike has been so wholeheartedly enthusiastic, that we continue our demonstrations at 400 Fifth Ave. as planned.

We understand that the temporary order of the court in Chicago was based on the desire to secure more time in which to consider the arguments presented to the court. We are hopeful that a consideration and disposition of the case on the merits can be had without delay, and that all parties will cooperate in securing a speedy decision, so that full enjoyment by the public of this new and improved television will not be retarded.

The FCC has determined that the CBS system gives a true and life-like color; is simple and easy to operate, and is the only practical system of color television. The FCC was designated by Congress to set technical standards for all broadcasting's operations, including television and color television. After thorough investigation, it has reached a decision on the merits of color television. We are confident, that, in view of the voluminous testimony before the FCC and the many months of consideration given to the problem, the Commission's approval of the Columbia color television system will be upheld by the courts.

The FCC in a statement last Thursday declared that news stories, statements and advertisements had confused the public concerning the status of color television, and that the court's action of last week had raised further questions in the minds of the public. "The Commission believes it has an affirmative obligation to keep the public advised concerning the exact status of color television", it was contended.

Sees Order Sustained

FCC expressed confidence that its order approving the CBS color system would be fully sustained. The Commission declared that the court had "ordered this postmortem in order to give it an opportunity to consider the Commission's reports and orders, the extensive record made before the Commission, and the voluminous briefs filed with the court."

The FCC went on to cite the importance of the public knowing the following facts about the color situation:

1. Television receivers of the type hereinafter manufactured will continue to receive black and white programs transmitted in accordance with the present standards.
2. They will not be able to receive programs from the continuing region the CBS field sequential system when they are on the air.
3. Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and for somewhat more expense a converter can be added to receive the color transmissions in color.
4. Receivers which have adaptors or converters added after they are manufactured and sold are likely to be more expensive when adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or converter equipment built in at the factory.

Others Comment

In addition, the following comment was forthcoming from set manufacturers. Among those contacted by TELECASTING were:


"I am very much encouraged by this decision and hope that it will be favorable to the compatible system, ultimately. The decision of the court speaks for itself. It is a restraining order for final decision. It doesn't alter the situation materially except that it looks hopeful that ultimately it will be a decision in public interest and that the public will have an opportunity to choose between a compatible and compatible system. The public and press and industry have been stirred by an unwise decision made by the Commission. If there is a market for color then there will be an opportunity for people to see the compatible system demonstrated in Washington. Meanwhile, it will take a long time for color to be available to the public since there are so many problems."

(Continued on page 59)

Page 56 • November 20, 1950
FURTHER CRITICISM OF RCA- NBC'S "pessimistic" findings in its Bridgeport UHF tests [TELECASTING, Oct. 30] was made last week during the FCC VHF-UHF allocation proceeding.

Allen B. DuMont Labs., Thomas T. Godjaphard Jr., told the Commission the Bridgeport data basically is valuable, but contended:

- NBC's analysis "presents the darkest possible side of UHF as a television broadcasting medium and...there is at least one serious error in it."
- The NBC data is not inconsistent with FCC's computation of a 21-mile Grade A service radius for 200 kw effective radiated power on 600 mc with 600 ft. antenna. It indicates "that a highly effective UHF television service with a Grade A service radius of the order of 20 miles can be provided in the Bridgeport area."
- An "incorrect interpretation" in the NBC report—that at 90% of homes actual measured field intensity for the average of several studies is below theoretical values by amounts up to 36 decibels, corresponding to "a difference in power of 4000 times"—is "very misleading to the Commission."

Witnesses Crossexamined

Meeting last Thursday and Friday before Acting Chairman E. M. Webster and Comr. Robert F. Jones, the allocation proceeding was devoted to cross examination of witnesses who testified on general issues earlier [TELECASTING, Nov. 13]. Although it had been expected previously that cross examination would be completed last week, estimates by Thursday night were the session would run well into this week.

Raymond F. Guy, NBC manager of radio and allocation engineering, who earlier presented the Bridgeport data, was not able to appear for cross examination Thursday because of illness and is expected to be available today.

On Nov. 27 the Commission plans to commence hearing the representative case in behalf of proposals for reservation of channels for educational purposes. This is the last of the general allocation issues to be considered. Hearing of specific city-by-city allocation bids should get underway in December, FCC has estimated.

Bingley Called

Frank J. Bingley, in charge of TV Advertising for Philco's Club of earlier testified Philco believes good service can be obtained in the UHF [TELECASTING, Oct. 29], was the first witness to be cross examined. He contemplated higher powers would be needed to get UHF service comparable to VHF, with satellite stations possibly being used to fill the gap above his range.

Clarifying earlier statements regarding Philco's survey of the Bridgeport UHF station of RCA which was found to be good although the range was somewhat limited—Mr. Bingley explained 120 kw ERP would be needed to completely cover the Bridgeport area with a "good" signal. For comparable coverage of Philadelphia he said 1.2 megawatts (1200 kw) would be needed.

If this is "practical" UHF operation, he said such power may not be available now but if the UHF were allocated on such a basis he presumed the industry would develop the necessary tubes to do the job as has always been the case. He did not consider high power to be "road block" which could not be overcome.

Mr. Bingley indicated satisfactory service could be provided in many areas with low power at the outset.

The Philco witness was asked what effect mixture of UHF and VHF channels in the same market area would have upon the availability of sets which could tune both bands or only one. He replied mixture will be unavoidable in some areas of the allocation plan, hence receivers will have to be built to tune both bands anyhow.

Comr. Jones put numerous questions to Mr. Bingley about various proposals for a common intermediate frequency in receivers as related to optimum allocation potentials. He was particular about the 111.75 mc IF suggested by Dana A. Griffin, Communication Measurements Lab, president, who advocated development of an "superior" UHF service through non-compatible UHF standards using a "fold-in" allocation technique plus permanent freeze on issuance of new VHF licenses on present standards [TELECASTING, Oct. 30].

Mr. Bingley explained he did not believe the 111.75 mc IF practical because no tubes are available which will produce sufficient amplification at that frequency. He also saw difficulty in obtaining good operation in the FM band by sets using this IF. Problem also was seen from the second harmonic of Channel 2 (54-60 mc).

E. W. Chagin, chief of FCC's Laboratory Division, observed the 41.25 mc IF proposed by Radio-Television Mfrs. Assn. would throw oscillator radiation out of the TV band into the area of other services while the 111.75 mc IF puts it into the TV band. It was indicated the Commission would have to decide which is the more important in setting its allocation policy.

Mr. Bingley stated Philco is still using 21 mc IF in its sets but plans (Continued on page 81)

PUBLIC SERVICE ROLE

TV STATION LICENSEES who have to look to their public service laurels if they want the FCC to renew their licenses when the present year's permit expires according to Frieda B. Hennock, FCC Commissioner. In a news conference following her speech before the Advertising Women's Club of New York at the Waldorf-Astoria in that city Nov. 16, Miss Hennock emphasized that the public must be "organized and served well by each TV station, and reminded the station operators that "the public is the actual owner of television."

Miss Hennock has advocated reservation of 25% of the 2,000 new stations yet to be assigned, for the "use of educators for non-profit and non-commercial broadcasting," but admitted that "educating the educators" to the value of television as an outstanding medium is one of the greatest problems. Hearings before the FCC for the educational assistance are scheduled to start Nov. 27.

Stating that the educational problems created by television are "initiated and serious on anyone's realization," Miss Hennock hinted that if public demand for educational TV programming became a pressing problem before the FCC, the Commission might be forced to reallocate the license of the least "public service minded" station in areas which had reached their station year's or to a non-commercial station which would serve the public interest.

The necessity for such measures might be averted, however, if the present hearings before the FCC on UHF indicate a successful method to increase the number of TV broadcast channels, Miss Hennock said. She pointed out that if both UHF and VHF channels could be effectively utilized in the same city as proposed by Paul Raibourn, Paramount Pictures, a metropolitan area such as New York could have 20 stations instead of the present limit of seven.

"Audience Desires Ignored" Miss Hennock told the Advertising Women that "the tendency in radio, and even more markedly in television, has been to ignore the tastes and desires of the available audience. Instead what is offered is an appeal to the lowest common denominator in taste and intelligence." Reemphasizing the great potentials of television as an educational medium which "can be one of the greatest forces for good in modern history," Miss Hennock cited the increase of almost 600% in public demand for education over the past four years. "Education is something the public wants and as advertising people you know that once the need is created, that's 99% of the sale."

Miss Hennock urged the Advertising Women that "while television still has the fascination of newness, let us not dull it with mediocrity," and told them, "you can assist in developing this new medium into a great positive force for improving the culture, habits and standards of American life, or you can allow it to be used only for the purpose of selling cornflakes or giving away refrigerators."

Theodore C. Streliveit, president of WOR-AM-TV New York and chairman of MBS, in his speech, agreed with Miss Hennock in her proposal for the setting aside of frequencies for educational, non-profit organizations.

He informed his audience that this winter of 1950-51 will be the first in the television broadcasting industry "emerge from loss to profit" or, in some cases, at least, realize an equalization in assets and (Continued on page 80)
'Rich’s in Your Home'

By ELMO I. ELLIS
ASS'T. PRODUCTION MANAGER,
WSB-TV ATLANTA
"RICH’S IN YOUR HOME"

IT ALL started because of a transit strike earlier this year. Atlanta was suffering from a walkout of trolley operators. Downtown businessmen were singing the blues. And then WSB-TV's general manager, John M. Outler, put in a call to Joseph Guillouzet, director of sales promotion for Rich’s, Atlanta's biggest department store, which last year grossed more than $48 million.

What Mr. Outler proposed was a television shopper's show, with WSB-TV moving right into Rich's for an on-the-scene daily presentation.

"Look, you folks are on the spot," said Mr. Outler. "Why not give television a try? Let us sell merchandise for you."

"Rich's turned around and put WSB-TV on the spot with this challenge: 'We'll give it a try but you've got to prove to us that television can sell a mass market at a unit cost comparable to other advertising media.' Such a challenge was no easy one to meet, since it entailed developing a whole new concept of "armchair shopping" on the part of the television audience.

Moving rapidly, Rich’s officials and our TV production staff held a couple of conferences, lined up a semblance of a format and began telecasting Rich's in Your Home.

At first the show varied in complexion, reflecting changes in thought among Rich's executives. Reports of good sales-returns on a $1 item resulted in less expensive merchandise being featured the following day. Heavy sales on luxury goods, such as antique furniture or musical instruments, caused a temporary turn toward more costly merchandise.

But most important was the fact that the show did sell—and sell in quantity—from the very first day. So what began as a temporary device to meet an emergency has evolved into a permanent, hour-long feature. Prior to this venture, Rich's had limited its video activities to occasional spots and a few institutional Christmas presentations.

Widespread Publicity Accored TV Efforts

Now Richard H. Rich, president of Rich's, says: "We're in the television business." And the whole world knows it, judging from the press clippings that flow into the store's public relations department. Reports on the show have appeared in papers from Paris to the Philippines.

Rich's in Your Home is plainly and simply a "selling" medium. It does more than advertise. It motivates Georgia shoppers to pick up their telephones by the hundreds to order dresses and shoes that they've seen on their TV screens, and it draws countless other thousands into the store to buy what video has brought to their attention.

Phone Request Prompts Deluge of Calls

From the beginning, Rich's in Your Home was thrown open to the public. Dwight Horton, the affable m.c. from the store's personnel department, requested phone calls, "so we'll know what you want to see." These requests, plus telephone purchases, promptly swamped the 12 operators at the Rich's switchboard. Enthusiastic viewers wanted to examine infant's dresses at $1.98, and fur stole at $1,198.00. In fact, they wanted to see everything in the store, and they were willing to buy what they saw.

One woman phoned to ask for a second look at some television sets she had seen displayed on the air. "Show them again and I'll buy the one I want," she said. And she did.

A five-minute demonstration of an electronic attachment that makes a piano sound like an organ brought three quick sales at $995 apiece. A brief offering of rayon slips at $3.95 netted 21 dozen sales. The manager of the Stueben glass department showed some of his wares before the cameras and reported a greater volume of immediate sales than the store ordinarily does in a month. Phone orders for a $14.95 girdle mounted to 142 within three days. Model airplane kits sold out three times after they were offered on the show.

Officials of Store Pleased With Results

Rich's officials do not volunteer information about sales results. After all, department store business is a keenly-competitive game, and other big retail outlets throughout the nation have sent
This is readily understandable when one considers the various departments in the store. A showing of furts usually sold three coats, one priced above $1,000. A video display of $15 ties resulted in five immediate sales. Results have been equally good on economy items. An offer of $1.86 washable houseshoes for women got 176 phone orders. A salesman for garden supplies rang up more than $1,000 in his cash register following one television appearance.

Frank Pallotta, director of visual merchandising, heads the television department at Rich's. Under him and maintaining supervision over the show are Julia Davis, director of special events, and her assistant, Carolyn Kalodkin. Personnel permanently assigned to TV departments total some two-dozen sales persons, models and demonstrators take part on each day's show.

Thanks to careful planning, Rich's in Your Home now looms as a colorful, good-natured television counterpart of the store itself. The same courteous, friendly service that customers expect from Rich's has been carried over into this show. And special pains have been taken to maintain dignity along with the informality, for Rich's is one of the oldest in the South. "Rich's, A Southern Institution Since 1867," Mr. Pallotta and his staff have also seen to it that a picture of most of Rich's is devoted to the promotion of worthwhile community projects.

**Locate of Shows Within Store**

The program is aired from the fourth-floor bridge covering a glass-enclosed area, 50 by 30 ft., which connects the "Store-For-Homes" and the huge main department store across the street. Three cameras are mounted on a mast at either end of the studio space. These are backed by 10-ft. flats. Makeshift lights—principaliy photo-floods and kleig spots—were used originally but these are being replaced by adequate permanent fluorescents. Two studio-type cameras are used and picture quality is excellent. Mr. Davis, executive producer of the WSJ-TV staff has served as technical director of the program since its inception, handling the lighting and audio arrangements.

**A CALM and experienced head is needed for calling shots on the fast-moving Rich's in Your Home show—capably handled by Producer-Director Elmo Israel Ellis who guides the hour-long feature into a smooth-flowing production. A veteran writer and director of many network shows, Mr. Ellis has served as production en- gineer of WSJ-TV since it went on the air two years ago and has created dozens of programs for the Atlanta outlet. Here Mr. Ellis gives the be-hind-the-counter report on WSJ- TV's prize accounts.**

---

**Mooring Mast for TV**

**STORY of how the Empire State Bldg. was built strong enough to hold a 50-ton tower for five television antennas at its peak is told by Mr. Orestes H. Caldwell, former FCC Commissioner, in the December issue of the Caldwell-Cable column in "Tele-Tech." Television was not considered in the early 20's when the 102-story structure was planned, but there was one problem of mounting antennas from the spire that was being planned nearby. Whereupon, ex-Gov. Al Smith, head of the Empire State Bldg. building committee, and offered his tower as a mooring mast for Army dirigibles then at the peak of their development. Acceptance of the offer by the army declared a re-stricted national defense area thereabouts, forbidding nearby structure. Though no dirigibles were moored to the great mast, the extra-sturdy steelwork eventually proved a boon for television tower use.

---

**November 20, 1950**
**Rorbaugh Reports On Sept. Advertisers**

(Report 138)

**Number of Advertisers by Product Groups**

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>8</td>
<td>22</td>
<td>30</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<td>Beer &amp; Wine</td>
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<td>Building Material, Equip. &amp; Fixtures</td>
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<td>Consumer Goods &amp; Paper Products</td>
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<td>12</td>
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<td>Radio, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
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<td>12</td>
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<td>Retail Stores &amp; Shops</td>
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<td>Sporting Goods &amp; Toys</td>
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<td>Transportation, Travel &amp; Resorts</td>
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<tr>
<td>Miscellaneous</td>
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<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>

**Total** | 126* | 801 | 927* |

*Excludes two network accounts which appear in both classifications 6 and 11.

---

**Weekly Television Summary** — November 20, 1950, Telecasting Survey

### City Outlets on Air

<table>
<thead>
<tr>
<th>City</th>
<th>Network Sets</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>5 KOB-TV</td>
</tr>
<tr>
<td>Anchorage</td>
<td>5 KNOP-TV</td>
</tr>
<tr>
<td>Atlanta</td>
<td>13 WAGA-TV, WS-TV</td>
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<tr>
<td>Baltimore</td>
<td>16 WAAR, WBAL-TV, WMAR-TV</td>
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<tr>
<td>Boston</td>
<td>14 WSB, WACT, WZBI</td>
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<tr>
<td>Birmingham</td>
<td>14 WARM, WRCG-TV</td>
</tr>
<tr>
<td>Boston</td>
<td>16 WIEL, WMAQ, BBTV</td>
</tr>
<tr>
<td>Buffalo</td>
<td>14 WGR, WBSE, WNBK</td>
</tr>
<tr>
<td>Chicago</td>
<td>13 WBBM, WBBF, WTIP</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>12 WCPO, WREK, WTVT</td>
</tr>
<tr>
<td>Columbus</td>
<td>12 WBNS, WNJS, WTVN</td>
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<tr>
<td>Dallas</td>
<td>19 KTVK, WFAA, KFAC</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>14 KTVT, WFAA-X, WBAP-TV</td>
</tr>
<tr>
<td>Dayton</td>
<td>14 WDAY &amp; WQGT</td>
</tr>
<tr>
<td>Kansas City</td>
<td>16 WDAF-TV, KCTV, WWDA</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>16 WPS, WQNL</td>
</tr>
<tr>
<td>Phoenix</td>
<td>10 KTVI</td>
</tr>
<tr>
<td>Portland</td>
<td>14 KOIN, KPHO, KTVF, KTVX</td>
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<tr>
<td>Providence</td>
<td>14 WJAR, WJAG, WPRO</td>
</tr>
<tr>
<td>St. Louis</td>
<td>14 KMOX, KSD</td>
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<tr>
<td>San Antonio</td>
<td>13 KPRV, KXIL</td>
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<tr>
<td>San Diego</td>
<td>14 KFMB, KSD</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>14 KSL, KSL</td>
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<tr>
<td>Seattle</td>
<td>13 KOMO, KSTU</td>
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<tr>
<td>St. Louis</td>
<td>14 KDFT, WTVS, WTVN</td>
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<tr>
<td>Springfield</td>
<td>14 KSPR, KSD</td>
</tr>
<tr>
<td>Toledo</td>
<td>14 WATT, WTVG</td>
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<tr>
<td>Waco</td>
<td>14 KXAC, KTXE</td>
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</table>

**Networks**

- WAVY-4
- WAVY-11
- WQYX-3
- WQYX-14
- WBZ-9
- WBZ-13
- WABD-9
- WABD-14
- WCKX-14
- KSB-3
- KSB-14
- KRDI-11
- KRDI-14
- WDQX-9
- WDQX-14
- WQTV-14
- WQTV-11

**Stations**

- KOZ-B
- WTVJ
- WQYX-2
- WCKX-2
- KSB-11
- KSB-14
- WDQX-11
- WDQX-14
- WQTV-11
- WQTV-14

**Network**

- WAVY-4
- WAVY-11
- WQYX-3
- WQYX-14
- WBZ-9
- WBZ-13
- WABD-9
- WABD-14
- WCKX-14
- KSB-3
- KSB-14
- KRDI-11
- KRDI-14
- WDQX-9
- WDQX-14
- WQTV-14

**Sponsors**

- Bulova
- Borden
- Confectionery
- Beer
- Automotive
- Agriculture
- Miscellaneous

**Total Market on Air**

- 63

**Stations on Air**

- 107

**Sets in Use**

- 8,849

---

**Editor's Note**: Source of set estimates is based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
J. Hunter McNimrod so coveted ducks that he laid out a breath-taking number of bucks. The same kind of pains, when selecting his lure, would have saved him considerable discomfiture!

To Sell Dayton,*

THE SHOW MUST GO ON

WHIO-TV

*The lush Miami Valley market (136,000 viewers today, and growing fast) is dominated by Dayton's first and leading station—WHIO-TV. See Pulse†. See the U.S. census. Or better yet, see National Representative G. P. Hollingbery Company!

For what is the use of a moose on the loose when it's plump, juicy duck that you aim to seduce?

Moral: Nothing lures Dayton sales like Dayton's favorite station...WHIO-TV

†Pulse September report shows WHIO-TV had 8 out of top 10 once-a-week shows—6 out of top 10 multi-weekly shows.
### RTMA SET REPORT Sept. Shipments 928,000

Television manufacturers sold 4,880,000 TV sets to dealers in 36 states and the District of Columbia in nine months of 1950, according to Radio-Television Mfrs. Assn. September shipments were estimated by RTMA at 928,000 sets compared to 845,000 in August. Figures include both RTMA and non-member company sales. (August and August-eight months shipments listed in the Nov. 13 TELECASTING.) County-by-county shipments for September and nine months follow:

<table>
<thead>
<tr>
<th>State and County</th>
<th>Sept.</th>
<th>Sets Shipped</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jefferson</td>
<td>4,150</td>
<td>13,891</td>
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<tr>
<td>ARIZONA</td>
<td>1,339</td>
<td>4,466</td>
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<tr>
<td>CALIFORNIA</td>
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<tr>
<td>Alameda</td>
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<tr>
<td>CONTRA COSTA</td>
<td>938</td>
<td>2,974</td>
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<tr>
<td>Los Angeles</td>
<td>70,354</td>
<td>223,950</td>
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<tr>
<td>Orange County</td>
<td>3,149</td>
<td>16,233</td>
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<tr>
<td>Sacramento</td>
<td>577</td>
<td>1,734</td>
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<td>San Bernardino</td>
<td>2,204</td>
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<td>San Diego</td>
<td>5,426</td>
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<td>San Francisco</td>
<td>6,640</td>
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<td>San Joaquin</td>
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<td>Solano</td>
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<td>CONNECTICUT</td>
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<td>DELAWARE</td>
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<tr>
<td>Fulton</td>
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</table>

### TEST MARKET IN AMERICA

**Cities 250,000 to 500,000 Population**

(Sales Management Test Market Survey—Nov. 10, 1950)

<table>
<thead>
<tr>
<th>State and County</th>
<th>Sets Shipped</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>337</td>
<td>2,540</td>
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<tr>
<td>Muskegon</td>
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<td>2,518</td>
</tr>
<tr>
<td>Oakland</td>
<td>259</td>
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<tr>
<td>Sebastian</td>
<td>315</td>
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<td>Washitaw</td>
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<td>Wayne</td>
<td><strong>11,300</strong></td>
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<td>Hennepin</td>
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Schedule

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<tr>
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<td>AREAS UNLISTED</td>
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NOTE: *Reflects deductions resulting from adjustments applicable to prior months.

Strike Threats
(Continued from page 28)


Ronald Reagan, president of Screen Actors Guild of Hollywood, which is currently disputing the TVA claim to Jurisdiction over television film talent through National Labor Relations Board channels (see story page 66), announced in Hollywood that SAG members would not cross TVA picket lines in event of a strike. However, the strike would not extend to film talent as such, nor affect the SAG position in the jurisdictional dispute.

On Wednesday the New York State Board of Mediation offered its services in the television-network negotiations and reportedly was accepted by management, with the performers remaining silent.

Television Authority published a set of demands when it was organized last May [Broadcasting, May 8] which presumably was presented to the networks at the first meeting of the two parties on Sept. 14. However, neither side has released information indicative of the course discussions have taken since.

Queen City To Sponsor
QUEEN CITY Brewing Co., Cumberland, Md., will sponsor Boston Blackie, a Frederic W. Ziv Co. package, in 22 markets in Maryland, Pennsylvania, Virginia and West Virginia. Station list is currently being selected.

S. S. FOX (left), president and general manager of KDYL-AM-TV Salt Lake City, and Easton C. Woolley, newly-named executive vice president, confer as Mr. Woolley begins his new duties. Mr. Woolley, formerly director of NBC station relations department, had resigned that post earlier this fall to return to his native Salt Lake City and KDYL operations. (Broadcasting, Sept. 18).

WCON-TV TEST
FCC Considers Request

INDICATION was made by FCC last week it would consider a request by Atlanta Newspapers Inc. to operate WCON-TV on Channel 2 (64-66 mc) for limited propagation test purposes, subject to condition that tone signal and test pattern only are aired.

The offer was made by the Commission in granting Atlanta Newspapers additional time to complete construction of WCON-TV until Feb. 15, 1961, since difficulty has been found in the antenna installation. Authority to conduct equipment tests was similarly extended.

FCC earlier had asked the newspaper firm to indicate specifically whether it would retain the Journal's WSB-TV on Channel 8 (180-186 mc) or the Constitution's WCON-TV which it obtained under merger of the papers and stations [Broadcasting, Aug. 21]. It's expected WSB-TV's Channel 8 assignment will be relinquished.

FCC has ruled ANI may not operate the stations simultaneously and it will not issue a program authorization for WCON-TV except simultaneously with cessation of operation of WSB-TV and surrender of its license. The Commission also ruled against an ANI propagation test proposal which also contemplated use of WSB-TV.

Phonevision Delay

ZENITH RADIO CORP. was granted further delay by FCC last week of its 90-day Phonevision tests until Dec. 1. They previously were postponed from Oct. 1. With Comr. E. M. Webster dissenting, FCC wrote Zenith: "Since you now state that you believe that you will procure the necessary films in the near future, the Commission expects the Phonevision tests to begin on Dec. 1...and that requests for further deferments will not be filed."

ROBERT P. WAKEMAN, research engineer in charge of propagation department, Allen DuMont Labs, spoke on VHF and UHF wave propagations at recent meeting of Radio Club of America in New York City.

Waga AM FM TV

* FIRST NETWORK IN AMERICA CBS Affiliate Stations */
* IN LOCAL SPOTS AND GROSS SALES—WAGA-TV—LOCAL ADVERTISERS KNOW WAGA-TV SELLS */
* WEEKLY DAYTIME AUDIENCE CHOICE OF WAGA RADIO FAMILY MARKET OF $1,000,000,000.00 */
* CHOICE FOR ATLANTA MARKET BROADCAST—TELECAST TESTS SHOULD BE WAGA—WAGA-TV */

Represented Nationally By THE KATZ AGENCY, INC.
Tom Harker, National Sales Manager, 488 Madison Ave., N.Y. 22

Telecasting • Broadcasting
November 20, 1950 • Page 63
On the dotted line...

MOTOROLA participation in sponsorship of Four Star Revue in NBC-TV is set by (I to r): Walter Steiner, v.p. of Motorola; Dave Mahoney, account exec.; Ruthieff & Ryan; Willison Tuttle, v.p. of radio and television at agency; Pat Weaver (seated), v.p. charge of television for NBC-TV; Barry Ryan, R&R president.

W. SOMERSET MAUGHAM (r), British author, concludes pact with Martin L. Strauss II, president and board chairman of Bymart Inc. (Tintain home hair coloring product) whereby Mr. Maugham became host-commentator on Tollor of Tales, half-hour weekly CBS-TV show which started Oct. 18 [TELECASTING, Oct. 9]

CO-SPONSORSHIP of U. of Southern Calif. and UCLA games on KTTV (TV) Los Angeles is discussed by (I to r) H. L. Hoffman, pres., Hoffman Corp.; Don apolog., chairman, Chevrolet Dealers ad committee; Carl Blumay, promotion mgr., Walter McCreey Inc., Hoffman agency; Richard C. Francis, v.p., West Coast gen. mgr., Campbell-Ewald, Chevrolet agency.

CONTRACT double check is given by Chief Milan to his new KNBH (TV) Hollywood show. In background (I to r): Don Norman, KNBH sales mgr.; Frank Quarrt, Quarrt & Steffiner Inc. package; John R. Morrey, station account executive.

GIGANTIC local TV buy of one hour daily for 13 weeks on WLWT (TV) Cincinnati made official by (I to r, clock wise) John T. Murphy, dir. of television operations for Crosley Bstg. Corp.; E. V. Dineman, pres., Dineman Adv. Agency; Irvin Dwoskin, publicity dir.; Shillito's, sponsoring department store; Fred Lazarus 3d, executive v.p., Shillito's.

COMPLETING negotiations for F. & R. Lazarus Co. department store to sponsor five-week half hour merchandising show on WBSN-TV Columbus, Ohio, are Robert D. Thomas (I), sales manager of WBSN-TV, and William Miller, Lazarus ad mgr.


PRICES of TV sets are being compiled "experimentally" by the Labor Dept.'s Bureau of Statistics, which plans to include the data in its cost-of-living indices in 1951 or 1952, it was learned last week.

The bureau expressed doubt that the data can be made available in time for next year's revised consumer price index, but said it is gathering data from television manufacturers and retailers which, when compiled, would list television set costs for the first time. Radio set prices have been included in past years.

The TV phase is part of the Labor Dept's three-year program (1949-51 inclusive) for adjusting the "interim" purchases made by moderate income groups, and may be included in two separate studies - the wholesale price index and consumer price listings.

A bureau official stated that inclusion of TV receiver purchases does not necessarily mean that they should be deemed "essential" goods. The indices comprise all available data on purchases of durable goods by moderate income families, many of whom have bought sets, he explained.

The retail or consumer price index, due early next year, will include prices paid by the consumer in 84 large cities for durable goods, including TV sets if the material is compiled by that time. The second index will list manufacturers' selling prices at the wholesaler's level. Latter survey is due mid-1951.

SUPPORTS VIDEO

Lehman Promises Action

FOLLOWING his re-election, Sen. Herbert H. Lehman (D-N.Y.) promised to promote constructive interests in television, in a letter sent to Harry B. Ryan, president, major director of DuMont TV Network.

He said the great contribution of television to communications medium "should be further expanded through cooperation between the television industry, the government, and the consumer." He added: "You may be assured when I return to the Senate that I shall work to promote the legitimate and constructive interests of television which has brought such new wonders of education and entertainment to this country."

BASKETBALL RIGHTS

USC, UCLA Buy $100,000

TELEVISION rights for USC and UCLA home basketball games for this season are being offered to Los Angeles TV stations by Musico Corp. of America, Los Angeles, which was signed to represent both colleges. Price being asked for the combined package is $100,000.

Season gets underway Dec. 1 for 18 weeks with schools having 16 home games each scheduled. Several sponsors are said to be interested in telecasting of games, but names were not available.

PHILCO TV CHANGES

Joffee Elected President

SINDEY A. JOPFEE, vice president and general manager, Philco Television Corp., New York, has been elected president, succeeding A. H. Stobbe, who has resigned.

Harley R. Wahl has been elected treasurer of the same corporation, succeeding David Cogan, who also resigned.
**EUROPEAN TV**

**State Plans Film Service**

STATE DEPT. is setting up a television unit within its International Broadcasting Division, which operates Voice of America programs, to furnish TV film material to foreign TV stations, it was revealed last week.

While personnel has not yet been set, it was learned that the unit will appoint a director to consult with TV networks and film firms in this country, and make arrangements to distribute documentary, scientific and institutional films overseas. The unit would work through U. S. information and educational officers in foreign countries.

**TV Material Used**

Both Paris and Rome USIE office have contacted overseas TV authorities and supplied material for television broadcasts.

In Paris, officers supplied photo sequences dealing with U. S. homes and farms and a USIE field personnel. Other material was offered to French TV broadcasters, comprising documentary and technical films. The USIE also sent technical and informational data on the American television industry and its most popular programs to the Rome office for loanout to the Vatican TV station, with the latter assuming any liability for royalties which may arise.

Robert Ross, assistant chief, program operations branch, IBJ, has been working on the presentations, and now is trying to enlist the support of U. S. TV broadcasters and film groups who would be asked to prepare presentations for TV program fare for overseas broadcasters. Similar films also have been sent to Great Britain and Sao Paulo and Rio, Brazil.

**WARNS SET DEALERS**

**BBB Cites Misleading Ads**

NEW YORK TV set retailers last week were warned against "confusing, inaccurate and misleading representations regarding the new federal excise tax." The New York Better Business Bureau pointed out that "reference to a 10% excise tax or 10% manufacturer's excise tax has led many consumers to believe that the new tax will total 10% of the retail price instead of the manufacturer's price. Don't use "10%" in copy unless this is made clear, the bureau urged.

The bureau also recommended that all the items of cost, including additional excise being the excise tax or other extra, be published along with the retail prices. In advertising current TV sets purchased by retailers before imposition of the new tax, but billed today they should not be described as "tax free" or having "no excise tax," since manufacturers paid an excise tax before Nov. 1 on parts going into the sets.

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**LIMITED COLOR**

**Dr. DuMont Sees Little Use for CBS System**

BECAUSE the more than 8 million consumers who have bought color CBS field sequential system approved by the FCC, "we question whether there will be any substantial amount of color broadcasting under this method," Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said Wednesday at a dinner of the Men of Science and Industry at the Waldorf-Astoria, New York.

The use by all broadcasters of their new color signals will make it necessary to rebuild all existing television receivers," Dr. DuMont said. "Therefore, we don't expect commercial broadcasting stations will be particularly interested in sending out these color signals on anything but an experimental basis, and then at inconvenient hours and for short periods of time only. Advertisers, obviously, aren't going to pay for programs if you are unable to receive them."

Carried by DTN

Dr. DuMont's address was telecast by the DuMont TV Network, including a demonstration of the effect of the CBS color system on standard black-and-white home receivers—a hodgepodge—and a view of the equipment that will be required to house a color wheel large enough to add color to the new 8-inch DuMont viewing tube. This would require a wheel eight feet in diameter, Dr. DuMont stated.

Noting that this system would reduce the 200,000 elements in the present TV picture to 80,000 "a tremendous lossening in picture resolution," he concluded: "All in all, we feel that the FCC has given the industry the opportunity to broadcast a Model T type of color video picture, and we don't believe that many consumers will be interested at its present stage of development."

Dr. DuMont's talk was followed by demonstrations of DuMont-developed stereoscopic television systems for industrial use in controlling remote operations and closed-circuit color systems for industrial, medical and merchandising use. These demonstrations, which also were telecast, were conducted by Dr. Thomas T. Goldsmith Jr., DuMont director of research.

* * *

In a speech Thursday at the Radio Executives Club of New York meeting, Dr. DuMont said TV set sales have held up fairly well to date and the defense program that is coming on most likely will tail the supply of the market so the effects of FCC's color decision on manufacturers and the public probably will not be too serious.

The task of altering present TV sets so they can receive CBS color telecasts in monochrome is difficult and will cost from $30 to $75 a set, Dr. DuMont said, adding that the reduction of picture definition is so marked that he doubts whether the public will want their receivers so modified. The addition of color makes up for the lack of definition, stated, but the color wheel presently used in the CBS system has a limiting size of picture color to 12½ inches for all practical purposes. He also stressed that the problem of converting black-and-white sets for color reception is not easy, particularly as 87% of the cathode ray tubes now being made have viewing screens larger than 12¾ inches.

Noting that a color receiver needs full black-and-white reception equipment, plus a scanning disc, an electric motor to turn the disc, a different cathode ray tube, and other extra equipment, Dr. DuMont estimated that a new color receiver will cost about twice as much as a black-and-white set, and will also be two to three times as large.

Limited Programming

Broadcasters starting to telecast programs in color with the CBS system must start with no audience, which means they will limit their programming color to the off hours, Dr. DuMont said, noting that this does little for the manufacturer to promote the sale of color sets and encourage him to manufacture them. If CBS really wants to put color over, he said, it should go into fulltime color programming to give manufac-

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**MOVIES ON TV**

**SAG Will Seek Added Pay**

ADDITIONAL compensation for motion picture actors whose films are later released for television use will be sought in the next Screen Actors Guild contract negotiations with film producers. Ronald Reagan, SAG president, announced at a recent membership meeting in Hollywood.

Mr. Reagan also stated at the meeting that while SAG would fight with all its resources against the attempt by Television Authority to "invite the motion picture field," he felt sure that if the present TVA members decide to strike against the networks in live television, no SAG member would cross a TVA picket line.

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**XMAS CATALOG**

**Hecht Co. Sets TV Show**

A CONSPICUOUS convert to television's merchandising potentialities, The Hecht Co., Washington, plans to back up its Christmas catalog distribution with something more than mere postage.

The store is counting heavily on television to stimulate early use of the 86-page book with a new series of telecasts, A Xmas Catalog of the Air, on WTOP-TV Washington. Program will be aired Wednesday, Thursday and Friday, 7:30 p.m. until mid-December, demonstrating the contents of the catalog to the Main pitch will urge early use of order blanks, with secondary emphasis on Hecht Co. as Christmas shopping headquarters.

James Rotto, Hecht's sales and publicity director, and other store officials believe this is the first time a Christmas catalog has been "brought to life" on television. Hazel Mariel and Taffy Fildes will handle the commercials. Additionally, newspaper advertisements will call attention to the catalog distribution. Harwood Martin Agency, Washington, handles the store's advertising.

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**November, 1950**
NLRB Hearings Held

SAG-TVA TIEFF

Made Public

The collection of letters—many of which were released at the time by FCC or Sen. Johnson—included one in which Sen. Johnson invited E. U. Condon, director of the National Bureau of Standards, to set up the so-called "Condon Committees" to study the prospects for color TV and report to the commerce committee.

In August 1949 Sen. Johnson wrote FCC Acting Chairman Paul A. Walker that he couldn't understand why former pro-color interest groups were so "very cold." He said color TV was "here," and that the fact that it would improve was "no reason for FCC to delay.

The radio manufacturers who are seeking to slow up the advance of science, and throw roadblocks in the way of progress, appear to be motivated by selfish financial reasons," he said.

On Sept. 28, 1949, when FCC's color TV hearings were getting underway, Sen. Johnson wrote Chairman Coy asking that a daily transcript of the proceedings be provided the commerce committee.

On Nov. 25, 1949, he thanked Mr. Coy for the daily transcript and "condemned" it for its "dynamics, forward-looking attitude with respect to the adapter invented by [Edward] Chapin and others." This, he said, "more or less effectively disposes of the 'compatibility' bugaboo."

On Aug. 4, 1950, Sen. Johnson wrote Chairman Coy saying statements made by Gen. Sarnoff and CBS President Frank Stanton, opposing delay in the color decision, "prove conclusively once and for all that the selfish interests conspiring for delays are not the pioneers who have fought the hard battle in the laboratory and expended millions of dollars to make this amazing resource in science and educational development available now to the American people."

On Sept. 2, the day after issuance of FCC's First Report preserving the CBS color system over those of RCA and Color Television Inc., Sen. Johnson sent Chairman Coy "my thanks and commendation to you personally and all of your colleagues for a difficult job well done and for the progress made thus far."

THEATRE NEWS

TV Test Starts in New York

EXPERIMENT of substituting television news, shown on specially-installed RCA theatre-size screens, for newscasts in two New York motion picture theatres for a two-week period, was begun last Monday, according to an announcement by Leslie R. Schwartz, general manager of the Century Theatre chain.

The Camel News Camelover on NBC-TV, Monday through Friday, at 7:45 p.m., is being used to determine the reaction of patrons of the chain's Queens Theatre, Queens Village, and Marine Theatre, Brooklyn. Arrangements were made by Mr. Schwartz, Harold H. Newman and Nathan Halpern of Century; Stanton Osgood, manager of film production and television theatre for NBC, and representatives of William Esty Co., agency for Camel cigarette show's sponsor.

SAG-ASCAP Extend License Agreement

ASCAP has extended the interim licenses authorizing the use of its music to all TV broadcasters pending completion of negotiations for license terms until Dec. 15.
ATOMIC TELEVISION Society is taking immediate steps to eliminate the confusion between advertising agency and film producer which currently hampers the production of filmed commercials for video use, wasting time at both ends and adding to the cost of the commercials.

ATSC board, meeting last Tuesday, approved a proposal that the society contact both agency buyers of filmed commercials and the producers of such films with the goal of working out a standardized specification form for use by agencies in asking for bids on films from

DuMont Profits

Net Up 199% Over 1949

A net profit increase of 199%, and sales increase of 77%, in the 40 weeks ending Oct. 8, 1950, as compared with the corresponding period of 1949, was reported last week by the Allen B. DuMont Labs Inc.

Sales dollar volume was $52,273,000, compared with $29,507,000 for the same period in 1949. Dr. Allen B. DuMont, president, announced. Net profit was $5,018,000 after taxes and all charges including network losses, or $2.05 per share on 2,360,676 common shares outstanding Oct. 8, 1950. This compares with 75 cents a share on 2,101,597 common shares outstanding Oct. 8, 1949.

Cash balances in excess of 13 million and additional credit resources of $5 million from a bank standby agreement are available to meet "the exigencies of the present complicated situation" in the television industry, Mr. DuMont said.

"Between June 18, 1950, and Oct. 8, 1950, Dr. DuMont said, 1,919 shares of preferred stock were converted into 2,110 shares of Class A common stock. On Oct. 8, 1950, there were 152,948 shares of preferred stock outstanding, convertible at the present time into 1.1 shares of Class A stock for each preferred share.

"This increase has been accomplished despite new consumer credit restrictions incorporated in Regulation W of the Federal Reserve Board, despite the FCC freeze on the construction of new television stations, and in spite of the confusion resulting from the recently announced decision on the question of color television," Dr. DuMont noted.

Regarding color, he said: "We estimate that for the next future color telecasts will be on the air from only a few stations. Looking further ahead, the problem of color development will probably be complicated by the present lack of color equipment and the necessities of an accelerated defense program."

The Gray TELOP and ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS.

THE GRAY TELOP and Development Co., Inc. 24 Arbor St., Hartford 1, Conn.

November 20, 1950 • Page 67
The selling of NPA's metals curtailment program on the communications industry and appraisal of future military needs were to be discussed last Friday in a meeting with producers and users of communications equipment. Representatives of Stromberg-Carlson, RCA Communications Inc., Western Electric, American Cable & Radio Corp., Western Union Telegraph Co., American Telephone & Telegraph, General Cable Corp. and other companies were slated to attend.

Government Representatives

Gen. Harrison and Donald Parris, General Products Division, NPA were two of the government officials scheduled to discuss these problems with industry officials.

Meanwhile, it was learned that the government hopes to develop other sources—French Morocco and Sweden, among them—for import of cobalt.

E. J. Jemolo, NPA Metals and Minerals Division, told Broadcasting earlier that the cobalt situation is "extremely serious" and that the government is taking every step to insure that essential uses will not be overlooked. He thought any order would be directed at the "more frivolous" uses of cobalt rather than its application in such essential industries as electronics.

The U. S. government imported 7,458,000 pounds of cobalt metal in 1949. Magnetic alloys accounted for the largest single use of cobalt. Typical applications for the magnet (alloys 6DG) is in the loudspeaker and magnetic assembly which require high field strength and are utilized at the highest imaging frequencies. Another important use is in NPA's nuclear reactors as a neutron absorber, and in the production of nuclear energy.

NPA's order cutting back civilian use of aluminum 36% was announced last Monday by Administrator Harrison. The order provides that manufacturers will be limited to 65% of the average amount of aluminum they used during the first six months of 1951, thus allowing the tentative supply to be met. The order will take effect July 12 and begin July 14 [Broadcasting, May 21, 1951]. The industry had urged the first nine months as a base. The order becomes effective next Jan. 1.

Electronics manufacturers will be allowed, however, to use 100% of their average monthly consumption during that time to "provide for necessary adjustment." The directive applies to users of aluminum products and forms and does not limit production by aluminum producers or converters to aluminum forms or the use in production of other metals or metal alloys.

Gen. Harrison said the order "simply distributes available supply to all non-military users in accord with the pattern of use earlier in the year," and that "defense needs" deprige non-military users of aluminum.

The six-weeks lapse between new and Jan. 1, effective date of the order, was given to permit telecommunications and other manufacturers to revise production schedules and find substitutes for aluminum now used in TV condensers, indoor aerials, etc. [Broadcasting, Oct. 30."

Administrator Harrison told a news conference that, while the government hopes to stabilize price of raw aluminum, it was "probable that prices for radio and television sets might increase because of the cutbacks. Another result, he conceded, would be temporary unemployment in some industries.

Aluminum Situation

He held little hope for sizable expansion of aluminum production during the first half of 1951, and was unable to report any additional progress on a plan to obtain additional supplies from Canada.

The National Security Resources Board reported last week, however, that the U. S. had rejected an offer of Alcan (Aluminum Co. of Canada) for a shipment of 450,000 pounds of the metal over a three-to-five year period at an estimated cost of $75 million.

The rejection came in the form of an offer that was "permitted to lapse" last Oct. 31. Officials said the company could not guarantee "immediate shipments that would have been of sufficient quantity, and that the firm wanted to spread the supplies out over one, two, three or more years. The rejection presumably was ordered by NSRB Chairman W. Stuart Symington.

The prediction that mid-1951 may usher in full-scale controls was voiced by Manly Fleischman, NPA general counsel, last Wednesday. He said this would involve complete allocation of aluminum, copper and other materials, and would be necessary because of an estimated $50 billion to $60 billion military budget for fiscal 1951-52.

The defense supplemental, now being readied by the Pentagon, would raise appropriations for the current fiscal year to about $35 billion. The present expenditures (regular and supplemental call for about $2.5 billion for electronics, with some contracts still to be let, while the proposed new outlay would include another $1 billion for that purpose.

Request to Congress

Defense Dept. hopes to submit the request to the 81st Congress when it reconvenes Nov. 27 (next Monday), it was understood.

NPA Administrator Harrison met with committees of the House and Senate last week with aluminum producers and fabricators to discuss provisions of the NPA order designed to assure supplies for the national defense. The industry called for careful analysis of the order and said its advisory committees would meet periodically with NPA.

Gen. Harrison explained that NPA will give the aluminum producing industry all possible assistance in increasing production and supply.

In other actions NPA also announced (1) rules for reporting on inventories and consumption of tin; (2) interpretation of a "practicable minimum working inventory"; (3) an order providing that zinc producers, fabricators and dealers could reject defense orders which take more than 10% to 20% of their monthly business; (4) a study of the copper situation, with possibility of complete controls over that metal, used for plating steel chassis, in AC power transformers, and for coils.

Meanwhile, it also was learned that use of mica and mica sub- tutes in electronics production also has been discussed widely in defense circles in recent months. Sessions have covered mica research, semiconductor capacitors, etc. Mica also is used in communications equipment, though not to as large a degree as other items. One of the principal requirements for mica during World War II was that involving radio tubes and also capacitors. Mica also is used in parts for television.

### Upcoming Events

- **Television**
  - Nov. 30: FCC hearing on allocation of time on network facilities, FCC Washington.
  - Nov. 20: Broadcast Audience Measurement Inc. board meeting, BMM Hotels, New York.
  - Nov. 27: Congress resumes.
  - Dec. 1-2: Western Assn. of Broadcasters, Mayflower Hotel, Kansas City.
  - 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.

- **Radio**
  - Nov. 20: FCC hearing on allocation of time on network facilities, FCC Washington.
  - Nov. 26: Broadcast Audience Measurement Inc. board meeting, BMM Hotels, New York.
  - Nov. 27: Congress resumes.
  - Dec. 1-2: Western Assn. of Broadcasters, Mayflower Hotel, Kansas City.
  - 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.
Swift Buys on NBC

SWIFT & Co., Chicago (meat products), will sponsor participations in the Jack Carter portion of the Saturday Night Review on NBC-TV for 13 weeks from Dec. 9, through J. Walter Thompson Co., Chicago. Show is aired Sat., 7:30-8 p.m. (CST).

‘Paradox’ Available

A SERIES of five -minute open-end television films entitled Paradoz, currently running in 14 markets sponsored by Imudirn, is being made available for local sponsorship, distributed by Charles Michelson Inc., New York (transcription firm).

The new 1950-1951 Edition of CONSUMER MARKETS makes easily accessible all available basic data that advertising, selling, marketing, and media executives need for local market interpretation and evaluation. It covers all U.S. states and counties; all towns and cities with daily newspapers or radio stations; all incorporated and urban areas with populations of 5,000 or more.

Its reporting procedure within the cities, counties, and states provides you with a complete picture of the economic makeup of any specific market or enables you to extract any specific market index you may want. Authoritative Current government data is used wherever available. Where none is available only the findings of completely independent, reliable, disinterested organizations or individuals are reported.

Send today for detailed description of CONSUMER MARKETS scope and content and see for yourself why agencies, national advertisers, market analysts, media sales and promotion people consider it an indispensable work-book in solving media, advertising, selling, and marketing problems.

Tabulations Available: ALL CONSUMER MARKETS figures are on IBM Punch Cards, available to users of system which utilizes photographs no larger than eight by ten inches. Any background or setting reportedly can be created. Live action can then be superimposed on the Vitascope setting which is hooked up to the lens of the television camera. This makes it possible for actors to go through action on a bare stage, in and out of doors, behind or in front of sets, with the effect of a large scale setting being given.

Mr. Lesser acquired patent rights to his invention in Paris earlier this year.

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November 10 Applications

ANTENNAS

NOVEMBER 10 TO NOVEMBER 16

November 10 Decisions

BY COMMISSION EN BANC

Hearing Designated

KEL Lafayette, La.—Designated for hearing, in Washington, application to change frequencies from 1380 kc 500 w, daytime only, to 1400 kc 500 w N.A.D.-N.A.

WPH-Ravena, N.Y.—Designated for hearing at Washington, application to move transmitter facilities from 1380 kc 250 w, un., to 1400 kc 1 w.

Hearing Designated

Gloucester, Mass.—Designated for hearing; license for new remote picking up station on 1450 kc 250 w un. to 1410 kc 1 kw.

Extension Denied

KCHC El Paso, Tex.—Denied request for extension of authority to keep station KCHC silent for additional 60 days, and application for new station, and for a new license to be granted.

Hearing Designated

WWSC Plains, Ga.—Designated for hearing at Washington application for extension of completion date under application for new station on 1450 kc 250 w un. to 1410 kc 1 kw, 500 w A.D.-N.A.

Order Amended

David M. Balmore WQAN Scranton, Pa., and Radio Pittston FM & Tel Co., Pittson, Pa.—Amended order of Oct. 5 designating these applications for hearing, to delete so much of Issue S "Scranton-Wilkes-Boatoun Localloop area" and substitute "Scranton-Wilkes-Boatoun Radio system.

WKWH Hutchinson, Kan.—On own motion, the Commission amended order of June 1 and June 22 which designated for hearing application of WKWH to change frequencies from 1100 kc 1 kw, D to 1290 kc 1 kw, A.D. and D.A.-N.A., by deleting all issues promulgated two affirmative decisions covering filling new issues thereafter; made KAIX-TV in Chicago, Chi., to proceed to hearing; hearing to be held in Washington.

Request Denied

WFNC Fayetteville, N. C.—Denied request for extension to date of Decision action of Sept. 8 rejecting transmitter, effective Jan. 1, 1961, for station to be located as proposed in application.

Renewal Granted

KSPA Pasco, Wash.—On petition, reconsidered and granted without hearing application for renewal of license.

Extension Denied

KPN Grantville, Pa.—Petition, denied.

Hearing Designated

KUJ Deadwood, S. D.—Designated for hearing at Washington application for new station on 1460 kc 500 w un. to keep station.

License Granted

Robert Hecksher, Ft. Myers, Fla.—License granted for new station application for new station on 1750 kc 500 w un. for limited use.

Extension Denied

KCEC El Reno, Okla.—Denied request for extension of authority to keep station KCEC silent for additional 60 days, and application for new station, and for a new license to be granted.

Order Amended

Mutual System Inc.—Granted extension of authority to use studios and apparatus for production of programs to be transmitted to certain Canadian radio stations for broadcast.

Request Granted

Zenith Radio Corp., Chicago, Ill.—Request for extension of 56-day "Phoneline" tests which were subjected to comments from Nov. 1 previously postponed from Oct. 22, to be held no later than Nov. 18. However, the Commission stated: "Since you now state that you believe that you will procure the necessary film 'in the near future,' the Commission expects ' Phoneline' tests to be completed by Nov. 1. All that is required is for further deferrals will not be filed.

Following granted change in existing

WBHBC-FM Canton, Ohio—Change ERP from 26 kw to 35 kw.

WDAE-FM Tampa, Fla.—Change from 195 kw to 267 kw.

KFUO-Clayton, Mo.—Change ERP from 36 kw to 5.8 kw.

WEVD-FM New York—To change ERP from 150 kw to 50 kw and extend license from 610 ft. to 340 ft.

BY A BOARD

Extension Granted

KMPF Long Beach, Calif.—Granted a new station, and for a new license to be granted.

Extension Granted

KICU Deadwood, S. D.—Designated for hearing at Washington application for new station on 1460 kc 500 w un. and made KWV Great Bend, Kan. party to proceeding.

Extension Granted

WQXK-FM Palmers, Pa.—Designated for hearing at Washington application for new station on 1790 kw 500 w un. to keep station.

License Granted

KWEY Big Spring, Tex.—Granted license for new station application for new station on 1460 kc 500 w un.

License Granted

Robert Hecksher, Ft. Myers, Fla.—License granted for new station application for new station on 1750 kc 500 w un. for limited use.

License Granted

Fred Witte, Pittsburgh, Pa.—License granted for new radio station application for new station on 1460 kc 500 w un. and delete studio license.

License Granted

Robert Hecksher, Ft. Myers, Fla.—License granted for new station application for new station on 1750 kc 500 w un. for limited use.
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<tr>
<th>Name</th>
<th>Address/Location</th>
<th>Position</th>
<th>Experience/Background</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Broadcast Executives</td>
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<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
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<td>A 48-year background — Established 1926 —</td>
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<td>GEORGE C. DAVIS</td>
<td>Broadcast Executives</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
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<td>There is no substitute for experience</td>
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<td>John J. Keel</td>
<td>Warner Bldg., Wash., D. C.</td>
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<td>Dixie B. McKey &amp; Assoc.</td>
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<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue Washington, D. C.</td>
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<td>Keal &amp; Kennedy</td>
<td>1703 K St., N. W. Sterling 7932 Washington, D. C.</td>
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<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers</td>
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<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
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<td>G. P. Adair</td>
<td>Radio Engineering Consultant</td>
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<tr>
<td>Walter F. Kean</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering 1 Riverside Road — Riverside 7-2153 Riverside, Ill.</td>
<td></td>
<td>(A Chicago suburb)</td>
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<tr>
<td>Adler Engineering Co.</td>
<td>Television and Broadcast Facilities Design and Construction 1 La Feve Lane, New Rochelle, N. Y. New Rochelle 6-1620</td>
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<tr>
<td>Glenn D. Gillett &amp; Associates</td>
<td>982 Natl. Press Bldg. NA. 3373 Washington, D. C.</td>
<td>Member AFCCE*</td>
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<td>Russell P. May</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C.</td>
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<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue Washington, D. C.</td>
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<td>John Creutz</td>
<td>319 Bond Bldg. Republic 2151 Washington, D. C.</td>
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<tr>
<td>Lynne C. Smeby</td>
<td>“Registered Professional Engineer” 820 13th St., N. W. EX. 8073 Washington, D. C.</td>
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CRITICIZES FCC
OAB Citers WGR Proceeding
RESOLUTION criticizing FCC for censor-like procedure in its renewal proceeding against WGR Cleveland was adopted Nov. 10 by the Ohio Asarn. of Broadcasters at its annual fall clinic held at Columbus, Ohio. The association suggested such proceedings may lead to intimidation by government agencies of radio station operation. Most broadcast stations should raise their rates in view of the extended audiences radio has reached during the last five years, the association was told by Maurice B. Mitchell, vice president of Associated Program Service [see OAB stories in Broadcasting, Nov. 18].

GOES COMMERCIAL
RADIO CELYON, former South East Asia Command British information outlet broadcasting as Z0I, has been authorized by the Ceylon government to operate as a commercial station, effective last Oct. 1. This move is in line with the recent commercialization of other British dominion government owned stations which have turned to commercial radio to increase their revenue. U. S. and Canadian representative for Radio Ceylon is Pan American Broadcasting Co., New York.

JOHNNY PESKY, third baseman for the Boston Red Sox, joins the ranks of announcers and disc jockeys as he signs with WBMS Boston. Approving the deal is George Lasker, WBMS manager. Mr. Pesky will start his programs as soon as he returns from visiting his family in Oregon.

Facts from M
WEAW for TIMEBUYERS

42% FM Ownership. (They listen to FM too!) More FM homes in primary area than radio homes in any of 17 states.

What’s more, we have sponsors, yes, real honest-to-goodness, cash paying advertisers, over a hundred of them. We’re not crusaders for FM, we are in it simply to reach people with an advertiser’s message. We’re in AM (WOKZ and FM, Alton, Ill.) too, for a premium (and large) audience in Chicagooland, it’s FM, WEAW that is!

CHICAGOLANDS PRINCIPAL FM STATION
WEAW -36,000 Powerful Watts
2425 Main St., Evanston UN 4-4606

FCC ACTIONS
(Continued from page 70)

Decisions Cont.:
Granted mod. CP to make changes in transmission line of FM station.
WTVB-FM Coldwater, Mich.—Granted mod. CP to install aux. trans. at present location of main trans., for all purposes only with power of 1 kw. Granted license to exchange daytime DA.
KAPA Raymond, Wash.—Granted license to include full of new trans. location, and change main studio location.
WKRM Columbia, Tenn.—Granted mod. CP to install a new main station, for full purposes.
WDOK Cleveland, Ohio—Granted mod. CP to install aux. trans. at present location of main trans., for all purposes only with power of 1 kw. Granted license to exchange daytime DA.

ACTION ON MOTIONS
By Commissioner Sterling
Radio Station KRMG, Shawneetown, La.—Granted dismissal of prehearing application.
WLSA Evans, Seaforth, De.—Granted petition of Elizabeth Evans to dismiss an application for change of location, and change of sign and call letters.

CARLISLE BSCTG. CORP. TO REMAIN

November 14 Applications... ACCEPTED FOR FILING
AM—1590 kw
WBBK Tampa, Fla.—CP AM station to change from 1 kw D to 1590 kw D and 500 w N—DA.
WAMS—25 kw
Central Ohio Best. Co., Galion, Ohio—CP AM station 565 kc, 1 kw D direct.

可是，从这个页面中，我们无法直接阅读到自然语言的文本，因为我们无法在没有图像的情况下从页面中推断出图片上的内容。
IN A NUTSHELL

WEBR Buffalo sending unique mailing piece to clients and prospective sponsors—walnuts accompanied by explanatory letter. Inside each nutshell is message saying satisfied sponsor telling of good service given each account.

PITTSBURGH STRIKE

WDTV (TV) Pittsburgh using direct mail, telephone service and department stores to get program schedule to public. Printed schedules distributed in four largest stores in city. Local telephone answering service provides public with information. Station also uses on-air promotion.

CHRISTMAS FUND

WOR New York begins sixth annual Christmas fund campaign. Project is to raise money for clothing, toys and layettes for children and mothers who will be in hospitals in New York area during Christmas.

'WESTOVER ON A PLATTER'

WMAS-AM-FM Springfield, Mass., Westover on a Platter, 10:30-11 p.m. Fri. Show m.c., T/Sgt. Eric Burton, Westover Air Force Base, plays transcribed music and gives news of the base and Air Force. As special feature, he interviews some prominent Westover airman or officer.

USE REPRINT

WWDC Washington sending reprint of Drug Topics, trade journal for druggist, to trade. Headline of piece says "Pharmacy Quadruples Sales Through Radio Advertising" and copy gives story of local druggist who bought time on WWDC. Part telling of radio advertising on station is circled in black.

BLIMP PROMOTION

WFIL Philadelphia used blimp one entire week to promote special programs heard on station. Airship, equipped with 16-foot-high letter "W" around Philadelphia area at night. Local and network programs, along with day and time they were aired, were promoted.

GERMAN 'GHOST RIDER'

WCAU-TV Philadelphia Ghost Rider cowboy club, with membership of 30,000, has just added new western member—from western sector of Berlin, Germany. Letter was received from Berlin written in English, from 13-year-old German boy asking to be made member of Ghost Riders group. Where he heard about club remains mystery to station.

'WANT AD'

WWJ Detroit sending attractive multi-colored booklet to trade and advertisers. Six-page promotion piece has orange cover featuring hand holding want ad that says: "Radio station seeks commercial work, either programs or announcement or both ...." This is act against background of want ads. Inside copy continues want ad theme giving "qualifications—facts and figures on WWJ's age, coverage, market data, future outlook and decoration awarded to station, along with photographs and illustrations ....

MUSIC TESTS

CKKW Moncton, N. B., Music Appreciation Course, Tues. 1:45 p.m. Program beginning third year on air and has been incorporated for grade eight students in Moncton schools by school board. Robert C. Bayley, supervisor of school music for city and station, presents lecture and review tests to students on program. Students are given printed outline of course by station. Mid-term and final exams are given over the radio with each teacher correcting papers following broadcasts.

1950 SAFETY SERIES

WMAR-TV Baltimore, The Court of Common Sense, 7 p.m. Tues. Safety program beginning 1950 winter series, using actual cases taken from court records of traffic violations. Judge Joseph Kolodny, magistrate, presides over show. Program began in 1949 and was awarded Alfred P. Sloan Highway Award "for exceptional service to safety." Show is written and directed by Fred Wehr and Jock Patterson, WMAR-TV staff.

KYW PROMOTION

KYW Philadelphia sending advertisers folder with rust and black cover entitled KYW Adds to Its Promotion Album." Inside shows promotion that has been used with letters, releases and pictures of events station has taken active part in promoting. White lettering against black background declares: "This constant action builds audience for your sales message.

BOOKLET

KARK Little Rock, Ark., distributing six-page booklet with picture of city on cover and call letters of station in white set against red background. Piece is entitled "The Big Plus in Little Rock," with word plus in large red plus sign. Inside copy gives facts about coverage, country audience, shopping radius, audience ratings and cost. Facts and figures are accompanied with graphs and maps.

PEOPLE vs. CLUB

WOAI-TV San Antonio, Tip the Scales, Fri. 9 p.m. quiz show. Five contestants are selected from home viewers to compete against professionals. Members in studio picked from local civic, business and professional clubs. Viewers and members are given question with fact—"The Big Plus in Little Rock," with word plus in large red plus sign. Inside copy gives facts about coverage, country audience, shopping radius, audience ratings and cost. Facts and figures are accompanied with graphs and maps.

MAYOR'S REPORT

WEED Reading, Pa., Report to the City, Sun., featuring Mayor John F. Davis of Reading. Mayor Davis gives report on city affairs and on projects being undertaken by the administration.

'COMMUTERS TIME'

WHLI Hempstead, L. I., begins campaign promoting its early morning Commuters Time. Program gives weather conditions, time signals, road condition, schedule changes of transportation lines and other public services. Station using poster cards in Long Island railroad cars, public school bulletin boards, circulars on buses, newspaper advertisements, outdoor ads, spot announcements and 130,000 pieces of direct mail.

Anything for a Plug

THEIR'S no limit to what a station will do for free publicity, a fact readily admitted by KXO El Centro, Calif. When the new Pioneers Memorial Hospital was dedicated in Brawley, Calif., KXO covered the activities with a remote broadcast and operated the public address system. During the ceremonies, it was announced that parents of the first baby born in the new hospital would receive many valuable gifts for the child and free hospitalization for the mother. The following day, Mrs. Stan Tetley, whose husband was on the scene as a KXO engineer, was admitted to the hospital and gave birth to the first child born in the new building.

Available!

Rhymeline Time, featuring emcees David Andrews and Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymeline Time is a musical-comedy program that pulls more mail than any other current "Team" feature. Satisfied sponsors have included: among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp. Broadcast from free and Peters "Colonel" for availabilities!

November 20, 1950 - Page 73
Help Wanted

Managerial

Capable manager to organize productive sales force, immediately, large upstate market. Write full qualifications. Box 936G, BROADCASTING.

Station manager. Must be heavy on sales. Independent in single station market over 10,000. Must recommend complete details including your billing figures. Apply to Box 992G, BROADCASTING.

Commercial manager for successful 250 watt station in excellent Ohio market. Salary plus commission or straight commission with good writing and selling ability. Send full references, picture, immediate opening. Reply Box BROADCASTING.

Salesmen

Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced man. Must build his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000, needs salary plus commission or straight commission with good writing and selling ability. Send full references, picture, immediate opening. Reply Box BROADCASTING.

Salesman—Experienced in constructively building his own future in booming community. Population almost doubled in last ten years. Now crowding 50,000, needs salary plus commission or straight commission with good writing and selling ability. Send full references, picture, immediate opening. Reply Box BROADCASTING.

If you are a top radio time salesman and want to move into a larger market, write now for your future. You and a 24-hour-a-day market and sports station with the second highest Hooper rating in that line. You must have a car and we pay a variable dividend on the entire amount of your commission. Please send complete information to: Bob Ewell, 416 South 7th Street, Marion, Indiana.

You are a top radio time salesman and want to move into a larger market. Write now for your future. You and a 24-hour-a-day market and sports station with the second highest Hooper rating in that line. You must have a car and we pay a variable dividend on the entire amount of your commission. Please send complete information to: Bob Ewell, 416 South 7th Street, Marion, Indiana.

Answers

Deep south 5000 watt NABC affiliate in excellent market has an opening for an executive manager. Excellent opportunities for talent. Send all details, including disc, photograph, references and minimum salary requirements, with initial inquiry. Box 926G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Send resume and complete details to Box 970G, BROADCASTING.

Announcer. Must have good voice that will enable him to handle all types of work. Position permanent. Living conditions reasonable. Reply Box BROADCASTING.
SALESMAN WANTED

Radio Station, FM, WOLL, for sale in major California market.

Salary, $65,000 minimum. Seeking a competent and well known enterpriser, with demonstrated ability to manage and produce saleable programs. DJ experience desirable. Must have bookkeeping and financial background.

BROADCASTING.

For Sale Stations

1. WOLL, FM, 103.1 MHz, 5 kw, San Francisco. For sale is a 1960 3 kw transmitter. Requires a new antenna and tower. For further details write Box 22G, BROADCASTING.

2. WOLL, FM, 103.1 MHz, San Francisco. For sale is a 1960 3 kw transmitter. Requires a new antenna and tower. For further details write Box 22G, BROADCASTING.

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Respects
(Continued from page 46)

Patts line up like this:

John—President of G. A. Richards stations (WJR Detroit, WSTAR Kansas City, WABC-AM-TV New York; in radio since 1922; age, 45.

Ralph Jr.—Detroit manager of CBS Radio Sales; in radio since 1923; age, 43.

James—Manager of WNBH New Bedford, Mass.; in radio since 1929; age, 38.

Robert—Advertising and sales promotion manager, WCBS New York; in radio since 1936; age, 36.

Curiously, three of the four—John, Ralph and James—entered radio through ties of the industry in most famous front doors—WDAP Kansas City, Robert, however, entered broadcasting via Campbell-Ewald, Detroit.

Assisted Leo Fitzpatrick

When John, eldest of the six Patt children of the family's radio blazers, was graduated from a Kansas City high school in 1922 he got a job as office boy on the Kansas City Star. Later the Star was tinkering with its new radio station, WDAF, and the paper's radio editor, Leo Fitzpatrick, was given the task of managing the station. As Mr. Fitzpatrick's assistant, John also found himself doubling in radio column and station operating functions.

Later the young assistant, anxious to complete his education, enrolled at Kansas U., in Lawrence, and promptly became program director of the university's station, KFRU.

After completing his college majors in advertising and journalism, young John Patt tried to convince the Star management that WDAF couldn't sell its radio without giving it away. Falling in this effort he started selling Star space.

Mr. Fitzpatrick meantime had become station manager of WJR in Detroit and he brought in John as assistant manager. When G. A. Richards looked for newer fields for his son, John, on completion in Cleveland, John was sent to manage the fledgling operation, when just 25 years old.

Merging the old WGSO and WRSD into WGR, Mr. Patt took the station on the air Dec. 15, 1930, as WGR, basic NBC-Blue outlet. Observing the 20th anniversary of the WGR-Patt's old station—this year, the 50-kw station looked on a hundred-fold increase in power, five-fold increase in personnel, ten-fold increase in sales and two-fold increase in operating hours.

Fitting tribute to John Patt's success in bringing WGR to its present stature was his election this autumn as president of the three-station Richards group.

Key to this outstanding career has been John Patt's active role in community and industry life. His list of titles includes first president of the Ohio Ann. of Broadcasters; first radio president of the Cleveland Ad Club; president of Rotary Club; president of Cleveland Convention & Visitors Bureau; chairman of the Greater Cleveland War Chest and Community Fund, to mention a few.

John married the former Ruth Richardson while both attended Kansas U. and worked at KFRU. They have three daughters, Martha 22, Patricia 18 and Jean 11.

Second to Enter

Second of the Patts to enter radio, Ralph Jr. followed brother John by going to work at the Star. The paper was two deep in Patts then, with left for the university, whereupon Ralph moved into his brother's radio job while attending Kansas City Junior College.

At 16 Ralph was generally conceded to be the nation's youngest radio announcer and he attracted considerable publicity. When Mr. Fitzpatrick left for WJR Ralph took over the famed Nighthawk Folio and "Star Mail," half, signing off at 1 am. and reporting at school the same morning at 7 am.

For a while Ralph owned 10 shares of Star stock but sold it in 1927 to finance his college education, also at Kansas U. There he was KFKU's chief announcer.

After a brief business interval he went to WJR under the Fitzpatrick regime, joining brother John again, and moved from announcer through commercial, production, library, publicity and finally selling. The early sunshine record program was one of the early disc jockey promotions.

After a decade at WJR Ralph was named general manager of WPAY Port Arthur, Ohio. In the spring of 1936 he left there to become a communications officer in the Navy. He was on the DE-401 when that escort was struck by aerial torpedo in the Mediterranean.

The war over, Ralph joined Paul H. Raymer Co. in Chicago as a salesman, soon moving to WDDO Chattanooga, Tenn., to become executive manager. In 1949 he moved back to Detroit as manager of the Detroit office of CBS Radio Sales, a post he still holds.

Married in 1939

In 1939 he married Bertha Champeau, of Detroit. They have two children, Barbara Jean and Tommy 5.

James Patt had his electronic baptism in 1928 while in his junior year at high school, shagging ball scores for WDAF announcers. The shagging was so good that he was offered a station job, and soon was announcing, writing and doing general office work.

Two years later he moved over to KMBC Kansas City and did about everything in the plant from sorting fan mail to special events. As a result of CBS originations he met Paul White, at that time in charge of CBS news service, and was invited to join the network in 1936 as its newest director of public affairs and education. For several years he had been attending night school and he was given his LL.B. at Kansas City School of Law.

First assignment with CBS was to cover Alf Landon's home on election day, a bleak spot as the Presidential returns brought dismal tidings. He later worked with Chicago colleges in the creation of such network features as Of Men and Books and Ball Season.

Two years later joining CBS James was transferred to its Cincinnati-owned station, WKRC, and stayed when it was sold to the Times-Star. He served as sales manager, sales promotion director and program manager. The draft beckoned in 1944 and he was assigned to the Navy unit of Armed Forces Radio Service, producing transcriptions for the fleet ashore and later doing writing and production.

Upon discharge he joined WNBH New Bedford, Mass., Jan. 1, 1946, as manager. An FM outlet was added in late 1946 and the station is now planning new studios and taking a long-range look at television.

While at WKRC James was married. They had two children, Susan 8 and John 5.

Robert's Start

Fourth of the Patts to choose a broadcasting career was Robert, also the third to attend Kansas U. Graduated in 1938 he went to work on the Tepesla Daily Capital, selling space. In the summer of 1938 he paid brother Ralph a visit in Detroit. Making the agency rounds, he landed a job in the radio department of Campbell Field Co., immed in the 400-station Musical Moments campaign for Chevrolet.

When General Motors had a series of sitdown strikes the musical series ceased and so did Robert's job. He moved over to Free & Peters as the representative firm's first sales promotion manager, serv in Chicagos and then New York. He joined WHN (now WMGM) in 1939 as sales promotion manager of the New York station.

Robert entered the Navy in 1942, becoming a communications officer for an LCI group in the Pacific and leaving the service three years later as a lieutenant. Returning to WHN he continued his sales promotion work until CBS signed him to replace Jules Dudes at WCBS New York when Mr. Dudes was named publisher of advertising and sales for KCBS San Francisco.

Robert married Lonita Frances Bloss, of Chicago, in 1945. They have two daughters, Christy, born last year, and a second a new arrival. The family has just acquired a house in suburban Bronxville.

Other Brother and Sister

That accounts for the broadcast careers of the Four Radio Patts. Youngest of the six children, Fred, spent nearly two years at KCOK Kansas City after leaving college, but the radio spark wasn't there and he became an accountant, a profession he still loves and follows.

Margaret, only girl of the brood, was secretary to the Los Angeles manager of RCA Communications during the war. After the war she was re- presentat at a recording studio. She abandoned radio for marriage and housekeeping and is now Mrs. Fred Shilzony, of San Francisco. She is the mother of two boys.

The Four Radio Patts have spent nearly a half-hour on radio, their own profession. That's all, of Patts, and a lot of radio.

Southwestern Major Market Basic Network Station $97,500.00

Money making basic network station located in exceptionally prosperous southwestern city, pleasant year-round climate, in major market that showed one of the highest retail sales gains in the United States during the past ten years. Crossings annually in excess $125,000.00. Net before taxes over $25,000.00 per year. This valuable property is priced right to sell and is an exceptional buy. Liberal terms as seller wants to liquidate investment for new larger property. Priced for quick action—$97,500.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGbON, D. C. CHICAGO SAN FRANCISCO

James W. Blackburn Harold R. Murphy Ray V. Hamilton

2300 Pennsylvania Ave. 2300 Market St., 2300 Market

Sterling 4311 Randolph 6-6556 Exbrook 2-5672

Page 76 November 20, 1950

Broadcasting Telecasting
GROUER FETED
On 20 Years in Radio

BEN GRAUER, NBC's veteran on-the-scene reporter and announcer, was honored at a luncheon last Wednesday held at "21" in New York commemorating his 20th anniversary in radio (and no television). The luncheon was hosted by Quentin Reynolds, war correspondent and author; John Crosby, radio and television columnist for the New York Herald-Tribune; Tex McCrory, WNBC New York personality, and Tom Revere, radio director of the Bowery Club.

H. V. Kaltenborn, NBC commentator, Judge Ferdinand Pecora, Former Secretary of War Robert Patterson, Mr. Reynolds and Mr. McCrory extolled Mr. Grauer in short speeches. Jimmy Durante entertained.

Among those attending the luncheon were: Hubert Humphry, CBS vice president; Edmund Chestor, CBS news director; U. S. Senator William Benton of Connecticut; John Gunther, author; Elliott Roosevelt; Maj. of William Overad, British Information Services; Norman Luker, North American director, BBC; Elaine Carrington, daytime serial writer; Richard C. Derochmont, producer; Fannie Hurst, author; Henry Morgan, comedian; Charles Sherman, advertising manager, Doubleday & Co.; Jack Cooper, INS; Trudi Feliu, Life; Betty Fersling, Newsweek; and as Joseph Allen, vice president in charge of public relations, Bristol Meyers, and Myron Kirk, vice president, Kudner agency.

DAVIS NAMED

Heads Phila. Board
LT. COL. EDWARD A. DAVIS, former vice president and commercial manager of Broadcast Co., operator of WIP Philadelphia, was elected president of the Television Advertising Board of Philadelphia at a special meeting of the board of governors early this month. He fills the unexpired term of James Shmer, former television director, Foley Advertising Agency, Philadelphia, who is continuing in the advertising business in Portland, Me. Col. Davis heads his own firm, Edward A. Davies Assoc., television productions.

Also elected to vacancies on the board were Ruth Weir Miller, WCAU-TV Philadelphia; Frank Roberts, TV director, Feigenbaum Agency, and Walter Ericson, TV director, Gray & Rogers, both Philadelphia.

EMPLOYEES at KOLN Portland, Ore., are a happy lot, as evidenced by this smiling group and by personnel records which show that more than half of the staff members have been with the station 10 years or longer. New members of KOLN's "10-20 Club" were welcomed to the organization with a banquet last month.

Among those attending the luncheon were: Hubert Humphry, CBS vice president; Edmund Chestor, CBS news director; U. S. Senator William Benton of Connecticut; John Gunther, author; Elliott Roosevelt; Maj. of William Overad, British Information Services; Norman Luker, North American director, BBC; Elaine Carrington, daytime serial writer; Richard C. Derochmont, producer; Fannie Hurst, author; Henry Morgan, comedian; Charles Sherman, advertising manager, Doubleday & Co.; Jack Cooper, INS; Trudi Feliu, Life; Betty Fersling, Newsweek; and as Joseph Allen, vice president in charge of public relations, Bristol Meyers, and Myron Kirk, vice president, Kudner agency.

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FTC UPHeld

Federal Trade Commission's order demanding that Bristol-Myers Co., New York, cease allegedly false advertising claims involving its Ipana toothpaste has been affirmed by the Fourth Circuit Court of Appeals at Richmond, Va. Bristol-Myers attorneys took exception to two findings in the FTC order involving a ban on its "massage" claim and a survey used to support the claim that dentists prefer Ipana 2:1 for personal use, such as set forth in radio and newspaper advertisements.

Questions Witnesses' Testimony

The company charged that witnesses appearing for the government offered opinions without support of scientifically - controlled tests. Three judges who heard the appeal ruled, however, that the government witnesses were well qualified.

The company also charged that FTC did not offer evidence to disprove the sample survey, and that was under no obligation to prove the validity of the sample. In turn, the court held that, while the sampling techniques may have been accurate, there was no evidence to support the survey.

LISTENERS PAY

Subscribe for WABF (FM) Show IN A MOVE to eliminate commercial advertising from one of its most popular programs, WABF (FM) New York has requested its listeners to sponsor the New Friends of Music concert series, themselves, by subscribing as much money as they wish.

Total of $4,814.10, or 90% of the commercial revenue which would have been received by the station if the time had been sold to a sponsor, had been received as of last week. June Dairy, New York, sponsored the program last year.

Philadelphia will install television sets in two hospitals and the house of correction. Money was appropriated earlier this year by the city council.

THE OLD SEA-HORSE SAYS:

Have YOU checked the WVMI - Area?

Only WVMI can offer "So Much For So Little" - May we tell you more?

WVMI - BILoxI

MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

The Wheel of Stars

WFBL Syracuse, N. Y., unveiled a new merchandising promotion involving a "Wheel of Stars" at a cocktail party in New York last week.

Robert Soule, station vice president, who developed and perfected the idea, explained the mechanics of the plan, a two-day promotion.

An adaptation of the "wheel of fortune," the promotion is designed for use at fairs and other public occasions of at least 100 people. Pictures of 30 stars heard over WFBL are substituted for numbers. Paddles bearing identical pictures are then sold from the booth holding the wheel. The player whose paddle bears the picture corresponding to the one at which the wheel stops wins. Prizes are merchandise of advertisers over the station.

Burr Tillstrom's Kwikl, Frank & Ollie, TV show on NBC-TV from Chicago, being translated into comic form by Chicago Tribune. Full-page color cartoons will appear until Christmas Eve, tying in with papers' promotion and sponsorship of Kwikl, Frank & Ollie float, that will appear in the Christmas parade.

HIT LIQUOR ADS

Church Women Plan Action

United Council of Church Women unanimously adopted a resolution at its biennial assembly in Cincinnati urging its local units to inform radio stations, networks, sponsors and the FCC of its disapproval of liquor advertising on the air.

"Since liquor advertising has invaded the home through television," the resolution said, "and since it is even impossible to listen to radio broadcasts of clean sports without being bombarded with frequent lurid advertisements of liquor, we call on all organizations to join us in protesting against liquor advertising."

Mrs. D. Leigh Colvin, national president of the Women's Christian Temperance Union, who attended the assembly as a "fraternal delegate," told Broadcasting Thursday in Chicago that the resolution employed the word "liquor" in a general sense, to include beer. She expressed the belief there is little advertising of hard liquor over the air in the U.S. today, however, but that a trend in that direction has been noted in Alaska. The WCTU recently wrote to each of the U.S. Senators and Representatives protesting this trend, she said.

WHEEL OF STARS

WFBL Sets New Promotion

Two National advertisers have contracted time on the Alaska Broadcasting System, operator of six stations in Alaska. They are Lincoln-Mercury Division of Ford Motor Co., through Kenyon & Eckhardt, New York, with an extensive spot announcement campaign, and Brewing Corp. of America (Carlings Red Cap Ale), through Benton & Bowles, New York, for a heavy spot schedule. Contracts were placed through Alaska Radio Sales, New York representative of Alaska Broadcasting System.
FCC roundup
New Grants, Transfers, Changes, Applications

Box Score
Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>Licensed Cps</th>
<th>TV Stations</th>
</tr>
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<tr>
<td>Total</td>
<td>2,224</td>
<td>2,185</td>
<td>677</td>
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<tr>
<td>Cont'd Applications In Grants, Permit, Buying</td>
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- *on the air*

increase in nighttime power of WKRG from 250 to 500 kw, directional, on Full Time, direct, to and from all meet and staff, Stakeville, T. A. Richardson, owner, Richardson Chevrolet Co., Joe Phillips, 25% interest WSSO, all are equal partners.  WFOC Janesstown, N. Y. -Announced decision to grant WFOC change from 1470 kc, 1 kw day to 1340 kc, 250 full time.  Rng. cond. Decision Nov. 15.

November 15 Decisions . . .
BY COMMISSION EN BANC
Order Adopted
WRIA Caguas, P. R. -Adopted order revoking license of station WRIA Caguas, 1450 kc, 250 kw un. time. for failure to comply with Commission's rules and regulations, effective 13 days after order of record. Hearing suspended until conclusion of said hearing.

November 15 Applications . . .
ACCEPTED FOR FILING

AM-1300 kc
KMMO Marshall, Mo.-AM CP station to change from 500 kc to 1300 kc 1 kw D.

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Modification of CP
WEIM Phippsburg, Mass.-Mod. CP $17,500.00, incl. for AM station WRIA Caguas, 1450 kc, 250 kw un. time. for failure to comply with Commission's rules and regulations, effective 13 days after order of record. Hearing suspended until conclusion of said hearing.

November 15 Applications . . .
ACCEPTED FOR FILING

AM-1300 kc
KMMO Marshall, Mo.-AM CP station to change from 500 kc to 1300 kc 1 kw D.
was Food & Food Products with 707,000. The second place was Household Furnishings, Equipment and Supplies which had 643 accounts active in the network, spot and local fields. Aeronautical Equipment & Accessories was the third classification with 328 active accounts.

The networks of advertisers of Food & Food Products had 22 different accounts for top honors. In second place was Confectionery & Soft Drinks with 15 while the Household classification was third with 13 accounts.

The most active product classification in the spot field was Food & Food Products and had 296 advertisers. Beer & Wine accounts remained active with 135 advertisers during the month.

Locally the advertisers of Household Equipment, Furnishings & Supplies headed the list of accounts with 561. In second place was the Food classification with 449 accounts.

KTLA Los Angeles Sets New Rates

RATE CARD No. 5 went into effect Nov. 15 at KTLA (TV) Los Angeles, reflecting a 25% increase for all time segments over one-half minute. An hour of Class A time, including live studio facilities, is increased from $750 to $1,000. For an hour of Class A time including film facilities, the rate advanced from $600 to $750. For Class A spot the new rate is now $275 for one minute, $165 for 20 seconds and $85.50 for 10 seconds.

Benny's TV Debut Makes Hit in L. A.

A RECORD Los Angeles television audience viewed the first Jack Benny Show telecast in that city Nov. 11, according to a special Cable and Television Inc. Telequest telephone survey. Program received a rating of 45.6, reportedly representing the largest Saturday night audience Los Angeles television has enjoyed. Total of 1,550 people in the area were called in a 45 minute period. Results were made available within an hour and 45 minutes.

Multi-Market Telepulse Released for October

MULTI-MARKET Telepulse for October shows Texaco Star Theatre as the leading once-a-week television program. Hoody Doody took top honors among multi-weekly shows, according to the report released by The Pulse Inc. The Multi-Market Telepulse covering network programs in the period Oct. 1, 2, 3, 11, 12, 13, 14 is as follows:

<table>
<thead>
<tr>
<th>Network Averages</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>36.3</td>
</tr>
<tr>
<td>Philco Playhouse</td>
<td>36.3</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>34.0</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>28.6</td>
</tr>
<tr>
<td>Studio One</td>
<td>26.4</td>
</tr>
<tr>
<td>Godfrey H. Classics</td>
<td>24.2</td>
</tr>
<tr>
<td>Freewheelin</td>
<td>24.2</td>
</tr>
<tr>
<td>The Goldbergs</td>
<td>23.5</td>
</tr>
<tr>
<td>Comedy Hour</td>
<td>23.3</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>23.3</td>
</tr>
<tr>
<td>Camel News Caravan</td>
<td>22.7</td>
</tr>
<tr>
<td>The Golden West</td>
<td>19.0</td>
</tr>
<tr>
<td>Emmy Awards Show</td>
<td>16.4</td>
</tr>
<tr>
<td>Perry Como</td>
<td>15.7</td>
</tr>
<tr>
<td>Caravan</td>
<td>15.0</td>
</tr>
<tr>
<td>CBS-USA Network</td>
<td>14.4</td>
</tr>
<tr>
<td>Shoveling Snow</td>
<td>14.2</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>11.0</td>
</tr>
<tr>
<td>The Beverly Hillbillies</td>
<td>9.4</td>
</tr>
<tr>
<td>Wayne Emerson</td>
<td>9.4</td>
</tr>
<tr>
<td>Dino &amp; Marty</td>
<td>9.1</td>
</tr>
</tbody>
</table>

(Continued from page 57)

Public Service Role

('Continued from page 57')

liabilities. The opportunity to improve telecasting with greater funds available for experimentation and invention will present itself in the industry itself and those in a wider educational and public service program, he said. Mr. Streibert asserted that "television will be more profitable than radio ever was" since the high costs will be offset by a higher return.

Turning to radio, he insisted that competition from television will result in better programming and production in the broadcasting field, and said that the effects of TV throughout the nation in five years can be seen in New York at the present time. On WOR's Barbara Welles program, listeners were invited to send in their "gripes" and constructive ideas on the improvement of radio, he said, and their answers have proved invaluable to the station as a test of public opinion. Better programming could be coordinated among music bridges and dramatic passages; greater variety in program scheduling by the network's employment of well-known announcers for women's programs; elimination of the "foulky," bad grammar approach of many programs; increase in classical music and instrumental numbers. In conclusion included in the letters of advice received by the station. Radio, Mr. Streibert said, "will have to sell its medium more aggressively" and take cognizance of the listeners demands. It will have to go out and "work for billing, develop its own new talents" and re-sell itself to the public. The problem lies before the advertisers as well, Mr. Streibert concluded.

Network Time

('Continued from page 57')

provide that (except for one five-hour segment per week) stations in one market may not carry the programs of any one network for more than two hours in the 1-6 p.m. and two hours in the 6-11 p.m. time segments. In two-station markets the limit would be three hours in each segment; in three-station markets, four hours in each time block.

NBC claimed it "has an unquestioned position of leadership— but not of dominance—in network television," and opposed "any such rule" because: "(1) it would violate the responsibility with which Congress has placed upon the stations to select their programs; (2) it would illegally restrict competition among networks."

NBC's Position

NBC said its "position of leadership is the natural result of the excellent service which it offers and the wide public acceptance of its programs. This position has been attained by far-sighted planning and diligent effort in establishing a television broadcasting service. It has been accomplished under the American tradition of free and unfettered competition."

NBC asserted that no concept is more fixed in radio regulation "than the fundamental principle that the station operator — the licensee — must at all times retain the right to select the programs to be broadcast by the station, and that he does so in the public interest "if he abandons this responsibility."

FCC's proposed protection of viewer choice of network programs is incorrect, NBC said, noting that "the individual viewer in a single-station market has no choice of programs. He looks at what the station in his city happens to be broadcasting at the moment... It is absurd, therefore, to say that the suggested limitation will en- large or protect the viewer's choice."

Wide acceptance of popular programs of other networks was noted by NBC to show that the ability to obtain station clearances depends upon program attraction. NBC cited ABC's Stop the Music, CBS's Arthur Godfrey and His Friends and Dumont's Chevrolet-sponsored telecasts of Notre Dame football games.

"The simple fact is that no network can attain or maintain a lead- ing position in station clearances in limited markets unless it delivers a superior program service," NBC concluded.

The implication of FCC's proposed rule appears to be that all networks should develop equally under governmental control and that "competition is not in the public interest. If such is the case, Congress—not the Commission—must so decree."

"Furthermore, the Commission has no authority to set aside the antitrust laws and by 'rule' to decree that competition is not in the public interest. Any such action must come from Congress."

NBC pointed out that "any voluntary agreement among the networks and stations which would accomplish the Commission's objectives must ultimately result in the existing competition would violate the antitrust laws." The network also said:

"Not long ago, while other networks were urging affiliating stations to withhold building of television stations, or taking a passive attitude, NBC was encouraging the radio industry to bring television to the public. While other networks were barely starting, NBC was supplying a full schedule or programs so that stations could establish a service for which advertising support could be obtained. Throughout all this period, NBC was urging the building and extension of intercity networks — all against the existing order for circuits which no other network then wanted."

"Despite the limited number of television stations, and the head start which NBC achieved through its early promotion of television, each of the other networks has developed a commercial business and has greatly improved its time sales."

Comprising the first nine months of 1949 and 1950, NBC said, the percentage of increase in television network time sales of CBS and ABC exceeded that of NBC. ABC increased 290%, CBS 283% and

PROFITABLE

5000 WATTS BASIC NETWORK STATION

Northeastern Major Market Operating Profitably

$165,000

One-Third Cash

Box 36H, BROADCASTING

No Brokers

BROADCASTING • Telecasting
UHF Allocations

(Continued from page 57)
to switch to 41.75 mc. Some other manufacturers already have switched, he said.

Albert F. Murray, consulting engineer retained by Philco to make certain UHF sets for CBS in Bridgeport and Washington, was questioned briefly, principally on his factors of power and antenna height for various channel locations which differed slightly from those given by NBC in its report. He explained he got his data from an NBC ad hoc committee of Radio Engineers Proceedings but did not feel the differences were sufficient to effect any change in the measurements.

Dr. Goldsmith, DuMont's director of research, was questioned on the matter of receiver design as related to allocation policy. He stated FCC should consider "practical" design in making the best allocation. He noted considerable set improvements have been made by many manufacturers to overcome present channel selectivity. Sale set competition in fringe areas will force further improvements, he indicated.

Adaptation Plan

The DuMont official presented a city-by-city summary of the number of existing sets requiring adaptation for conversion to UHF under both the DuMont and FCC allocations plans. As of Jan. 1, 1951, 1,147,000 sets would require adaptation under DuMont's plan while 3,706,000 sets would require adaptation under FCC's plan. Data had been requested by Comr. Jones.

Criticism of NBC's Bridgeport report was contained in a DuMont inter-office memorandum titled "Alternate sets alone or in combination form testing of UHF Televisions." It was prepared under Dr. Goldsmith's supervision by Robert P. Wakenam, assistant director of its propagation department and an Ad Hoc Committee member who vigorously defended Ad Hoc Volumes I and II on fundamental engineering concepts when they were attacked [TELECASTING, Sept. 23, Oct. 23].

Two other Wakenam memoranda also were offered, one dealing with the adjacent channel problem and the other on the choice of a standard IF. Dr. Goldsmith stated all three documents represented his views and not those of NBC.

The report on conflicting UHF testimony noted NBC's report "at first glance makes it appear that a UHF television service is practicable only with the adjacent channel problem on UHF test stations in central Pennsylvania indicate UHF 'can provide an excellent television service comparable to that of VHF even when adjacent channel measurements may be thoroughly confused,' the DuMont memo stated, and commented it appears they 'have been led to believe that UHF is something entirely new and basically different from VHF, the propagation character-

ENSURING a recent Bermuda vacation are Rodenm Erickson (1) of Young & Rubicam, New York, and Mr. and Mrs. Goit Smith, of Procter & Gamble, Cincinnati.

LAUDS Broadcasters ROLE taken by broadcasters in promoting work of the American Cancer Society was lauded by Walter M. King, society radio director, as a letter to Robert K. Richards, NAB public affairs director. After citing instances of the mediums in society work, Mr. King said: 'It has been deeply gratifying to note the widespread and unsolicited aid invariably given by the broadcasters in presenting this information to the public. This service has resulted in lives saved, and indicates a soundness of thinking which is a prerequisite for the success of cancer control.'

RCA announces 1961 edition of RCA Reference Book has been shipped to RCA tube and parts distributors.

The report on conflicting UHF testimony noted NBC's report "at first glance makes it appear that a UHF television service is practicable only with the adjacent channel problem on UHF test stations in central Pennsylvania indicate UHF 'can provide an excellent television service comparable to that of VHF even when adjacent channel measurements may be thoroughly confused,' the DuMont memo stated, and commented it appears they 'have been led to believe that UHF is something entirely new and basically different from VHF, the propagation character-

RF Systems and ratios are entirely meaningless since if a more perfect theory could have been utilized, the measurements would perforce have been much closer to theoretical. Actually, we are interested solely in the quality of television service obtainable in the UHF frequencies and need concern ourselves with no theoretical values whatever.

The Commission has proposed as limiting values for UHF broadcasting, an effective radiated power of 10 kw with a transmitting antenna height of 14,000 feet. Because the necessary equipment is unavailable at this time, NBC was required to make an adjustment of power and antenna height to fit the terrain. To the best of my knowledge, such an adjustment has been made in any portion of the report to extra-

The memo contended an error was made in NBC's report in the determination of service ratio in accordance with FCC's proposal which specifies a local field intensity of 66 db above 1 microvolt per meter is required to override receiver noise at 600 mc.

Noise 'Non-existent!'

"Since local noise and interference is essentially non-existent at this frequency," the memo explained, "this is the value required for satisfactory service. The maximum value, in the NBC report, a value of 80 db is used in the determination of Grade A and Grade B service radii."

Reconsideration of the NBC data was made in the memo using the different value. It showed in going from 13.0 kw ERP, NBC's UHF station power, to FCC's proposed minimum of 100 kw an improvement of 8.6 db in field strength would be obtained, while going to 200 kw, FCC's proposed maximum, the improvement would be 11.6 db.

The following table was added, presenting several combinations of increased power and height, to show the field strength improvement adjusted to be expected over the data as measured by NBC:

<table>
<thead>
<tr>
<th>Power (kw)</th>
<th>Height (feet)</th>
<th>Field Strength (db)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 kw ERP</td>
<td>200</td>
<td>21.0 db</td>
</tr>
<tr>
<td>200 kw ERP</td>
<td>400</td>
<td>22.5 db</td>
</tr>
<tr>
<td>500 kw ERP</td>
<td>600</td>
<td>24.0 db</td>
</tr>
</tbody>
</table>

Dr. Goldsmith testified he personally visited the Bridgeport area last Monday and made limited field measurements at nine points. NBC's current tests to compare UHF and VHF service, using KCXZAK, its regular 13.9 kw ERP signal on 800 mc, and a special 250 w ERP test transmitter on Channel 4 (60-72 mc).

He said he got UHF pictures everywhere he got VHF pictures but that most of the UHF pictures were better. A fairly acceptable UHF picture was obtained from a hilltop 23 miles away, he said. But in many cases the UHF picture was better. A fairly acceptable UHF picture was obtained from a hilltop 23 miles away, he said. But in many cases the UHF picture was better.

The other report discussed various IF proposals and indicated use of 41.25 mc requires image protection from two channels, the 14th and 16th channels above the desired channel. It explained, however, that for one of the two channels lie at points within the desired channel where the receiver susceptibility is quite low and consequently the use of this channel is not a problem. Dr. Goldsmith was to appear Friday for further questioning. FCC indicated 17 other witnesses were to be called for cross examination.
Round One: RCA
(Continued from page 58)

hearing follows:

RCA opened the barrage Tuesday morning with Mr. Cahill renewing RCA’s contention that the FCC order approving the CBS system “is arbitrary and capricious and not supported by substantial evidence.” In addition, he said, “prohibition and outlawing of the RCA completely compatible, all-electronic color television system is entirely indefensible.”

Pointing out that 35 million current television viewers “will be deprived of any service whatsoever from CBS color receivers,” Mr. Cahill said the FCC “has distorted the most compelling reason for rejection of the CBS color system, its incompatibility, into the sole reason for its immediate adoption.” The CBS system, he said, “already an anachronism,” will necessitate viewers spending $50 for an adapter and $100 for a converter, plus installation for both, “to receive the degraded black-and-white pictures under the mechanical spinning wheel system,” owners of existing sets may have to spend about $500 million for adapters, plus an estimated $1 billion for converters, totalling $1½ billion, Mr. Cahill asserted.

Sees No Improvements

Complaining that work on the CBS system “in the past 10 years has not resulted in any fundamental improvement,” Mr. Cahill noted that “12 inches is the largest size direct-view pictures which can be used under CBS color. He said 99% of sets now used are direct-view receivers, and 90% of sets sold have picture tubes 16 inches and larger.”

He charged the CBS system “does not permit the highest quality of color service known to the art, does not leave room for all foreseeable improvements, and it does not permit all receivers to obtain pictures from all transmission sources.”

FCC has “deliberately split television broadcasting service and deprived the public of continuity of service and has exceeded its jurisdiction, contravened the public interest, and acted arbitrarily and capriciously,” he claimed.

Referring to FCC’s “contumacious disregard” for the radio engineering profession, Mr. Cahill protested that an FCC engineer, Edward Chaplin, was permitted to “make recommendations on his systems after he developed a device which could be used only with the CBS method of color telecasting.”

Mr. Cahill, pointing out that Mr. Chaplin “took the active technical role in hearings, was in charge of the FCC laboratories where the rival systems were tested,” said FCC in its technical evaluation “rejected the exception of the Chaplin and some CBS employees.”

“As a result of Chaplin’s participation, the RCA system did not get a fair trial; nor did the Color Television Inc. system,” he said.

Despite advantages of the RCA color system, “nothing good whatsoever is said about it in the Commission’s findings or in the record,” Mr. Cahill charged.

FCC’s system is compatible, has a picture “nine times as bright” as that of CBS “(without the annoying afterimages),” he noted.

“Even the ‘best the Commission can say about the CBS system is that it is adequate.”

Claiming “irreparable injury” for RCA “and its wholly-owned subsidiaries, NBC and RCA Victor, RCA’s general counsel charged that standardization of the CBS system has ‘jeopardized RCA’s research into the development of color television, in which millions have been invested.’ The order has also impaired market acceptance of RCA television receivers by authorizing this incompatible system and thus creating confusion in the minds of the public.”

RCA ‘Dilemma’

The order, he said, has resulted in an “insurmountable dilemma” for RCA: “If RCA manufactures sets capable of operating on the new standards, the deficiencies of these standards will be revealed in an insurmountable injury to the consumer good will which RCA now enjoys. On the other hand, if RCA does not manufacture such receivers, prospective purchasers of RCA sets will feel that RCA has failed to maintain sets capable of receiving all transmissions.”

Mr. Cahill said the order forces NBC to permit broadcast networks all the CBS systems, or “run the risk that the Commission will not renew its licenses to broadcast.” In reply to Mr. Cahill’s Distributing Corp., he said, the FCC was “feared that sets in use cannot receive color without extensive adaptation” and because the order has caused a “softening of the television receiver market.”

He charged that FCC Comr. Robert F. Jones, whom he quoted as saying the testimony of industry officials that the CBS system was purposely misleading, is a “demagogue.”

Mr. Cahill, discussing the “unwieldiness” of a set after adoption of conversion to CBS color, said RCA color sets “are far larger than the black-and-white receiver and contain 37 and 46 tubes, only 10 more black-and-white sets.”

The RCA attorney concluded that CBS should receive an acclamation in 1950 for having progressed beyond the point at which it was in 1948. CBS has “a clear and happy position,” because “it isn’t raising a bit of money. The money will be from the manufacturers.”

Rifkind Testifies

“Nothing” in the entire FCC report “justifies the fact that the FCC decided to colorize the broadcast,” said Simon Rifkind, of N.Y., attorney for Emerson Radio and Phonograph Corp. He also presented an argument for several of the intervenors because of the three-hour limit on arguments for the plaintiffs.

Charging the FCC order “affects a business injury in fact of a legal one,” Mr. Rifkind said Emerson’s backlog of orders for sets dropped 60% between Oct. 10 and Nov. 9. He said he had been told that since Sarnoff was required to drop from 50% to 75% in current set sales.

Emerson “has no particular concern with systems of color television, but we are concerned about marketing an article of commerce,” he said. As partial evidence to his claim that the FCC order “has dealt a serious blow to business,” he said some New York stock market brokers are advising customers to sell shares in TV manufacturing firms, and buy CBS stock.

He reported the psychological sets 16-inches and larger (Emerson stopped making sets smaller than 16-inches in January), that the audience does not want anything attached to a TV set, and that manufacturers are convinced the CBS device is “already obsolete.”

Mr. Rifkind told the court a definition analogous to FCC’s bracket standards proposal would be a case where a tailor tries to make a coat to fit both you and your small daughter.”

Hottest charge leved against the Commission came from Harry K. Smith of Munchin & Smith, New York. Mr. Smith2cns, manufacturing firm, rejected the FCC order as a total perversion of the law.

Mr. Smith said “it is a simple fact that there are only 7 million sets and 65 million color television sets in use out of business. On behalf of Television Installation Assn., composed of 23 Chicago-area TV service firms, he said installation and servicing of adapters and converters “would be
exceedingly expensive, and will not work."

Alfred Kamin, Chicago attorney representing the IBEW, Local 1031 (AFL), said the decision "will affect the livelihood of thousands of workers." He said "even a slight disturbance of employment opportunities will result in very substantial and irreparable damage." Mr. Kamin reported that of 21,000 members who have been employed for RCA in Chicago and nearby Bloomington, 18,000 are involved in the manufacture of TV sets or parts.

The FCC order "is a witch's brew," and is favored only by "unscrupulous dealers and manufacturers who want to ride on the CBS bandwagon," he concluded.

Answering the charges Wednesday, Judge Rosenman, CBS counsel, charged the color television dispute does not involve color at all. "Color is just a name," he said. "The real fight is between the set manufacturers of the U. S. and the people of the U. S."

He asserted that set makers "are determined" not to have color television until everyone has bought black-and-white sets, now being produced at the rate of almost "one million monthly." He said the approach of manufacturers is "Don't make us retool. Let's talk about color after we've sold 40 or 50 million black-and-white sets."

To the RCA claim that FCC has given CBS a monopoly, Mr. Rosenman replied "it is no more true than that RCA, or anyone else, is going to have a monopoly in black-and-white."

Pointing out that most of the discussion on both days was concerned with the fact that RCA was capable of producing black-and-white pictures on present sets from an RCA colorcast, Mr. Rosenman said "the principal thing to be determined is how to get color."

He and the other defendants maintained that the issue of color television is secondary to the attainment of color, and that the RCA method "cannot deliver good, acceptable color."

The FCC, empowered to make regulatory decisions of this kind, he said, "recognized the difference between a drawing-board system and an adequate work system that can go into the home. Every delay imposes an additional burden on the public, and encourages doubt and confusion in the minds of the public."

In the FCC affidavit, Mr. Goldman analyzed and refuted arguments put forth by RCA, NBC and RCA Victor Distributing Corp. in contending that irreparable injury had been suffered by the orders. C. J. Joliffe, executive vice president of RCA Laboratories Division, and Walter A. Buck, operating vice president of the division, charged loss was suffered by RCA; John H. MacDonald, administrative vice president in charge of finance for NBC, wrote on behalf of the network, and Walter M. Norton, president of RCA Victor Distributing Corp., charged injury on behalf of that subsidiary.

Charges 'Speculative'

Mr. Goldman in all cases contended allegations of injury were "extraneous" and said allegations of RCA Victor Distributing "are comprised almost entirely of hearsay reports from unspecified persons. Any loss to NBC in audience revenue will come from "the public's choice or a competitive disadvantage from other advertising media," he said.

He pointed out that expectations for the future "cannot constitute a basis for a showing of presently threatened irreparable injury," and that there is no requirement in the FCC order that a licensee must broadcast color programs. "The assumption made by the (NBC) affidavit that NBC will lose its television licenses if it fails to broadcast color programs is sheer speculation."

Dr. Joliffe's affidavit concerned mainly the invalidity of the invention of Engineer Chapin in color proceedings. "At no time during pendency of proceedings did RCA object to Mr. Chapin's participation. Mr. Chapin after he introduced in evidence the device he invented and rights to which he assigned the government, Mr. Goldman claimed."

He pointed out that the device, which Dr. Joliffe said in his complaint was usable only with the CBS system, was also termed usable in his connection "proving the possible use with the RCA dot-sequential system," by Dr. George H. Brown of the RCA Labs.

The U. S. government entered its case "with no interest except that of the public," said John F. Baecher, special assistant to Attorney General J. Howard McGrath.

With "nothing to advance except the public interest," he urged the court that the only "manner to properly and adequately represent the public interest is to respect it wholeheartedly and in all respects the FCC order."

In reference to charges of Pilot Radio Corp. against the part played by Sen. Johnson, Attorney Baecher said: "It is shocking to hear the unjust impeachment by inference and innuendoes of two important government branches."

The charges, he said, were made in the "most irregular and irresponsible manner in a way not relevant to any issue before the court."

CBS Statement

CBS released an official statement in answer to Pilot's subpena for CBS correspondence with Sen. Johnson. The notice filed with the court, pointed out that CBS released the requested correspondence although it was not required by law to do so, inasmuch as "Pilot is not a party to the instant proceedings, nor had its motion to intervene been granted at the time the subpensa was issued.... The material thus improperly demanded is utterly irrelevant to any issue sought to be raised before this court.

CBS released the letters "for the information of this court and the public," which are entitled to know "what a reckless and irresponsible attack has been made on the probity of the democratic process itself," it said.

Move followed a request by Sen. Johnson regarding the Pilot subpoena, for "every shred of correspondence between me and CBS to be made a matter of public record. I have nothing to hide and 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."

Mervyn W. Love

MERWYN W. LOVE, 45, radio and movie character actor and script writer, died of a heart attack at Union Terminal, Dallas, N. F. He had been in Dallas to audi- tions for the new Jakarta Broadcasting System, and when stricken was at the station to take a train to Joplin, Mo. He is survived by his widow.
“AMERICANS are the best informed people in the world.” That was the judgment of this panel of experts at the closing session of the annual convention of Sigma Delta Chi at Miami Beach Nov. 8-11. L to r: Fairfax M. Cone, chairman of Foots Conk & Belk; John Cone, publisher of Miami Herald (WQAM) and other newspapers; Louis M. Lyons, curator of the Nieman Foundation; Frank Sterzel, general manager of the Associated Press (see editorial page 46).

The industry can now foresee.

While communication is important, the network said, “the contemplated cut-backs will undoubtedly curtail production of television transmitting and receiving equipment.” These conditions emphasize the urgency of a Commission policy to assure preservation of competitive network opportunities until the emergency is over.

ABC said:

ABC did not postpone its television investments until the industry had been stabilized on a profitable basis but made substantial investments in the future of television. In making these investments, ABC confidently expected that full and unimpeded competitive opportunities would permit it to compete freely on the merits of its service.

The network said it “has not even begun to amortize its substantial television investments, intended from the start to provide a sound base for nationwide network operations.”

ABC said when facilities become available it “is willing to take its competitive chances and place of public good-will with full confidence in its ability to originate and develop a broad television service for successful nationwide use.”

“For reasons unrelated to the merits of its television service, ABC finds itself in a competitive straight jacket due to artificial limitations inhibiting the availability of adequate local broadcast and inter-city transmission facilities,” the network asserted, continuing:

Clearly the relative shares of the television audience in competitive markets, where at least four stations are available, establishes that the competitive positions of other networks in monopoly communities is basically attributable to denial of fair opportunity for access to the market, rather than to inferiority of their program offerings.

There is no mystery either concerning the basic considerations influencing a TV-AM licensee to favor its AM association for television network broadcasts. . . . Such a licensee generally anticipates maintaining the same basic affiliation in the long run and realizes that eventually it will be faced with competition from other TV licensees with different affiliations.

Network Time

(Continued from page 80)

NBC 2886, the network stated, asserting that no figures were available for DuMont.

Some of the questions which would have to be answered, NBC said, included:

On what basis would stations be compensated under any rule which compels them to accept programs from the networks? How temporary could the rule be in view of the fact that in FCC’s proposed plan for allocation of TV channels 67 cities of population greater than 75,000 have fewer than four competitors? What affect would the rule have on development of additional competitive networks?

Would it be feasible to develop new programs or offer sustaining public service programs or offset the penalties imposed by the rule? Would advertisers continue to spend large sums on network when the number of markets they would reach would in many cases be reduced? Has the situation developed since the Commission’s informal study in May of this year as the result of the increase in number of interconnected stations and the additional volume of commercial programs of other networks? What is the situation in the non-interconnected areas which would also be affected by the rule? Was the fact that some advertisers order only “short” network, omitting many of the single-station markets, given any consideration in the Commission?”

NBC briefly was filed by John T. Cahill, Charles F. Detmar, Jr., Gustav B. Margraf and Thomas E. Pogue.

ABC generally favors FCC’s proposals until the industry is freed from “existing artificial restraints” of free competition.

Sears Competition Being Hit

There is poor prospect of effecting future competition if one network is now permitted to achieve dominance, not through its merit or skill, but because of the advantages accruing under its inter-relationships while competitive opportunities for network television broadcasting are arbitrarily curtailed by shortage of facilities,” ABC contended.

ABC told FCC it is probable the “shortage of critical materials may mean to perpetuate the present limitation of competitive television opportunities for a longer period than either the Commission or

REBROADCAST

Rule Clarification Proposed

NAB filed with FCC last Monday its views on proposals to clarify the Communications Act provisions covering rebroadcasting. Definition of the term “originating station” is involved, an instance where a station desires to rebroadcast network programs of another station with consent of the network but without consent of the other station.

NAB contended Sec. 325(a) of the act, though speaking of “pro- gram” necessarily includes “signal.” History of 1927 legislation is cited.

If a ceiling is imposed on network program hours, CBS continued, color telecasts accepted from a network should be clearly excluded from the total of hours taken from that network, in order to encourage development of color broadcasting.

CBS network also felt provision should be made for the acceptance of special programs of public importance—UN sessions, World Series games, election returns, etc.—out of the minimum of hours contained in the time suggested in FCC’s proposal. Additionally, CBS felt any such rule should be extended to include the 5 a.m. to 7 a.m. time segment and also the 11 p.m. to midnight period, along with the 1-6 p.m. and 6-11 p.m. segments encompassed in FCC’s plan.

CBS Analysis

CBS submitted an analysis of hours taken from each network by CBS-TV affiliates during the week of Oct. 5-11, showing that on a weekly basis all were taking less than half the available maximum number of hours from CBS-TV during the afternoon segment, and all but four (WBTV Charlotte, WMVR-TV Jacksonville, WKZO-TV Kalamazoo, WHEN Syracuse) were taking less during the evening.

On daily basis, 17 stations were taking from 15 to 90 minutes more CBS-TV evening programs than the suggested FCC maximum on Sunday, Oct. 6; 10 exceeded the maximum on Monday; 2 on Tuesday; 6 on Wednesday; 3 on Thursday, 3 on Friday, and 4 on Saturday. During that week, no CBS-TV affiliate exceeded the proposed 60-minute limit during the 1-6 p.m. segment.

The CBS brief was filed by Rosenman, Goldmark, Colin & Kanye, New York counsel.

DuMont, which submitted an Oct. 22-28 analysis of one-station communities showing DuMont programs carried less than any other network’s, urged adoption of per-
permanent rather than temporary limitations on time that may be taken from any one network, subjected by appropriate allocations of the AT&T cable and relays.

The company charged that "contractual relationships and arrangements derived from the pre-existing channel monopoly and the spread of the common-law rules which preclude a fair and equitable use of other networks based on program commitments, the standard broadcast industry, and the unequal competitive advantages of such factors under conditions of limitation in amount of cable and number of stations are responsible for serious problems, including the establishment of national television networks on a truly competitive basis."

DuMont claimed "It is impossible for a national network to provide its services and pay network cable charges under the present method of allocation and billing unless there is an approximately equal division of the hours available time for network broadcast in one-station areas and in two-station areas."

The brief continued:

"It is suggested that it is essential that the Commission review the temporary and permanent factors effecting competition of network broadcast in the television industry in a manner similar to its investigation of the standard broadcast industry, and that it should commence an investigation in its own initiative requiring the full details of the conditions and relationships between affiliates and networks preliminary to public hearing and a modification of the uncertain broadcasting rules as applied to television."

Opposes Time Rule

DuMont opposed an affirmative requirement that stations devote a certain amount of time to each network.

"It follows that DuMont is of the opinion that the hours available time rule to eliminate monopoly is a negative restriction against gain of time to any particular affiliate network. Consequently, any station might opt to prevent efficient utilization of the available network time on broadcasting affiliates unless cable allocations are made to prohibit adjacency of programs of a single network of fractional hour's duration in such manner as to prevent competitive programming."

DuMont's comment that a limitation to two or three hours for a single network within specified segments, while potentially unification of stations might operate to prevent efficient utilization of the available network time on broadcasting affiliates unless cable allocations are made to prohibit adjacency of programs of a single network of fractional hour's duration in such manner as to prevent competitive programming.

The brief of the National Association of Radio Stations is that stations devote a certain amount of time to each network.

AT&T's recent reallocation of capacity will give greater disappoitionment of allocation of time to two networks, NBC and CBS, the brief charged.

It said an Oct. 22-28 survey of 25 TV stations in one-station market showed that 10 stations which, when coupled with minimum available time, would bar the availability of the broadcast facility to other networks.

The company said it is clear that "it would be unduly optimistic to expect that such interference will exist with substantially equal of gross billings."

Actually, Ft. Industry said, "It will be well that experience will demonstrate that television cannot support four national networks."

On behalf of WKY-TV Oklahoma City, KOB-TV Albuquerque, WNEW-TV New York, and WCAU-TV Philadelphia, the Washington law firm of Pierson & Ball filed a brief which said, in part:

Irrespective of any sympathy one may have for the proposal of the Commission . . . the proposed rules would be illegal because they would usurp the statutory right of the licensee . . . to determine, select, supervise and control program content. Moreover, even if such rules were within the ambit of the Commission, they would defeat the very purpose which the Commission has stated as being their objective (because they) would stifle competition between the networks rather than foster it. As necessary, such regulation "would be an attempt by the Commission to regulate the business of the public carrier . . ."

Steinman Claims

In separate but similar briefs filed by WBZ-TV Boston, George O. Sutton, WDEL-TV Wilmington and WGAL-TV Lancaster, members of the Steinman group, charged "there is no need or need for the proposed rules, and that, further, such regulation "will be an attempt by the Commission to regulate the business of the public carrier."

The opposition of WMBR-TV Jacksonsville; Crosley's WLLW-Cincinnati, WLWC Columbus and WTVW Dayton; WQ of TV, Antonio, WKTV Utica, WTMJ-TV Milwaukee, KOTV Tulsa; and WAFM-TV Birmingham was void of similar briefs filed by the Washington law firm of Hogan & Hartson.

The law firm of Segal, Smith & Hennessey, filing separate briefs for WMXK Memphis, WAPB-TV Ft. Worth, and WHAM-TV Rochester, claimed FCC's proposal would make TV a common carrier rather than a competitive service. It would also require a "reciprocal rule," FCC was told, based on the theory that in markets having more than four stations, competition already served only by requiring networks to distribute their programs to unaffiliated as well as affiliated stations. This, the brief said, would make common carriers of the networks too.

Briefs filed by Washington attorneys Spearman & Robinson for KXBN-TV and KBOM-TV Moorhead, Minnesota-St. Paul claimed that networks, like stations, are not entitled to protection from competition, and also asserted:

There is practically nothing in FCC's Notice of Proposed Rule Making to indicate that the public interest has anything to do with the proposed rules. Rule 73.607 claimed that the public be harmed or adversely injured in any way if one or more television networks should be destroyed as a consequence of inability to compete with other networks.

On behalf of KMTV Omaha and KING-TV Seattle, the Washington firm of Haley, McKenna & Wilkinson told FCC, "If the present 'temporary' difficulties are to be rectified by government intervention, it should be done by the Dep. of Justice, not by the Federal antitrust and monopoly statutes or by the FCC under its periodic review of a licensee's stewardship, and not by such broad and automatic formulae proscribing what programs a licensee may televise."

WTVR Richmond, in a brief by the Washington firm of Fletcher & Midlman, questioned the advisability of limiting network hours, and flatly opposed a specification of minimum hours which stations would be required to take from each network.

A brief by Miller & Schroeder, accompanied by an affidavit by Vice President and Director Victor A. Sholla of WHAS-TV Louisville, said that temporary rules of the type proposed would become permanent, not temporary, and while providing economic support for "older" would in fact reduce rather than increase network competition.

Other stations filing oppositions included WWJ TV Detroit, in a brief by Attorney Maurice R. Barnes accompanied by a letter from General Manager Harry Bannister; WNB-F TV Binghamton, in a brief by Herbert M. Bingham, William A. Porter and Robert M. Booth Jr.; WBTV Charlotte, WSM-TV Nashville, the Kansas City Star, KHQ Spokane, and KFTH-TV Los Angeles in a series of briefs by the Washington law office of Kirkland, Fleming, Green, Martin & Ellis; WSAZ-TV Huntington, by the firm of Yeager, Miles & Marks; WHNC-TV New Haven, by Fisher, Wayland, Duval & Southmayd; General Electric Co., by GE's law firm; WJZ, by counsel; the law firm of John W. Runyon; KRON-TV San Francisco, by President Charles Thieriot; KPRC-TV Houston, by Frank W. Wozencraft, Washington counsel.

Requests Rate Cards

RATE cards covering 1936-40 period have been requested from several stations by Bureau of Internal Revenue. The cards will be used by the bureau's Excess Profits Tax Council in reaching a decision on the tax claim of cable companies on the payment of tax during the war period. Stations picked by the bureau in compiling data were described as similar in operation to those whose claim was disallowed on payment. The council hears relief claims of taxpayers who feel they have overpaid.

November 20, 1950 • Page 85
CBS TV COLOR ORDER HANDED DOWN BY COURT

TEXT of temporary restraining order issued by three-judge federal court in Chicago against FCC's adoption of CBS color TV system (early story page 56) was released Friday, when court publicly held that industry "will suffer irreparable damage" if FCC order is not stayed pending final court decision.

Court's findings, after two days of hearing on motion brought by RCA, Victor, and CBS, indicate "that these plaintiffs and intervenors will suffer irreparable damage by virtue of the impairment of the market acceptance of present television receivers and by virtue of the inability of present television receivers to receive any broadcasts on the standards adopted by the [FCC] order without substantial expenditures which may prove to be useless."

Plaintiff's motion for an interlocutory injunction and for a temporary restraining order from and after Nov. 11, 1950, was denied. Motion for an interlocutory injunction is not determined by that date, which motion has been adopted and joined in by intervenors Emerson Radio & Photographic Corp., Philco Radio Corp., West-Gardner & Co., Sama/theric Corp., the Radio Craftsmen Inc., Television Installation Services, Local 813, IBEW AFL, and defendants' and intervenors (Columbia Broadcasting System Inc. and others). In the alternative for summary judgment, having come on for hearing before this Court, and the Court not having had sufficient time to consider fully the issues raised and the verified complaints and affidavits filed by the parties, and having determined that summary judgment will result if the promulgation, operation and execution of the order of the FCC adopted Oct. 11, 1950, is not restrained and suspended pending determination of the motion for an interlocutory injunction and the further motions to dismiss the complaint, or in the alternative for summary judgment, and the Court having made its findings of fact and conclusions of law to such effect, it hereby--

Ordered that the motion for a temporary restraining order, interlocutory injunction and suspending until further order of this Court the promulgation, operation and execution of the order of the FCC adopted Oct. 11, 1950, as effective Nov. 11, 1950 be and it hereby is granted--and it further--

Grande attacks Narba

RESOLUTION attacking new Narba treaty (story page 19) and authorizing fight against its ratification was adopted unanimously by National Grande in annual meeting Friday at Minneapolis. Grande charged treaty's clear-channel concessions to other countries would cause interference to U.S. clear-channel service to farm listeners, called it "gross injustice" to rural families.

William T. Faricy re-elected president of AM, at Annual Assembly meeting of board, held in New York. Among other officers re-elected was Robert S. Henry, public relations vice president.

News Directors Laud 'Broadcasting' at Meet

RESOLUTIONS COMMITTEE of National Assn. of Radio News Directors, meeting in Chicago (early story page 90) Friday, approved commendation to broadcasting, observing 20th year, and its "signal achievement" as recognized by President Truman, NARDN congratulated Broadcasting and expressed gratitude to Sol Taishoff, editor and publisher, for "enduring confidence in and support of audible journalism."

President Jack Shelley, Who Des Moines, made urgent appeal that delegates consider "what to do about inferior position of news in television." "One of greatest tragedies in field of public information," he pointed out, "would be for radio newsmen to let this new field go by default, and to allow TV station managers to feel they simply can't afford to bother with news shows of their own presented by professional newsmen."

Independents Ask TV Station Tax Relief

SPECIAL excess profits tax relief for TV broadcasters was asked House Ways & Means Committee Friday afternoon by TV Executives Tax Committee (Broadcasting, Nov. 13). John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman of independent TV stations' group, was spokesman (see story page 26).

Relief for TV broadcaster must be written into law, Mr. Kennedy said, to permit payment of bank loans and debts to equipment firms, while allowing future outlet for color TV, increased power and "new gadgets" being developed in business. Period 1946-49, inclusive, was pioneering and experimental stage; and FCC estimates five years of anticipated deficit operating at 100% of normal power, he said.

Also on committee: George B. Storer, The Fort Industry Co.; Herbert Levy, WAAM (TV) Baltimore; R. A. Borei, WBNS-TV Columbus, Ohio, Jack O. Green, KFMB-TV San Diego.

Comparing probable effect of proposed tax on earnings of 50 largest industrial firms in nation with tax on TV industry, Mr. Kennedy concluded: "...Such a [tax] method would practically amount to a fancy WPA for the corporate fat cats of this nation."

Hawaiian Tax Suit

SUIT filed in U. S. District Court for Territory of Hawaii seeking temporary injunction to restrain Territorial Tax Collector from collecting 1.5% tax on income from stations operating in Hawaii. Kenneth C. Davis, attorney, filed suit on behalf of J. Eiro McEw and John Keating, owners of KPOA Honolulu. Tax was imposed by Territorial Legislature in 1945.

Nash Am-Fm in Capital

ONE-YEAR contract for sponsorship of Fulton Lewis Jr., CBS commentator, on AM and FM signed by Capital Nash Sales Co., Washington, D. C., with regular p.m. period on WEAM Arlington, V. H. Nash Washington outlet, and via tape at 8:16 p.m. on WASH (FM) Washington.

According to one authoritative report, there are only 16 TV transmitters in stock among U. S. manufacturers. Plans for stepping up production, of course, are in blueprint pending thawing of freeze. Big problem is whether shortages in base metals will preclude full scale production as originally contemplated.

Christy Chemical Co. (carburizer deicing product) understood to be readying 13-week spot announcement radio campaign in mid-December. Agency is Meissner & Culver, Boston.

While fifth anniversary of clear-channel proceedings is expected to pass without any formal ceremonies at FCC, points now to chance of decision next spring.

Army Air forces TV hour will be telecast over entire DuMont network 8:30 p.m. Sundays. Contract expected to be signed this week, probably in probably third period. Program will follow format of radio show and originate from WAAM (TV) Baltimore.

Great Britain's Beveridge Commission, inquiring into future of BBC, may come up with report proposing dual broadcasting-television structure, i.e., government system under BBC and private system deriving its support from advertising, including American plan. Closer analogy would be Canadian or Australian systems. Dissatisfaction with BBC, so long evident, could bring this result-probably with divided commission report, now due in spring.

State Dept. overseas operations are about to acquire practical broadcasting expert. Howard Chernoff, erstwhile general manager of West Virginia Network, sails this week with Mrs. Chernoff for Europe, to assume one of several special assignments, under State Dept. auspices. He will initially headquarter in Paris.

Privacy Suit Delayed

Invasion of privacy suit brought against Ed Sullivan, CBS and Ford Motor Co., sponsors of Toast of the Town, by Irene Castle McLaughlin Enzinger in Chicago's district court delayed Friday until Dec. 11. George Arthur, Mrs. Enzinger's attorney, allowed time extension to Arvey, Hodes & Mantynband, Chicago firm representing CBS, as it sought additional time to answer complaint. Normal limit of 20 days expires today (Monday).

CBS Leads TV Sponsors

TV NETWORKS in October carried 199 commercial accounts, gain of 50 from 149 carried in September, according to Rorbaugh Report on TV Advertising. Breakdown shows CBS first with 72, NBC 67, ABC 41, DuMont 19. All networks showed gains from September levels.

Television Broadcasters Assn. taking mail poll of membership on board proposal that number of directors be increased from nine to 12 to give board wider geographical representation. If approved, three new directors will be elected at annual membership meeting Dec. 8 in New York.
13,500 Request Tickets to Attend Lyons' 'Morning Matinee' at Palace

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to the city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus.

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a.m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for...

13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days... and prove the popularity of one of America's greatest salesladies.

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

By JEAN DIETRICH, Journal Herald Staff Writer

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered: Were the contents of several cash registers dumped in the street? "Don't be silly!

Encouraged each other to...

Ruth called, "Looks like you kids still a long way to go."

To one straight-faced woman she remarked, "You're the..."
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD