note—ALL TV BUYERS!

Here's probably one of the most important collection of facts that you've ever glanced at. It concerns the homes that you and your clients get into for the dollars you spend in New York.

Are you getting your money's worth?
Study this table carefully...

<table>
<thead>
<tr>
<th>COST PER 1000 HOMES DELIVERED BY RADIO AND TV STATIONS IN METROPOLITAN NEW YORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1/4-hour nighttime comparison—October 1950)</td>
</tr>
<tr>
<td>10 New York Radio Stations</td>
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<tr>
<td>All New York Television Stations</td>
</tr>
<tr>
<td>6:00 - 8:00 PM</td>
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<tr>
<td>$3.50</td>
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<tr>
<td>$8.84</td>
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<td>8:00 - 10:00 PM</td>
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<td>3.03</td>
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<td>5.15</td>
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In other words, on a cost-per-1000 basis, New York television station rates are 153% higher than those for New York's AM stations during the early evening, 6:00 to 8:00 PM, and 70% higher during the 8:00 to 10:00 PM period. These facts are based on actual listening and viewing.

TV's good, but you need the AM too to thoroughly and profitably cover the greatest group of markets in America! That means buying

— the station that sells more people, more goods, more often than any other station in the United States.

NOTE: Ask us for a special and very informative study we have just made. It's called "An Appraisal of Radio Rates in New York."
AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistently emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and national educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance... two good reasons why WLS achieves such outstanding advertising results.
You can ERASE the question!

How can we cover New England completely and with local effectiveness?

YANKEE is the answer... with 29 Home-Town Stations

Coverage is a continuous study, market by market, state by state—but not in New England. In this six-state area complete coverage is a one-network buy—The Yankee Network.

For years these Yankee home-town stations—now reaching 29 markets—have answered the coverage question for hundreds of advertisers. They do this because in every market they deliver the large, ready-made local audience of Yankee and Mutual listeners. Every sales message has local impact—penetrates the entire trading area in the way that means sales results for local merchants.

The Yankee Network is New England's largest regional network—the only one-package buy that gives you complete coverage, with thorough local coverage of individual markets.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

THERE'S better than even chance that agreement among TV networks will develop toward FCC's investigation of AT&T allocation of coaxial cable and microwave relay time, scheduled to start next Monday. Pre-hearing conference today may kick off renewed efforts toward voluntary pact. FCC reportedly has no appetite for hearing, called after networks' failure to agree forced AT&T to make arbitrary time allocations, which DuMont and ABC-TV protested. Stratford Smith, assigned as FCC counsel for case, was in New York last week weighing voluntary allocation and in preparation for today's conference.

FIRST peeks into typical broadcast operations point to healthy 1950 increase in all business categories except network, with year's total to be well ahead of $429 million net in 1949. TV boom, of course, will leave 1949's $25 million far behind.

THOUGH nothing definite yet, transit and related FM services seemingly weathered all-day, all-FM FCC session Friday, one of several to be held to survey FM problems. Suggestions for transiting, storecasting, etc. be curtailed or banned reportedly received little enthusiasm at Commission level.

LLOYD YODER, veteran general manager of NBC-owned KOA Denver, slated for appointment as general manager of KNBC San Francisco and northern California operations of NBC. He'll succeed John Elwood, recently retired. No successor as yet named at KOA.

TOP CBS executives make no secret of dissatisfaction with date on which network representatives are invited to see RCA color demonstrations in Washington—Dec. 16, 10 days after demonstrations begin. Admiral Murphy, CBS vice president, telephoned request to RCA to move date ahead but was told accommodations unavailable for CBS before then.

FCC CHAIRMAN Wayne Coy this week will start month's leave on doctor's orders. Nothing organically wrong, it's reported. Doctor called it fatigue. It's presumed Vice Chairman Paul A. Walker will function as acting head.

STANDARD BRANDS through Compton Adv., New York, will use spot announcement campaign in radio and television in eastern and southern markets starting in spring of 1951 for its instant tea.

EDWIN W. CRAIG, WSM Nashville, chairman of Clear Channel Broadcasting Service, has called special meeting of 16 station managers in Chicago for today. Meeting will devise plans for opposition to Senate confirmation of NARBA treaty, which CCBS contends will endanger rural service to substantial portion of nation.

DESPITE worsening of international situation, there's little talk about reestablishment of De Forest Communications Network to coordinate communications policy matters. Evidently situation is being handled adequately through informal.

(Continued on page 118)

Upcoming

Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Business Briefly

AGENCY NAMED ● Standard Housekeeping, New York, national mail order and retail organization, names William Warren, Jackson & Delaney, New York, as advertising agency. Television will be used.


P&G SIGNS ● Procter & Gamble, Cincinnati (Dreft and Oxydol), to start sponsorship Jan. 1, three weeks weekly, of Kate Smith on NBC-TV, Agency, Dancer-Fitzgerald-Sample, New York.

COSMETIC FIRM PLANS HEAVY RADIO-TV DRIVE

HAZEL BISHOP LIPSTICK, New York (delilable lipstick), will start participation sponsorship of three network television shows as well as heavy spot announcement campaign in both radio and television, effective first week in January.

Advertiser originally used spot test campaign in television and is shifting much of its budget from newspapers into radio and television. Spot announcement campaign in which Hazel Bishop Lipstick will participate is as follows: Kate Smith Show on NBC-TV, Fri. 4:30-5 p.m., Cavalcade of Bands and Cavalcade of Stars, both on DuMont TV network.

Spot announcement schedule will include one-minute films to be placed on 35 television stations throughout country. In addition one-minute radio announcements will be used on about 50 stations in non-television markets. Agency, Raymond Spector, New York.

Murray Spitzer, advertising director of Revion Inc., joins agency as account executive on Hazel Bishop Lipstick account.

RCA EXPLAINS COLOR TV INVITATION LIST

RCA DID NOT invite FCC members to its latest compatible color TV demonstrations because color controversy is pending in court, RCA spokesman said Friday. Statement was in answer to newspaper assertion that RCA "snubbed" Commission by failing to extend invitation to showings, which start in Washington Tuesday.

Spokesman said that when RCA's suit against adoption of CBS color standards has been finally decided, FCC will be invited to demonstration that will include all developments and improvements in RCA system up to that date, and that Chairman Wayne Coy and other Commissioners have been informed accordingly.

DRUG STORE RENEWAL

DRUG STORE Television Productions has renewed Cavalcade of Stars on 19-station DuMont TV network, Fri., 10-11 p.m. for 52 weeks with 13-week options, and Cavalcade of Bands on 21-station DuMont TV network, Tues., 8-9 p.m., also for 52 weeks with 13-week options. New contracts signed Friday by Edward Kletter, president, Products Adv. Corp.
22.1% MORE ‘SPOT’ ADVERTISERS BOUGHT TIME ON KSD IN OCTOBER, 1950 THAN IN OCTOBER, 1949

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

For rates and availabilities, call or write

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

National Advertising Representative: FREE & PETERS, INC.
So what?
There isn’t a radio station which can’t claim some sort of first. Maybe first with left-handed defensive
quarterbacks, or first to use diamond-studded
microphones, or what have you.

We sport a few FIRSTs, too...profitable ones
for those who take advantage of them.

Such as: a show called “Club 1300”. WFBR-built
and produced. FIRST in rating against every kind
of opposition thrown at it for ten years—from
network soap operas to giveaways! Another one called
Shoppin’ Fun. Another called Every Woman’s
Hour. Others like Morning in Maryland, the Bob
Landers Show. Homemakers Harmonies and more
...a lot more...rate first with advertisers who
want results.

All right up there in the ratings—all with huge fol-
lowings. All available to advertisers on a partici-
patiing basis.

Has your curiosity been tickled? Contact a John
Blair man or WFBR direct. You’ll be shown very
clearly why, in Baltimore, you need

MARYLAND’S PIONEER
BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Cattle are not all beef . . . Beef is not all steak

<table>
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<th>1000 lbs. Steer</th>
<th>600 lbs. Beef</th>
<th>540 lbs. Retail Cuts</th>
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<td>at 26¢ per lb.</td>
<td>at 42½¢ per lb.</td>
<td>(including shop fats)</td>
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<tr>
<td>Packer pays</td>
<td>Retailer pays</td>
<td>Consumer pays</td>
</tr>
<tr>
<td>$260.00</td>
<td>$255.00*</td>
<td>$338.00</td>
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For livestock raising to be profitable, farmer's return must cover maintenance of breeding stock, feed and labor costs, land use and the grower's time for the three years it takes to produce a good-grade steer.

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers' dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

Based on market reports of the USDA for good-grade beef steers and good-grade carcass beef, Chicago style cutting, and on average retail prices for good-grade meat, as reported by the U. S. Bureau of Labor Statistics, Chicago, during 1949.

A good look at this chart quickly provides answers to a lot of questions people ask about meat. For example, it shows why sirloin steak from a 26¢-per-pound steer may cost 85¢ over the counter, and why a meat packer can sell beef for less than he paid for the animal "on the hoof."

Efficiency in saving by-products as well as meat—and not economic legerdemain—makes this possible. It is one of the big reasons why meat moves from farmer—to packer—to store at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
They Know Where to Get the Best Returns

FORSYTH BUILDING • ATLANTA, GEORGIA

Represented nationally by John Blair, in the southeast by Charles C. Coleman

Page 8 • December 4, 1950
EXCLUSIVE!

PEOPLES
DRUG STORES
—one of America's foremost drug companies
buys
WWDC exclusively in Washington!

This great drug company knows a great radio buy when it sees one. And so Peoples bought news broadcasts on WWDC 24-hours a day—the only buy of its kind in the rich Washington market. Every hour on the half hour, Washington gets all the news from WWDC, and good, selling messages from Peoples.

If your business needs a real boost in Washington, get all the facts about WWDC from the Forjoe man.
WRC's Bill Herson has just concluded another successful promotion. You must have heard about Bill's Confederate money bidding contest for an RCA television set. Results, in a rather specialized promotion, were nonetheless TERRIFIC. We've just 5000 watts, but the bids, in wires, letters and phone calls came from all over America.

Arthur Edson, Washington feature writer for Associated Press, mentioned: "It may be that Confederate money will go farther here than it did in the last days of the Civil War..." (over 100,000 bills of all denominations were bid).

May we add... your money, dollar for dollar, on WRC will go farther today, in spots or programs for your product.

WRC has a heritage of results. This is just one example.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

First in Washington WRC
5,000 Watts - 980 KC
Represented by NBC SPOT SALES

CONFEDERATE MONEY!

DOUGLAS DAVID BALLIN JR.

Keeping an "open mind" on advertising's ever-changing problems and, above all, "listening to the other guy's story before making a decision" are cornerstones of philosophy that have guided the active business career of Douglas Ballin, radio director of Whitehall Pharmacal Co., New York. Added to these convictions is his "first love" of radio.

"Right now by far the most interesting problem," says Mr. Ballin in looking back over his radio associations, "is what to do about television in relation to radio. This, of course, is a problem facing many longtime network and spot advertisers.

If his past performances pose an accurate indicator, neither Mr. Ballin nor his enterprising radio-minded firm need be confused. Whitehall currently sponsors five network shows and recently signed with NBC for its Operation Tandem, which also falls within Mr. Ballin's jurisdiction. Additionally, the drug company sponsors a program on the CBS Pacific Coast Network and spot schedules on over 300 stations.

Douglas David Ballin Jr. was born in New York City April 17, 1916. His early education consisted of four years at the Hill School beginning in 1934 and, later, attendance at Princeton U., where he emerged with an A.B. degree in political science. At Princeton Mr. Ballin was active in interclub sports and in management of the university's Triangle Club.

Upon graduation in 1938, he went west "to see as much of the country" (Continued on page 41)

strictly business

when he goes home at nite...

CARUSO listens to WCAU for the best in music

Caruso strikes notes for WCAU in promotion ad.


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

✓ WEXL reaches over ½ the population of the State of Michigan
✓ WEXL is Michigan's First Independent Station (26 years)
✓ WEXL programs Music - News - Sports when you want them

Better "look on the other side" for High-Class Low-Cost Sell...

Phone Jordan 4-6523 National
HIL F. BEST
Representatives

DETROIT MICHIGAN
FIRST
... IN RADIO!
... IN TELEVISION!

KPRC ★ KPRC-TV

Lamar Hotel, Houston
Affiliated with NBC and TQN

W. P. HOBBY, President ★ JACK HARRIS, General Manager
Represented Nationally by:

EDWARD PETRY & CO.
This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. “A lovely market,” museed Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

“Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shock this ear of corn sent in by an admiring listener?”

“Let’s open the package,” said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. “Iowa is a good place, Daughter, and we have a capital per capita, and half of the state’s income is industrial and half comes from the fat of the land.”

“I am going to give you my portable,” the girl answered, “so that when you walk from the car to your office you can hear the Columbia Broadcasting System’s exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts.” She raised a window and the Iowa air, clean as your grandmother’s bobby pin, floated in.

“They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business.”

FRIDERIC (Ted) LONG, director of radio and television for Geyer, Newell & Ganger, New York, began his professional career selling tubes and other indispensable radio parts in Boston. Today, he has himself become an indispensable part of radio.

A potent force in television besides Mr. Long brings one of the most versatile of backgrounds to his present job as overseer of the impressive Nash-Kelvinator accounts, among many others.

In the latter days of his job as parts salesman he took over the supplementary job of announcer on WLOE Boston, remaining with the station until it closed its doors in bankruptcy.

He then joined WNAC Boston full-time as announcer and program supervisor. One year later he moved to WEAN Providence as commercial manager, shortly, advancing to the post of general manager of the station.

Four years later Mr. Long joined CBS in New York as a producer. He built and produced the Kostanets show, produced The Hit Parade for the first year-and-a-half as well as the Flying Red Horse program. In 1936, he was named an assistant to Harry Butcher as program manager for CBS at WJSV (now WTOP) Washington. In 1939 he returned to New York to free-lance, producing such shows as the Ripley program and The Hit Parade Party. In addition he was selected to supervise broadcasting activities for the New York 1939 World’s Fair. In 1940 he served as assistant radio director of the Republican National Committee.

One year later he moved to Chicago to join Lord & Thomas as head of radio. In 1941 he became administrative executive for the Coordinator of Inter-American Affairs.

In 1944 he joined BBDO New York, as radio account executive and head of the television and motion picture division. And two years later he went to Geyer Newell & Ganger as production manager, later to be named assistant director of radio and television, and ultimately obtaining his present job in 1949 as head of the department.

Besides the Nash-Kelvinator account, Mr. Long supervises the radio and TV advertising for Embassy cigarettes, Continental Oil, Krueger beer and Zippo lighters.

The Longs, she is the former

(Continued on page 40)
WILLIAM F. WALSH, Buchanan & Co., N. Y., to Lennen & Mitchell, N. Y., as account executive.

STEWART GARNER, Hollywood account executive, transfers to television department of agency’s N. Y. office sometime next month.


RALPH G. TUCHMAN, assistant to general manager KTTV(TV) Los Angeles, to Walter K. McCreery Inc., Beverly Hills, Calif., as radio-TV director. Replaces KEN BARTON, resigned to do freelance radio-TV production and announcing.

BENJAMIN GOLDBERG, Stuart Bart Agency, N. Y., to Franklin & Gladney Inc., same city, as art director.

KATHERINE M. NEUMANN, director of home economics department KMBC Kansas City, Mo., to radio-TV department Ketchum, MacLeod & Grove Inc., Pittsburgh. She will be featured on Kay’s Kitchen, Mon-Fri. over WDVT(TV) Pittsburgh.

MAX E. FIRETOG, art director S. R. Leon Co. Inc., N. Y. appointed vice president.


CHANGE of address: BERNARD B. SCHNITZER Inc. moves to 347 Stockton St., S. F., BRISACHER, WHEELER & STAFF moves to new building at 1660 Bush St., S. F.

KENNETH R. McMATH, N. W. Ayer & Son, N. Y., to Lennen & Mitchell, N. Y., as account executive.

MARK FORBES, John Irving Shoe Corp., Boston, to The Biow Co., N. Y., as copywriter.

GOFF ASSOC., new advertising agency in Wilmington, Del., has been organized by ALAN GOFF, former graphic presentation director MBS. The agency will serve both manufacturing and retail accounts in Delaware and on nation-wide basis. Offices are located at 830 Orange Street, Wilmington.

Personals . . .

CORWALL JACKSON, vice president in charge Hollywood office J. Walter Thompson Co., in New York for 14 days attending conferences . . .


ELON BORTON, president and general manager Advertising Federation of America, elected director-at-large of Advertising Council . . .

JOHN MATHER LUPTON, president of advertising agency bearing his name, was inducted as professional member into William H. Johns Chapter, Alpha Delta Sigma, the national honorary advertising fraternity.

BROADCASTING * Telecasting

George Haefnern
GIVES THEM . . .

AND THEY LIKE IT!

There’s nothing city-slickerish about George Haefnern’s “Country Fare” show every weekday on WHAM from 5:30 to 6:30 a.m.

Just down-to-earth facts and chit-chat about running the farm; news bulletins; crop reports; and lots of good old-time music always as welcome as ham and eggs to start the day off right.

An hour that’s loyalty listened to all thru Western New York by the prosperous farmers in WHAM-land.

Normally “Country Fare” is sold out. It does that good a job for advertisers. But availabilities do open up from time to time.

If you want to sell to the Western New York farmer, see HOLLINGBERRY about WHAM’s “Country Fare.”

WHAM

The Stromberg-Carlson Station

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

December 4, 1950 * Page 13
LOCAL PRESTIGE IS IMPORTANT IN PACIFIC COAST NETWORK RADIO, TOO!

DON LEE's network prestige is "home-town" prestige in 45 important Pacific Coast marketing areas—and in 24 of these markets, Don Lee has the only network radio outlet. That, above all else, explains why Don Lee is the only network designed for complete local Pacific Coast radio coverage.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee offers advertisers all the advantages of local selling, local influence and local prestige. That's important in selling and it's an exclusive Don Lee network selling advantage.

With Don Lee you get local product acceptance where you want it—to meet your specialized marketing prob-

LEWIS ALLEN WEISS, Chairman of the Board · WILLET H. BROWN, President · WARD D. INGEM, Vice-President in Charge of Sales

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY

Of 45 Major Pacific Coast Cities

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<th>ONLY 10</th>
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<th>8</th>
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<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
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<td>have Don Lee and NO other network station</td>
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Page 14 · December 4, 1950
lems. You buy coverage to fit your distribution. No waste. You buy only what you need.
Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station located where they live and where they spend their money. It's the most logical, the most economical, the "best received" coverage you can get for the Pacific Coast.
That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

Don Lee Stations on Parade: KVOE—SANTA ANA, CALIFORNIA
Orange County has a population of over 200,000 and annual retail sales are nearly $200,000,000—and KVOE is the only radio station within the county. Only via this 24-year-old Don Lee station can you cover this market from the inside—locally—where the people live and spend their money. The Don Lee network covers the whole Pacific Coast market with 45 such strategically located stations.

The Nation's Greatest Regional Network
Fund for radio, television, AAA, cooperated in beginning to receive pledges from listeners. The first variation was made when the request was made for radio, television, AAA, cooperated in beginning to receive pledges from listeners. Irving Zeidman, program director for the station, had made the request on Happiness Exchange, and when he heard that the baby had died in New Orleans and the family could not afford to transport the body home nor provide a proper burial. The expenses were set at $75, but before Mr. Zeidman could halt the calls the station had received $110.

**Generous Listeners**

Within minutes after a plea was made for donations for a farm family whose baby had died away from home, KNOE Monroe, La., began receiving pledges from listeners. A doctor in Cleveland, Ohio, called WERD (the station) that city and asked that a message be read over the air, urging anyone with type O blood to call the Huron Road Hospital at once in order to save the life of a patient who needed 10 pints of blood. WERD put the announcement on immediately and read it several times during its broadcast of the Cleveland Barons’ hockey game. The doctor called the station again, some half-hour after the first appeal was made, and reported the hospital had been flooded with calls from listeners and had obtained the necessary blood.

**Boost for History Teachers**

Use of a daily newsreel covering world events will be one of the methods of teaching history in San Antonio classrooms. WOAI-TV

---

**In The Public Interest**

The BIG PLUS in Little Rock can be yours...if you advertise on NBC's Arkansas Powerhouse-KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

---

**Bergen Visit**

KCBQ Records Events

When a five-year-old polio patient at San Diego County Hospital recently asked her parents for a photograph of Edgar Bergen's precocious pal, Charlie McCarthy, she really sparked a chain of events. And Charlie, no woodshed, rose to the occasion.

The appeal was passed on by Kathleen Howell's parents to the National Foundation for Infantile Paralysis, whose county chairman forwarded the request to UP Writer Virginia McPherson. She, in turn, to Mr. Bergen, who consented to make the trip.

KCBQ San Diego's special events section setup a two-way public address system at the hospital so Charlie could chat with the girl through a glass panel in the isolation ward.

The Regan tape recording made at the airport and hospital was played back that evening on KCBQ. Listeners heard Charlie question the girl about her gifts and chuckle at his own gags, while a baby in the polio isolation ward waited softly in the background.

---

**KCBQ**

Dial 920

Arkansas' Preferred Station

---

**Charlie McCarthy** — aided, of course, by Mr. Bergen—chat with polio victim, Kathleen Howell.
**PROSOeCr.**

**BROADCASTING**

52 WEEKS A YEAR

**Merry Christmas**

... with **BROADCASTING • TELECASTING**. What better gift than that of business knowledge, of thought-provoking feature articles and keen-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give **BROADCASTING • TELECASTING** you give the finest in radio for 52 weeks, plus the big 3½ lb. 1951 Yearbook.

at Special Christmas rates ... 

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**Note:** Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

**PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—**

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**Signed**

**Address**

**IMPORTANT—Mail today to:**

**BROADCASTING • TELECASTING**

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

<p>| | | | |</p>
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<td>$</td>
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<td>Bill me later</td>
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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
New York Analysis Refutes Rate Cut

ANSWERING advertisers and agencies who have been clamoring for a reduction of evening radio rates in New York on the presumption that television viewing has severely cut into radio listening in that city during the evening hours, the research department of WOR New York last week unveiled an analysis of homes reached by each medium which showed radio to have an appreciable edge over TV on a per 1,000 homes basis.

The WOR report also noted that while New York radio stations are delivering more listening families at less cost than they did 10 years ago, the city's newspapers and national magazines in the same period have instituted rate increases far in excess of their circulation gains.

The radio WOR market, it was obtained by applying the 15-minute evening rates of the city's seven TV stations and the 10 radio stations whose nighttime audiences were measured throughout the week by The Pulse Inc., against the actual listening and viewing audience as obtained by projecting radio and TV ratings for October 1950. This comparison showed, according to the WOR analysis, that, on a cost-per-1,000-homes basis:

"Nighttime radio rates in New York were 60% lower than comparable television rates in New York during the early evening (6-8 p.m.) and 41% lower in the 8-10 p.m. period as of October..."

Cost-Per-Thousand

Radio delivered 1,000 listening New York homes for $3.50 in the 6-8 p.m. period, and for $3.03 in the 8-10 p.m. period, contrasted with TV costs of $8.84 per 1,000 homes in the early evening hours between 6 and 8 p.m. and $5.15 for the following two hours between 8 and 10 p.m., WOR stated.

The report also pointed out that the margin of TV over radio is more pronounced than these figures indicate, since the comparison is based on New York's 17-county metropolitan area and makes no allowance for the sizeable audience edge that radio has over television in the area beyond metropolitan New York," and since no account was taken of talent costs "which bulk so large in TV as contrasted with radio."

Avoiding direct cost-per-1,000 comparisons between radio and printed media as "difficult to establish because of the controversial problems involved in comparing rates and circulation for the different media," the analysis is limited... (Continued on page 22)

Radio Flexes Biceps

NEW YORK, the world's number one market, and Washington, the white collar capital of the globe, have answers for those who see "ear radio" yielding all to "eye radio." New York with seven TV stations and TV circulation approaching the million mark, has been cited as Exhibit "A" in the circulation of radio to TV. In the adjacent column, there's verified proof that radio furnishes the biggest bargain for advertisers of any medium extant. Simultaneously, Washington, with its four TV stations, produced reports based on reliable research, proving that radio listening between 6 a.m. and 7 p.m. has shown a considerable increase over the last 12-month period.

D. C. Shows Gain Despite TV

Radio listening shows an impressive increase over the past 12 months for the important Washington market. In the periods before 7 p.m. radio had a bigger audience than it had a year ago in spite of the city's four television stations which, at the same time, claim a set circulation increase of 175%.

While the total evening radio audience is off slightly, many of the network nighttime periods show an increase for the year.

Just how healthy radio is may be seen by an analysis of the October 1949 and October 1950 reports on the Washington radio audience by the American Research Bureau. Of the 13 one-hour periods between 6 a.m. and 7 p.m., increases in total audience have been registered by 61.5% of them, Monday through Friday. On Saturday, 38.5% of the daytime hours show gains in cumulative audience over comparison of October 1949 and October 1950. There were 26% increases in the Sunday daytime hours which had more listeners in 1950 than in 1949.

In the period before noon, Monday through Friday, 83.3% of the hours made an increase in total audience between the two years. This growth in circulation is credited partly to the increased interest in news broadcasts since the outbreak of the Korean conflict.

Although the Washington stations do carry heavy news schedules before 9 a.m. and the audience flow may be somewhat static, the total morning audience certainly has not been "forced" by news alone.

Before 4 p.m., 80% of the one-hour periods show a gain in total audience... (Continued on page 21)

FREQUENCY USE

Top Policy Agency Seen

Creation of a permanent top-level frequency allocations and communications policy agency which would draw the broad blueprints for FCC and the Interdepartment Radio Advisory Committee, who may become Senate majority leader in the next Congress, urged the temporary board to recommend appointment of "an Assistant Secretary of State for Communications." McFarland's Views

Sen. McFarland, who had initiated a Senate subcommittee study similar to the Presidential board's just prior to the latter's creation, made his suggestion in a letter sent Friday to Board Chairman Irvin Stewart, former FCC Commissioner and now president of B. United States.

A copy of Sen. McFarland's letter was sent to Senator of State Dean Anderson.

The seriousness with which Dr. Stewart's board is pursuing the idea of a permanent policy agency was indicated by the fact that representatives of the Budget Bureau were called in for conferences following the sessions with FCC Chairman Cey.

Although final thinking has not yet crystallized, it was understood the five-man temporary board feels that frequency and communications efficiency would be improved through the operation of an agency to set broad, overall policies.

It would be the present board's hope, on the basis of current discussions, that the permanent agency would function with a minimum of disturbance to the operations of the FCC and the Interdepartment Radio Advisory Committee (IRAC).

It was conceded, however, that improvements might result if there were an overall agency which could, for instance, pass upon the respective frequency requirements of government and non-government users. IRAC's present operations in this regard have been an... (Continued on page 118)

VOL. 29, NO. 23
WASHINGTON, D. C., DECEMBER 4, 1950
$7.00 A YEAR—25¢ A COPY

December 4, 1950 • Page 19
I. E. (Chick) SHOWERMAN, who has just resigned as NBC Central Division vice president, ending 22 years with the network (see story page 23), on Dec. 11 will join Free & Peters Inc., station representation organization, as television sales manager. He will spend several weeks in the Chicago office before moving to New York after the first of the year to supervise TV sales representation of all seven F&P offices from headquarters there.

Joining NBC's Chicago sales staff in 1928 when the network first established offices in that city, Mr. Showerman remained there until 1938, when NBC transferred him to New York as assistant sales manager of its Eastern Division. He became sales manager of the division in 1940 and in April 1946, after a decade in New York, he returned to Chicago as general sales manager of the NBC Central Division. In August 1947 he was made vice president of the division, holding that title until his resignation from NBC last week.

As manager of NBC's Chicago operations Mr. Showerman has directed the operations of the network's TV station there, WNBQ, from its blue print days to the present, when it is in its second year of telecasting as one of the city's major TV stations.

In announcing Mr. Showerman's appointment, Free & Peters hailed it as another important step in the firm's TV development, which began nearly four years ago—in January 1947—when F&P sold a spot campaign for KSD-TV St. Louis. A separate TV sales staff was established in September 1948. F&P now represents eight TV stations: WOC-TV Davenport, WBAP-TV Fort Worth-Dallas, WAVE-TV Louisville, WTVJ (TV) Miami, WTCN-TV Minneapolis-St. Paul, WPIX (TV) New York, KSD-TV St. Louis and KRON-TV San Francisco.

KRAFT BUYS TWO

KRAFT FOODS, Chicago, will sponsor two 15-minute segments of Queen for a Day Tuesday and Thursday beginning Jan. 2 and two five-minute Bobby Benson shows Tuesday and Thursday on the full Mutual network beginning the same date. Shows will advertise caramels, malted milk and Kraft Dinner. J. Walter Thompson, Chicago, is the agency.

REISS FORMS

New Representative Firm

O. J. REISS last week announced the opening of a national representative office at 904 Maritime Bldg., New Orleans, La. A veteran radioman, Mr. Reiss also has served agencies in consumer research and market analysis in the New Orleans area.

A long-time resident of New Orleans, Mr. Reiss owns Reiss Coffee Co. from 1934 to 1942. He also has been Tennessee state manager for Brown-Forward Distillery and Louisiana manager for Christian Bros. Wines.

In the radio field, Mr. Reiss has been with WHHM and WMPS, both in Memphis. At present he represents 14 Louisiana and Mississippi stations in the New Orleans market.

PANGBORN

Is Named General Manager

Southland (WOAI-AM-FM)

APPOINTMENT of Arden X. Pangborn, business manager of the Portland Oregonian (KGW), as general manager of Southland Industries Inc., owner and operator of WOAI-AM-TV San Antonio, was announced last week by Hugh A. L. Half, president and treasurer. Mr. Pangborn joins the organization, which also includes oil, ranching and real estate properties, on Jan. 15.

Mr. Pangborn has been business manager of the Portland newspaper since 1946, when he succeeded E. Palmer Hoyt, now editor and publisher of the Denver Post. For the preceding five years, he had been general manager of KGW and was succeeded in that post by H. Quentin Cox, its present head.

Mr. Half, president and general manager of WOAI, recently assumed the presidency of Southland Industries following the death of his uncle, G. A. C. Half, last September. Mr. Pangborn will report directly to Mr. Half.

One of the West's best known newspaper executives and broadcasters, Mr. Pangborn, now 45, started on the Oregonian a quarter of a century ago. He served successfully as a cub sports reporter, general reporter, city editor, executive news editor, managing editor and, in 1941 became general manager of KGW and also of KEK Portland. The latter station was subsequently sold, under the dual ownership regulations, to Westinghouse.

He graduated from the U. of Oregon in 1929. Among his many achievements in the newspaper field was the winning of the coveted U. of Missouri's School of Journalism honor award for 1940.

Mrs. Pangborn is the former Marie Mathison of Portland. They were married in 1932 and have two children, Kim and Mary Alice, not yet in their teens.

TIME SALES

Networks Gross $16,303,325 In October

GROSS TIME sales of the four nationwide radio networks in October totaled $16,303,325, only 0.7% below the $16,423,385 grossed in the same month of 1949, according to Publishers Information Bureau.

PIB report shows CBS the only network with a larger gross for this October as compared to last, an increase of 10.0%, while the other three networks all sustained losses in comparison to their grosses in the previous October.

For the 10-month period, January through October, the total of $152,025,610 is down 2.2% from the $155,536,283 gross net work time sales in the same period of 1949.

Again, CBS is the only network to show a gain, up 10.0% over last year.

Table prepared by PIB follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Oct. 50</th>
<th>Oct. 49</th>
<th>10 Mos. 50</th>
<th>10 Mos. 49</th>
</tr>
</thead>
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<tr>
<td>ABC</td>
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<td>$3,494,683</td>
<td>$29,589,013</td>
<td>$35,279,373</td>
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<tr>
<td>CBS</td>
<td>$6,724,657</td>
<td>$5,754,037</td>
<td>$71,743,321</td>
<td>$52,665,629</td>
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<tr>
<td>MBS</td>
<td>$1,534,526</td>
<td>$1,667,482</td>
<td>$13,422,065</td>
<td>$15,377,323</td>
</tr>
<tr>
<td>NBC</td>
<td>$4,929,126</td>
<td>$5,597,183</td>
<td>$51,277,221</td>
<td>$52,823,438</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$16,303,325</td>
<td>$16,423,385</td>
<td>$152,025,610</td>
<td>$155,536,283</td>
</tr>
</tbody>
</table>

"That's not a hula, Bert ... That's FM oscillator radiation!"
OPERATION EMERGENCY

PUBLIC and civic officials joined last week in recognition of radio's life-saving role on behalf of millions of persons living in the storm-struck area from Illinois to the Atlantic.

Residents of the nation's most populous region were guided by radio through one of the most serious emergencies in history, a service at which broadcasters have long experience. With every other medium crippled or impotent, radio stepped into its familiar disaster role and demonstrated that it can instantly and effectively contact the bulk of the population.

The blizzards and gales that swept the region provided an unexpected disaster drill, a reminder that the industry is prepared to serve its role as No. 1 information source in case of a national defense emergency.

Radio Efforts

No possible estimate could be made of the number of lives saved and the suffering spared millions of persons living in the storm-struck area that was avoided, but everywhere mayors, governors, Red Cross officials, civic leaders and others paid tribute to radio as an information medium with the widest circulation, fastest action and greatest resistance to breakdown in time of crisis. Commercial schedules were tossed out the window to clear time for disaster service.

In many cases stations were temporarily stunned by blown-down towers or power failures but alert staffs quickly put emergency transmitters and power facilities in action. Power failures silenced many receivers, but portable and auto sets filled much of the gap.

Radio station crews, ignoring weekend leaves, fought their way through snow-bound streets and roads to man transmitters and handle the heavy load of work at studios and offices. They operated in the finest radio tradition as the industry became the only contact home-bound people had with their communities and the outside world.

Everyone became a reporter, from executives to typists, as facts were gathered by utilizing every operating means of transportation or old-fashioned foot-power. A saga of heroic public service performances could be, but never will be written because radio personnel were too busy with disaster relief to bother recording their individual contributions.

With many newspapers unable to print, and countless others unable to circulate papers to subscribers, radio proved itself as an effective medium in areas having stations, but in some areas where winds reached unprecedented velocities the damage to home TV antennas was serious. Even with antennas blown down, however, a surprisingly high percentage of sets continued to operate. Built-in antennas and temporary home-made rigs minimized effects of the storm in TV areas. When power was off, however, sets became inoperative. In some cases reception was marred by below-normal voltages.

Householders were warned in some cities to turn off all appliances because of the danger to

WINDS of hurricane velocity that whipped through New England levelled two 380-ft. towers of WPRO Providence. This one was topped shortly before 10 p.m., Nov. 25.

N.Y. WEATHERS WIND

NO INTERRUPTION of major radio and television network programs originating in the New York area was reported during the recent storm. WNBC New York, which transmits from Port Washington, Long Island, where public service power failed, was off as the air briefly during a local program Saturday morning (Nov. 25) from 9:05 to 9:20. For the next 18½ hours, the station operated on power from an auxiliary generator. The WCBS transmitter on Columbia Island, off New Rochelle, N.Y., in Long Island Sound, sustained minor damage from salt water. The station had to reduce power from 50,000 to 5,000 w between 10:39 and 10:56 a.m., and 11:33 a.m. and 12:29 p.m., Saturday.

Major casualties of broadcasting in the New York area were suffered on a flat section of the New Jersey coast which was struck by gale winds and inundated by high waters from the Hackensack River and ocean. Transmitters in this area included WMGM at Rutherford, WMGM-FM at Cliffside Park, WINS at Lindhurst, WMCA at Kearny, WWRL at Secaucus, WHOM at Ridgefield Park, and WBNX on the outskirts of Paterson.

Saturday morning at 6:32, flooded power lines at the WINS transmitter site put that station off the air until 10:40 a.m. Then, after transmitting briefly until 11:07 a.m., the station was off the air until it resumed at 1:30 p.m. on a share-basis with WMGM over the auxiliary transmitter of WOR at Cateret, N.J. From then until sign-on time Tuesday, when its repaired facilities became available, WINS used WOR facilities—Saturday from 1:50 to 8 p.m., Sunday from 7:30 to 1:15, and 5:30 to 8 p.m.; and all day Monday.

Two 400-ft. steel antenna towers of the WMGM transmitter snapped off in the face of high-velocity winds at 3:26 p.m. Saturday, putting the station off the air until 8 p.m., when it resumed over the WOR auxiliary transmitter. Convinced that it was safe to use WOR facilities over Sunday, the station returned to the air Monday at 6 a.m., operating on 1,000 w over improved facilities.

Moore Describes Storm

WMCA Transmitter Engineer Art Moore described the effect of the storm at its height. Great waves swept over the marshland around Kearny, N.J., up to the tower houses and within six inches of the transmitter building floor itself, threatening to wash away the catwalks carrying the coaxial cables and carrying away the surfaces above buried gasoline tanks, which would then float off.

Meanwhile, he said, the towers were bending in the wind as if they were trees. A heavy three-inch door in the transmitter building was twisted and almost blown away. However, WMCA was able to maintain continuous operation, except for 10 minutes of silence Sunday morning, when it was necessary to switch to auxiliary power, and a generator brush was found to need cleaning.

Daniel Sloane, an engineer at the WMCA-FM transmitter located on the 54th floor of the Chanin Bldg. in midtown Manhattan, became "seasick" from the swaying

Towers Are Levelled

POWER failures didn't faze Harold Behrens (I), engineer of WQXR New York. Packing 35 pounds of battery-operated field equipment, he made his way up Fifth Ave. near the darkened Whitehall Bldg. for the United Fruit Co. Weather Roundup on the Rural Radio Network. He earns the handshake of Clarence W. Moore, assistant director of advertising for Fruit Dispatch Co., a division of United Fruit Co.
SEVERAL people of style and taste collaborated to put on the new Peter and Mary Show which started Thanksgiving Day on NBC-TV 8:30-9 p.m., starring Peter Lind Hayes and his wife, Mary Healy. They succeeded in proving, while still putting together an admirable program, that taste and style, commendable qualities in themselves, are not quite the same as honesty.

The thing that was missing in Peter and Mary was Hayes and Healy.

Mr. and Mrs. Hayes actually may be as amiable and comparatively normal a couple as their script suggested. If so, it's a pity. Individually the two are remembered as vibrant performers who can draw electricity from a darkened stage. That, in the professional sense, is their honest character. That is the character that did not quite come off in the first program of their new comedy series.

Effect On Visitors

Perhaps the fault lay in the vivating need for them to be hosts to the guests in their home, while at the same time deferring to those guests. Certainly no fault can be found with the effect of that tactic on the visitors themselves.

Gloria Swanson and Claude Stroud were deftly led into roles that allowed them to play to their strength, i.e. their established stage characters. Their performances were consequently strong. Mr. Stroud took over the dominating influence that should have been Mr. Hayes' and Miss Swanson dominated all in a comic and curiously subtle extension of her rococco style personality in "Sunset Boulevard."

Hal Royster emerged only slightly less successfully as a guest while Mary Wickes, as a coo, succeeded somewhat asdid the Hayes from the restrictions of her role, which is to say that she has been funnier—or rather that she previously had had more opportunity to be funnier. This is not to suggest that the show be transmogrified into a series of vaudeville turns, but rather that less concession be made to the cost of comedy. Translated dramatically it may mean simply that only one of the principals be sacrificed to the exposition. Logic, if anything, would indicate that Miss Healy be called upon to bear that sacrifice.

Actually, there was some attempt in the first show to lighten the role of Mr. Hayes as the husband, but the lightness melted into helplessness, a stereotype better suited to a post adolescent Henry Aldrich.

Situation Comedy

It occurs that the fundamental error may lie in the show's conception—thinking of it as a situation comedy, which it is not; and not as a comedy of characters, which it is.

Still there is much evidence that the talent and ingenuity necessary to the correction of this misconception is amply present on the program. Nowhere, though, do we discern the note of a new idea. The people in charge have understood as much as the audience to do to let down on the dialogue.

They have recognized that the only way those responses can seem natural is to have the lines appear convincingly capable of inspiring either interest or laughter as the situation demands. It is a big thing to know, and a bigger thing to be able to implement that knowledge. The people on this show have demonstrated that they have that knowledge and that ability.

Now they must keep the normally show-stopping Mr. Hayes from going straight.

The commercials on the show were integrated and effective, but again the suspicion arises that Mr. Hayes' participation in them in their present form was at the expense of his original comic character, which, in the last analysis was what the sponsor bought, even as he expects his audience to go on buying the original Borden's Instant Coffee.

THERE CURRENT crop of Lucky Strike radio and television commercials is as easy on the ears and eyes as the makers of Luckies would have you believe their cigarettes are on your throat.

The implication of all the "Be Happy, Go Lucky" jingles is that a puff on a Lucky guarantees entry into a world of pure sweetness and light. Marihuana cannot do as much, and besides it is illegal.

To radio and television audiences who have been assaulted by the advertising claims of rival cigarettes, the Lucky commercials must come as not only a relief but an invitation. The commercials ought to sell more Luckies to those who can afford to smoke tobacco.

The whole campaign is built around a jingle composed and arranged by Raymond Scott. The chorus, written down, does not seem an example of inspired lyricism, but when sung by talented voices accompanied by a tricky instrumental background, it is engaging. It simply advises listeners to "Be Happy, Go Lucky, Be Happy, Go Lucky Strike. Be Happy, Go Lucky, Go Lucky Strike Today."

Ad Infinitum

Verses to the jingle are quite another matter. They are almost numberless, and each time a new batch of recorded or live spots is produced, the verses are changed. Practically everybody at BBDO is said to be making up new verses. In no time doggerel will be the accepted conversational style there. The live television versions of the commercials take on the dimensions of a full production, involving timely themes and as many as six or eight performers. One element is present in all of them—the performers all seem to have just whipped a Lucky and are hence having a wonderful time.

A word must be said for Snooky Lanso, who delivers the "sell" in the TV commercials. Mr. Lanso, recently transplanted out of Nashville, addresses his audience as, variously, "neighbor," "pardoner" or, at more formal moments, "friend."

"Golly, neighbor," Mr. Lanso says, "if you want deep smoking satisfaction, why, golly, all you got to do is take a really deep draw off a Lucky." At that point he inhales with such obvious relish as to suggest he is eating corndrops dripping with sorghum. "Why, neighbor, everything you want in a cigarette is in a Lucky."

It is impossible to believe that Mr. Lanso is bent on commercial purposes. He seems rather to be giving friendly and neighborly advice.

Another asset to the commercials is Dorothy Collins who sings prettily the merits of Luckies, closing usually on the note: "So buy a carton of Lucky Strikes." Miss Collins' appearance is so fresh—and there's no other word for it—and winsome that it is easy to assume anything she recommends is not only wholesome but probably therapeutic.
Transcription Firms Grant 175% Raise

Mr. Herbert, who reportedly will be elected to a vice presidency, is the fifth executive to be imported from outside NBC for high assignment in the past year. The first was Joseph H. McConnell, former executive vice president of RCA, NBC’s parent company, who was made NBC president. Others include: Edward D. Madden, onetime vice president and general manager of the defunct American Newspaper Advertising Network, now NBC vice president in charge of television sales and operations.

JOHN K. HERBERT, former Hearst magazines executive who joined NBC three months ago as assistant to the president, last week became general sales manager for the NBC radio network. Mr. Herbert, who reportedly will be elected to a vice presidency, is the fifth executive to be imported from outside NBC for high assignment in the past year. The first was Joseph H. McConnell, former executive vice president of RCA, NBC’s parent company, who was made NBC president. Others include: Edward D. Madden, onetime vice president and general manager of the defunct American Newspaper Advertising Network, now NBC vice president in charge of television sales and operations.


John K. West, former RCA vice president (Continued on page 117)
STATION OWNERS

Huber Urges Ban On Newspapers

A PROPOSAL to ban future newspaper ownership of broadcast stations, reminiscent of FCC’s controversial hearings in the early 40s, was being prepared for the legislative mill on Capitol Hill late Thursday under the guiding hand of a defeated Ohio Congressman.

The proposal, which Rep. Walter B. Huber (D-Ohio) said he planned to introduce momentarily, would prohibit newspapers from acquiring radio-TV stations in the future or aligning under a common ownership with any broadcast interest. It would not apply to affiliations already in existence.

The plan, which would involve FCC policies governing transfers, original grants and, to a lesser extent, renewals, was given little hope of passage this session. But Rep. Huber made plain that he wanted “to plant the seed” for future legislation.

In a statement which complicated radio as “the only means of disseminating unbiased news reports,” Congressman Huber asserted that American freedom would be in “great danger” if newspapers “continue to gobble up radio stations.”

Under his measure, he said, public officials who are attacked politically “can demand equal time in the public interest and, if necessary, take the matter up with FCC,” while they have no similar recourse to newspaper attacks at present.

Plan Blueprinted

According to the tentative draft now in blueprint stage, FCC would be asked or required to turn down requests for transfers involving stations which may be negotiated for purchase by newspapers. Similarly, the Commission would be requested to disapprove original grants for new stations sought by newspapers, or renewals when, during the period between enactment of the bill and the request, the station had been purchased by the newspaper. Question of construction permits had not been resolved in the early draft.

Details were in the blueprint stage late Thursday, subject to possibility of change in technicalities and wordings. Rep. Huber, whose defeat in Ohio’s 14th Congressional District is being contested, made plain that the spirit of the measure would remain unchanged. He expressed doubt that the plan could be made applicable to current ownerships “for constitutional reasons.”

The broad and sketchy proposal, which would amend the Communications Act of 1934 and give FCC wide discretionary powers, would add these paragraphs to Sec. 310:

(c) (1) Station licensees required hereby shall not ( . . . except in cases of present owners) be granted to, or held by, any person who, in the opinion of the Commission, controls, is controlled by, or is under common control with any person who links a newspaper of general circulation if the fact of such control might result in the editorial policy of such a newspaper being reflected in that of such station.

(2) (i) This subsection shall not apply to station licenses granted prior to the date of enactment of this subsection.

The text of Sec. 310 (d) of the Communications Act of 1934 as amended, is amended by inserting before the period at the end of the following: “. . . except that the provisions of Sec. 310 (c) (1) shall not apply with respect to station licenses granted prior to the date of enactment of Sec. 310 (c) (1).”

Rep. Huber said he had been considering such a bill “for a long time” and cited the recent Lorrain-Journal anti-trust case, in which the paper was found guilty of restrictive practices, as an example of what he deemed “unfair tactics” by newspapers.

Long History

FCC originally cracked down on newspaper ownership in March 1941 under spurring of then FCC Chairman James L. Fly. Hearings dragged on periodically all that year, with a decision reached. In 1942 the U.S. Supreme Court served notice on FCC it must not discriminate against newspaper-station affiliation. Finally, in 1944 the Commission left the way open, for newspapers to own stations and have their applications considered on individual merits.

Rep. Huber has served three terms in Congress, taking office Jan. 3, 1945. He is a native of Akron, Ohio, and has served during the 81st Congress on the House Executive Expenditures and Veterans Affairs Committees.

FCC BUDGET

‘Limited Tightening’ Seen

FCC reported last week that no substantial changes, above “limited tightening,” are expected from a Budget Bureau notification two months ago of a $50,000 “holdout” in its $6,023,000 appropriation for the fiscal year beginning last July 1 [Broadcasting • Telecasting, Oct. 16].

The so-called reserve in funds, which was cut back 50%, represented less than a 1% decrease in overall funds. The FCC said it is operating on “about what we planned” when appropriations finally cleared the 81st Congress early in the fall.

Meanwhile, the Commission, which testified at 1951-52 budget hearings, Oct. 1, is preparing estimates which will be included in President Truman’s overall budget request scheduled to be delivered to the 82d Congress shortly after it convenes next month.

BROADCASTING • Telecasting
'49 AM- TV revenues hit peak

Final FCC Report

The average net incomes for stations in other classes in 1949 were shown as follows (percentage comparison with 1949 shown in parentheses):

- 50 kw fulltime clear channel—$275,129 (down 6.75%).
- 5 kw fulltime clear channel—$54,653 (down 9.9%).
- 5 to 25 kw part-time clear channel—$17,813 (down 9.7%).
- Fulltime regionals—$4,891 (down 14.5%).
- Fulltime locals—$8,164 (down 31.5%).
- Stations not serving as outlets for nation-wide networks averaged a 9.85% gain in net income, while national network affiliates on the average dropped 16.04%.

Broadcast Expenses

Broadcast expenses of four nation-wide networks, three regional networks, and 1,889 AM stations reporting time sales of $25,000 or more were broken down as follows:

- Programmering $134,497,120; technical $54,735,268; selling, $48,785,052; general and administrative $116,860,655; total $354,892,577.
- Figures for 332 other stations which did not report as much as $25,000 in time sales and accordingly were not required to supply detailed information, broken down the AM expense total to $375,521,718 for 2,021 stations and the networks. This represents a 4.26% gain over 1948.

FCC reported the AM networks,

(Continued on page 100)

Comparative Table of Operations for Networks and Stations 1949-1948

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<th>1948</th>
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<td><strong>15.17%</strong></td>
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<tr>
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<td>Number of stations</td>
<td>1,994</td>
<td>1,994</td>
<td><strong>0.00%</strong></td>
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<tr>
<td>(3)</td>
<td>A. Revenues from the sale of time</td>
<td><strong>$1,021,960,278</strong></td>
<td><strong>$908,713,642</strong></td>
<td><strong>12.47%</strong></td>
</tr>
<tr>
<td>(4)</td>
<td>1. Network sales</td>
<td><strong>$908,713,642</strong></td>
<td><strong>$764,907,393</strong></td>
<td><strong>18.25%</strong></td>
</tr>
<tr>
<td>(5)</td>
<td>a. National advertising</td>
<td><strong>$411,357,425</strong></td>
<td><strong>$343,297,842</strong></td>
<td><strong>19.90%</strong></td>
</tr>
<tr>
<td>(6)</td>
<td>b. Regional advertising</td>
<td><strong>$168,488,797</strong></td>
<td><strong>$140,229,290</strong></td>
<td><strong>19.99%</strong></td>
</tr>
<tr>
<td>(7)</td>
<td>c. Miscellaneous advertising and stations</td>
<td><strong>$328,867,420</strong></td>
<td><strong>$281,486,661</strong></td>
<td><strong>16.09%</strong></td>
</tr>
<tr>
<td>(8)</td>
<td>Deduct—Receipts from network sales</td>
<td><strong>$328,867,420</strong></td>
<td><strong>$281,486,661</strong></td>
<td><strong>16.09%</strong></td>
</tr>
<tr>
<td>(9)</td>
<td>Net network revenues</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
<tr>
<td>(10)</td>
<td>Non-network time sales</td>
<td><strong>$328,867,420</strong></td>
<td><strong>$281,486,661</strong></td>
<td><strong>16.09%</strong></td>
</tr>
<tr>
<td>(11)</td>
<td>a. National advertising and network sales</td>
<td><strong>$180,314,507</strong></td>
<td><strong>$155,923,871</strong></td>
<td><strong>15.47%</strong></td>
</tr>
<tr>
<td>(12)</td>
<td>b. Local advertising and sponsors</td>
<td><strong>$182,444,293</strong></td>
<td><strong>$154,986,982</strong></td>
<td><strong>17.96%</strong></td>
</tr>
<tr>
<td>(13)</td>
<td>Total non-network time sales</td>
<td><strong>$362,758,800</strong></td>
<td><strong>$310,910,853</strong></td>
<td><strong>16.90%</strong></td>
</tr>
<tr>
<td>(14)</td>
<td>Deduct—Payments to network stations and elimination of miscellaneous charges</td>
<td><strong>$1,662,882</strong></td>
<td><strong>$1,440,190</strong></td>
<td><strong>15.57%</strong></td>
</tr>
<tr>
<td>(15)</td>
<td>Net time sales</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
<tr>
<td>(16)</td>
<td>B. Revenues from incidental broadcast activities</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
<tr>
<td>(17)</td>
<td>Talent</td>
<td><strong>$4,891,261</strong></td>
<td><strong>$4,165,428</strong></td>
<td><strong>17.97%</strong></td>
</tr>
<tr>
<td>(18)</td>
<td>Sunday broadcast revenues</td>
<td><strong>$14,276,914</strong></td>
<td><strong>$12,767,747</strong></td>
<td><strong>11.88%</strong></td>
</tr>
<tr>
<td>(19)</td>
<td>Total revenues from incidental broadcast activities</td>
<td><strong>$20,273,175</strong></td>
<td><strong>$17,333,176</strong></td>
<td><strong>17.35%</strong></td>
</tr>
<tr>
<td>(20)</td>
<td>Deduct—Network revenues</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
<tr>
<td>(21)</td>
<td>Total broadcast revenues</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
<tr>
<td>(22)</td>
<td>Deduct—Broadcast income or loss before federal income tax</td>
<td><strong>$2,021,960,278</strong></td>
<td><strong>$1,621,227,002</strong></td>
<td><strong>24.77%</strong></td>
</tr>
</tbody>
</table>

1 Since the reports filed by the network key stations (i.e., stations originating most of the network programs) do not contain adequate segregations of expenses between station and network operations, financial data for networks and their key stations have been combined. Includes some nation-wide and regional networks other than network keys revenue figures for stations with total sales revenue of less than $5,000.
2 Since stations with time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional.
3 Of these amounts $22,677,156 for 1948 and $19,648,531 for 1949 is applicable to the sale of network time, column 5, line 6, while the remainder and amounts shown in columns 7 and 11, line 14, are applicable to amounts reported on line 12, in respective columns.

BROADCASTING • Telecasting

December 4, 1950 • Page 23
ROAD OPENS FOR NAB-TV

Debut Set for Late February

By J. FRANK BEATTY

INTRODUCING NAB and NAB-TV!

Two separate but related associations are expected to emerge in late February when the NAB board acts on a plan launched at the November meeting [Broadcasting • Telecasting, Nov. 20]. The plan is part of a long-range streamlining program approved by the board on recommendation of the NAB-23 Committee and General Manager William B. Ryan.

A good idea of what NAB-TV will look like will be apparent by nightfall Jan. 19, when the first industry-wide TV convention under NAB auspices is scheduled at the Hotel Stevens, Chicago.

The NAB-TV-the brainchild of a new, dress, or rather in two new dresses. At that time, also, Broadcast Advertising Bureau will break loose from the main NAB structure and go into business as a separate operation.

And effective Jan. 1 the Assn. of Women Broadcasters will be separated from NAB. AWB members are preparing to form their own association, possibly a sort of parental working arrangement with NAB headquarters.

Formative Plans

Still in the formative stage is the plan to get NAB-TV in operation before the winter ends. The board launched this project at its mid-November meeting. TV stations will work out many of the details at their Chicago convention.

Industry attitude at that convention will decide the trade association future of video broadcasting.

WHEN a businessman from a community of 30,000 matches ingenuity and resourcefulness with advertising executives of firms in larger cities and speaks of a much-prized trophy, that qualifies as an accomplishment in any quarter.

Allen B. (Check) Cammack, owner of Cammack Office Supply, Burlington, N. C., won such a trophy at the National Stationers Assn. in Chicago last September, singles out two explosive words-"Check Cammack"—which has saturated the airwaves of WFNS Burlington since October 1949, and offers his own formula for sales success—radio spot announcements.

Spot announcements now command about 80% of Mr. Cammack's advertising budget, a fact which prompts him to declare this slogan to anyone who wishes to increase his business: "Good radio advertising will catch with every one in the shopping area."

Transcribe Spots

To assure perfection, the spots are transcribed in advance and entail use of two announcers who spell off snappy store items in rapid cadence.

"For several years I used as my advertising medium local newspapers, some radio, and printed ads in programs and school annuals, all without favorable results," Mr. Cammack told John C. Hanner, general manager of WFNS. "I reduced my newspaper advertising to one or two inch column display inserts and kept to ten spots a day, six days a week on WFNS.

"The results have been amazing. The 'Check Cammack' theme now is accepted as a forceful and persuasive sales stimulator.

The direct results, according to Mr. Cammack, are reflected in a 50% increase of floor traffic over a 10-month period, and a 40% boost in sales for the period Nov. 1 to June 30, end of the last fiscal year. Additionally, the "Check Cammack" theme is sure to get the company's salesman wherever they confront the public. Stations were asked for their convention ideas in a letter sent out Thanksgiving Week by Mr. Ryan [CLOSED CIRCUIT, Nov. 27].

Response to the letter has been enthusiastic. It was indicated at NAB headquarters. Some 40-odd TV stations now belonging to NAB through the memberships of their AM affiliates are solidly behind the separation project. The remaining 60-plus stations, not now connected with NAB, are showing interest in the convention and in the idea of a new and autonomous NAB-TV.

With Television Broadcasters Assn. scheduled to hold its annual convention Dec. 8 in New York (see separate story), NAB officials indicated large numbers of video outlets belonging to TBA and not NAB are favorably inclined toward the new NAB-TV.

No Absorption

There is no NAB intention of interfering with TBA or absorbing it. Instead NAB feels it is the only organization that can provide full trade association service, with all the necessary governmental, technical and other activities.

Already the plans for NAB-TV are starting to take shape. At the NAB District 4 convention at Williamsburg, Va., in early November (Broadcasting • Telecasting, Nov. 6), Campbell Arnoux, WTA-TV Norfolk, ex-NAB board member, pointed to the need for a TV association. Mr. Ryan then disclosed that he had been working on the draft of a special TV organization in the NAB family.

The NAB board approved the project Nov. 15 when it adopted a resolution introduced by Robert D. Swezey, WDSU-TV New Orleans. The plan envisions a separate NAB-TV board with relative autonomy. This TV board would set up its own dues structure and suggest an allocation of dues between NAB and NAB-TV.

A special TV Convention Committee is working on the plans and will report to the Chicago convention.

Committee members are Harold Hough, WBAP-TV Fort Worth, chairman; Mr. Swezey; Eugene S. Thomas, WOR-TV New York; William A. Pay, WHAM Rochester; George M. Burbach, KSD-TV St. Louis. Mr. Swezey is chairman of the NAB-TV Committee, which is cooperating with the convention group. In addition he heads the board's BAB Committee handling the separation of BAN.

One of the main jobs facing the TV committees will be to round up non-NAB stations for the Jan. 19 convention in Chicago. Right now TV stations pay only a fraction of 1% of total NAB dues. A new dues schedule will be considered by which television stations, now working their way into the profit column, can pay for the trade association service they need.

What the TV project amounts to is a federating of aural and video stations. But NAB is steering away from the federation or congress idea in all its other streamlining. This is apparent in the diversification of BAB and the Assn. of Women Broadcasters.

Roughly NAB wants to keep all

(Continued on page 100)
STORM clouds which threaten a substantial portion of major league baseball broadcast and TV coverage during 1951 hung heavily over the nation's major-minor league broadcasting scene this week.

Ballcasts

Leagues Meet Dec. 6-13

The publication noted that no lawsuit had been filed and that the major league owners had not formally laid down this rule in the "hope" that it would "eliminate past restrictive practices and greatly broaden the opportunity for radio and telecasting leagues to carry games of major league clubs in territories outside their respective home territories" [broadcasting • telecasting, Oct. 31, 1949].

One of the issues at stake in the forthcoming meeting involves network broadcasts (in minor territory) by Liberty Broadcasting System and MBS, which have drawn the protests of National Assn. President George Trautman and Public Relations Director Bob Finch on behalf of the NAB. Finch named LBS for its widespread recreation of major league broadcasts and MBS for extensive coverage throughout the country as part of its Game of the Day.

Gordon McLendon, LBS president, and Mutual promptly challenged the charges, contending that the nationwide broadcasts of major league baseball helped the gate of minor league teams.

(Checked on page 118)

Mr. Trautman reportedly told executives at the Cincinnati meeting that baseball fans could tune in to a station beyond the 50-mile radius airing a major league game, and that fans who tune in after-hour broadcasts permitted under Justice Dept. rules may be inclined to pass up a home team at

Another amendment slated for airing at the Dec. 6-13 meeting concerns a proposal by President William DeWitt of the St. Louis Browns of the American League club which would amend major league rules to permit broadcasting and telecasting of road games in two-club cities "only with the consent of the other club." The Executive Council voted to refer his amend-

RICHARDS' REQUEST

COUNSEL for G. A. (Dick) Richards in the hearing on his news policies last week renewed their insistence that FCC issue a decision promptly, while the examiner conducting the hearing ruled that he and the Commission—not outside experts such as Mr. Richards—had discretion over the partiality of the news carried on the Richards stations.

Examiner James D. Cunningham's ruling, which barred detailed testimony by COUNSEL E. Z. Dimmitan, prompted Hugh Fulton, chief trial attorney for Mr. Richards, to request sub-

prompt Decision Asked

Deadlines for the FCC General Counsel to reply to the petition was Nov. 30, but Acting General Counsel Harry M. Plotkin sought at least 20 days' additional time on the ground that FCC personnel familiar with the case are currently engaged in other duties of a very pressing nature." Counsel for Mr. Richards did not oppose the request, but insisted that if it were granted Examiner Cunningham should be instructed to recess the Detroit proceedings pending action on their petition for prompt decision.

Examiner Cunningham's ruling against acceptance of testimony on partiality or impartiality of newscasts came after Mr. Dimmitan, executive editor of the Newark Star Ledger, who analyzed newscasts carried by Mr. Richards' KMFC Los Angeles, had taken the witness stand to testify that in his opinion the news was not distorted.

Examiner Cunningham did not challenge testimony designed to qualify him as an expert, but held that one of the fundamental issues of the case is whether Mr. Richards actually "intended, newsmen to slant news, not "whether the instructions were carried out."

The latter, Examiner Cunningham said, is "not too material."

He said:

"I am going to rule now that I will not permit any expert testimony by that witness [Mr. Dimmitan] or any other witness on whether the news as presented by any of the three stations was fair and impartial and not distorted."

I think from such factual matters as you wish to present, I am fully capable of determining that, and similarly the Commission; but I don't think it is proper for a witness, disinterested as he may be and as experienced as he be in the newspaper game, to testify to an opinion in this regard . . . ."

Mr. Fulton told the examiner that "I would like it to appear on the record that you do not yourself claim any background or experience in news, other than that of the other station staff.

RICHARDS CITED

By Detroit City Council

Detroit's City Council has placed itself on record as favoring the license renewal of WJR Detroit by adopting a resolution in line with the station's chief owner, G. A. Richards, and praising the "distinguished service performed in this community" by both Mr. Richards and the station.

The resolution was introduced by City Councilman Charles G. Oakman at an evening session Nov. 28 and was adopted by a vote of 9 to 0. The station's three stations, WJR, KMPC Los Angeles and WGAN Cleveland, are now in hearing before the FCC which is questioning Mr. Richards' news policies (see adjoining story).
**Electronics Speedup**

The electronics industry, sorely beset with material shortagess and looming defense demands, set a most optimistic tone at a recent conference in Washington described with reports of imminent mobilization of all resources.

In a week's strongly reminiscent of pre-Pearl Harbor days, with talk of full-scale controls, revision of the draft law and speedup of re-armament efforts, the government's capital bristled at a critical hour with these developments:

- NSRB Chairman W. Stuart Symington, mobilization coordinator, disclosed that the U.S. economy is shifting from a "light" to a "dark gray" mobilization, with imminent possibility of price-wage controls.
- President Truman was preparing a defense supplemental bill to meet the military's demands for more electronics—communications and other equipment, atomic weapons, and a larger armed forces.
- National Production Authority ordered 15% curtailment in the civilian consumption of copper for January and February, and 20% in March; eased limitations on commercial use of cobalt from 70% for November to 50% for December; (abated nickels for cutback).
- President Truman asked Congress to establish a Civil Defense Agency and authorize appointment of an administrator who would be primarily responsible for communications and other planning (see separate story).

**Communications Outlay**

It was not known how much the Chief Executive would seek in additional expenditures for defense, though some estimates had placed the figure at about $2 billion. In any event, electronics-communications were expected to derive a substantial share—probably 10%—of the new outlay once Congress approved. Chairman Clarence Cannon (D-Mo.) of the House Appropriations Committee said his group was prepared to grant whatever the President requested.

The revelation that wage-price controls may be the Prelude to all-out mobilization came from Sen. Burnet Maybank (D-S.C.), and Coordinator Symington. Sen. Maybank said he had been informed the government is giving "active consideration" to such controls. Mr. Symington made similar disclosure at a closed meeting of industry and labor leaders, and before the Senate Banking Committee, which is headed by Sen. Maybank.

While set-makers and component parts manufacturers were weighing the impact of the government's new copper directive and problem of substitute materials to tide in-dustry over the hump, NPA authorities felt that Korean war developments, and the President's announcement that production must be speeded up at a greater tempo in months ahead, served to counter criticisms that NPA has been pressuring allocation of basic metals too stringently in recent weeks. If mobilization comes now, they reasoned, much of the slack will now be taken up between government planning and actual placement of orders for electronics equipment.

**Copper Situation**

Manufacturers, on the other hand, were inclined to regard the copper order as not too drastic, and expressed conviction that with the aid of substitutes, on which they are working, the industry will be able to keep its head above water. Copper is used in AC transformers, and to plate the steel chassis. Other uses include wire coils and filter chokes. Cadmium is an acceptable substitute.

James Secrett, general manager of Radio-Television Mfrs. Assn., pointed out, however, that while the government may be cutting back civilian consumption to only 85%, such allocation would not necessarily guarantee a comparable proportion of the available supply.

NPA's order limits non-defense production and use of brass mill and copper wire, in terms of weight, to 85% in January and February of the average quarterly output and use during the first six months of this year. During December users may consume up to 100% of the average use during October and November.

Holding out little hope for any increase in the copper supply during coming months, NPA Administrator William H. Harrison said the order is designed to fulfill defense needs and assure equitable distribution for civilian needs. General Harrison added:

"As the defense program expands, and more copper is required for military purposes, the conservation of copper for those functional uses where substitute materials cannot be employed becomes increasingly important. A variety of uses may have to be limited and studies looking to an order to achieve this necessary conservation are underway."

The directive covers all unallotted copper and copper-base alloy, including scrap, brass mill, copper wire mill and foundry products and applies to all producers and users of the products. Producers would be limited to a 45-day supply, while inventories of users would be restricted to 60 days.

**Defense Orders**

At the same time, NPA gave copper manufacturers and fabricators authority to reject defense orders absorbing more than 5% to 25% of pre-Korean deliveries.

The relaxation of the drain on civilian consumption of cobalt, used for magnet speakers in radio-TV receivers, was announced by NPA last Wednesday. Simultaneous with the order, which modified cobalt cutbacks from 70% for November to 50% for December, NPA also ordered a 40% decrease in the fulfillment of military orders, cutting deliveries back to 60%.

Commercial users, limited to 30% of the average consumed during the first six months of 1950, will thus be allowed an additional 20% of the usual supply.

NPA authorities conceded that the dual actions designed to lessen the strain on Alinco magnet manufacturers, were set forth following a meeting between General Harrison and communications users and producers last month.

The administration that communications firms would receive adequate supplies from component parts firms for maintenance purposes.

**Cobalt Limitations**

The cobalt order provided for limitation of inventories, beginning last Nov. 30, to a 20-day supply, and explained to African Metals Corp., sole importer, how to distribute the supply this month.

The new distribution measure will be replaced by a longer term program of conservation and allocation "as soon as possible," NPA officials said. The import, however, is of any prospect of any increase in imports. Meetings with cobalt consuming industries will be held from time to time for such a purpose, they added.

Also in the directive are provisions covering outstanding orders for cobalt which, if delivered, would result in quantities exceeding the 20-day limitation. The buyer would be required, in such cases, to notify his supplier, and outstanding orders will be adjusted to comply with the new inventory order.

Meanwhile, the government took steps to assure itself of additional supplies of aluminum for defense needs. Civilian use of the metal already has been curtailed 35% of average use for 1950's first six months, effective in January.

The General Services Administration announced it had completed agreement with Aluminum Co. of America for an additional 120,000 tons per month to expand the firm's facilities. A similar agreement was reached...
with Reynolds Metal Co. and the Kaiser Aluminum & Chemical Corp. These negotiations would affect civilian users only to the extent that it would more easily assure the government of meeting its needs. But NPA did ease restrictions on civilian use for companies which would suffer "hardship" by providing for adjustments if they (1) manufactured a new product or began new operations this year, (2) made changes in products requiring more aluminum after the base period, and (3) encountered seasonal fluctuations during December, a greater base period than the average.

VOICE STUDIO

Mobile Unit Delivered

IN A ceremony under the flags of the nations in Rockefeller Plaza, Radio City, New York, RCA delivered a streamlined radio studio-on-wheels to the State Department’s Voice of America.

Equipped with the latest types of shortwave transmitting and recording facilities, the unit will be used on roving assignments for Voice of America broadcasts.

Foy D. Kohler, chief of the International Broadcasting Division of the State Department, accepted the studio-on-wheels for the Voice and declared, “This beautiful motor vehicle, so typical of America itself, will help us get closer to America and thus the better to tell our story.”

In response, Meade Bruton, a vice president of the NBC, observed, “We are glad to be the instrument of the radio industry which has helped the Voice of America in its great task of world enlightenment.”

HONOR GILLIN
With Hospital Memorial

A MEMORIAL to the late John J. Gillin Jr., has been presented to St. Joseph’s Hospital in Omaha, Neb., by the Radio Council of that city. At the time of his death last summer [BROADCASTING & TELECASTING, July 31], Mr. Gillin was president and general manager of WOW Omaha.

The memorial consists of two floor-type blood pressure machines. St. Joseph’s Hospital had been one of Mr. Gillin’s favorite charities during his lifetime as well as the place of his birth.

In making the presentation, the Radio Council cited the late WOW executive for his aid and assistance to the organization during its early days. “He was a man of boundless hope,” said the citation, which was read at the presentation. “In the short time allotted for his career, he hoped to make a significant contribution to his chosen profession. His youth coincided with the advent of radio, and before he died, still in his vigorous young manhood, both he and the industry with which he was associated had reached maturity by every criterion,” the citation noted.

RECOGNITION of “Mr. Average Fan,” an essential part of the sport’s world, takes place at WTOP Washington, D.C., McDonald’s show, “Score of Sports.” Participating are (1 to r): John Hayes, WTOP manager; Roger B. Doulens, Pan American Airways official and known in Washington for years as the “average” sportsman, and Mr. McDonald. Mr. Doulens, featured on the program when the World Series was discussed, returned to receive a silver cigarette case presented by WTOP and Sportscaster McDonald.

NAB COMMENDED

On Political Time Issue

REP. MIKE MANSFIELD (D-Mont.) last week for prompt action in rerouting to stations a complaint that certain broadcasters allegedly overcharged political candidates for broadcast time during the last election campaign [BROADCASTING & TELECASTING, Nov. 27].

In a statement, Rep. Mansfield, chairman of the House Special Campaign Expenditures Committee, said:

“Recently, the committee called to the attention of the NAB the practice prevalent in many radio stations of charging for political speeches double the commercial rate, or at least considerably in excess of that rate. In other words, the democratic process of conducting free elections cost twice as much as advertising Rye Kripes.

“The committee is pleased to note that the NAB has since sent a directive to all its member stations to desist in this practice if they have indulged in it.”

Mansfield Protest

A fortnight ago, Rep. Mansfield sent Justin Miller, NAB president, a sharp protest against the alleged practice, calling it “discrimination against democracy.” Recalling legislation that has been introduced in Congress providing for FCC regulation of political broadcasts, Rep. Mansfield pointed out that Congress had the authority to “prevent such a practice of charging excessive rates” under the licensing power which it has delegated to the FCC. He asked for Judge Miller’s views on the subject.

Since the Mansfield letter was received at the time of a NAB board of directors’ meeting, the issue was discussed with subsequent approval to a resolution dealing with political broadcast time charges. The board decided to send a copy of the resolution, along with pertinent portions of the Mansfield letter and Judge Miller’s own views, to stations urging broadcasters not to sell time at rates in excess of established card charges.

Coupled with the allegation of radio stations overcharging candidates was a committee complaint of newspapers engaging in a similar practice. Rep. Mansfield noted that the Congressional group also sent a protest to the National Assn. of Publishers and the National Assn. of Editors. “It is hoped that the same good result will be reached,” Rep. Mansfield said.

Rep. Mansfield also revealed that the committee has been compiling figures showing expenditures by political candidates in primaries. Heretofore, the tabulation has included only national elections. “The committee was impressed by the fact that approximately as much money is spent by the candidates in the primaries as in the general elections,” he observed. When the figures are made public, Rep. Mansfield said he thought they will prove “startling.”

Include Breakdown

In its report to the 81st Congress, which voted the special committee into existence, the committee is expected to include a breakdown of all candidate spending in various media.

Meanwhile, a Senate Rules subcommittee on Privileges and Elections, a counterpart of the lower chamber group, also is compiling a similar report on expenditures. The survey is not expected to be ready, however, before the 82nd Congress takes command.

Sen. Guy Gillette (D-Iowa), chairman of the subcommittee which is now looking into election “irregularities,” has expressed concern in recent months over the high cost of campaigning, particularly in view of television’s arrival on the political scene.

Appearing Nov. 25 on CBS-TV’s Capitol Cloakroom, Sen. Gillette said expenditures, notably for radio-TV, have gotten so far out of hand that the “virtually preclude a poor man from running for political office.” He indicated his group will delve further into the subject in the new Congress providing he still retains jurisdiction over the inquiry.

Cites Alternatives

There are two or three alternatives to present regulations which, Sen. Gillette contends, no longer adequately govern today’s political realities.

He cited the British system of funneling all political contributions through a national party committee, thus corraling funds expended by private groups on behalf of any candidate. Another method would be to raise the maximum dollar ceiling imposed on expenses by law.

WALLACE NAMED

To Brand Names Day Group

GEORGE WALLACE, advertising manager of NBC, was one of 11 executives named last Friday to serve on the committee planning Brand Names Day-Jan. 27. The 1951 event, scheduled for April 11, will be held at the Hotel Commodore, New York. It will be the sixth such celebration on brand and advertising themes sponsored by Brand Names Foundation.

E. Huber Ulrich, assistant to the president, Curtis Publishing Co., is chairman of the committee. In addition to Mr. Wallace, those named included:


Seifert Named

WALTER R. SEIFERT, former manager of station relations for World Broadcasting System, has been named supervisor of RCA’s Thesaurus and Syndicated Sales.

Bland to WBMM Post

Al Bland, program director of KMOX St. Louis, will begin work Jan. 1 as program director of WBMM Chicago, another key CBS station, CBS Central Division Vice President H. Leslie Atlass announced Thursday.

December 4, 1950 • Page 29
**EXCESS TAX**

THE RADIO-TV industry could find little comfort in the excess profits tax bill reported out of the House Ways & Means Committee late last week.

While in a modified form from that proposed by President Truman and Treasury Secretary John Snyder, the measure would give only token relief to the broadcaster or TV manufacturer.

The measure is already marked for early debate in the House this week, while on the Senate side the Senate Finance Committee is slated to go into action, gathering testimony in anticipation of getting out a bill in the quickest time possible for consideration in the upper chamber.

Malcolm Ruthrauff, with an eye on the hour glass as time is running out for the "lame duck" Congress, the profits tax measure is not the same version recommended by the Administration.

As tentatively approved by the House committee Thursday, the bill would do the following:

- The three highest earning years of 1946-48 inclusive would be used as the base period. A corporation would be "credited" with 85% of this amount.
- A 67% "ceiling" would be imposed on the total tax liability of any corporation.
- The profits tax would be retroactive to July 1, 1951.
- Minimum credit (or exemption) of $25,000 would be provided.
- Points Omitted

The bill—as seen by radio-TV circles—would not do the following, as recommended by those who testified before the committee a fortnight ago [BROADCASTING • TELECASTING, Nov. 27, 28):

- Give special treatment to problems of radio-TV, such as expansion and "getting started" years during the base period.
- Protect the "small" company in the industry, except to give it a minimum "credit."
- Recognize the lack of "normality" upon which radio-TV can average earnings.
- Consider 1950 earnings—particularly the first six months of the year—in computing the base.
- Retain or modify "relief provision" of World War II law. (Committee left out such a provision in its bill).

In testimony before the House committee, Robert C. Sprague, RTMA president, recommended that a growth company be one whose sales for the last half of the base period is 150% over that of the first half or payroll expenditure is 150% in the last half over the first half. A growth company, the committee says, could take the last year or the last two years of the base period as average earnings.

The committee's version would permit a new corporation coming into being during the base period, or a firm which had a change in type of service (such as addition of TV to an AM operation in radio), to come under a special formula. This formula would credit the corporation according to an "industry rate of return multiplied by the sum of the corporation's net worth and borrowed capital."

If applicable to the broadcasting industry it would be necessary to determine an "industry rate of return."

The base period "credit" as proposed by the committee differs by 10% with that recommended by the Treasury which had suggested a 75% "credit."

The 67% ceiling means that no corporation would have to pay more than that percentage of its profits in the combined corporation income tax and excess profits levy. The maximum corporate income tax rate is 45%.

By making the tax retroactive to July, the committee thereby bases its plan on the entire fiscal year ending July 1, 1961.

GOP committee members were voted down in their stand that a 100% credit be used for the base period. At one point in redrafted sessions, it looked like Republican persistence would win out when two Democrats swung to the GOP.

The committee said that under its proposal the government could expect to reap $3.6 billion, some $400 million below the President's request.

**Taxing Method**

This is the general way the measure would work if made law:

A corporation with the three best years' average at $90,000 would be credited 85% or $42,500. If it showed 1950 earnings at $100,000, the excess ($67,000) would be multiplied by 75%, thus giving the amount taxed. However, that figure when combined with 45% levy of the normal corporation income cannot top 67% of its net income.

In other developments: A resolution (H. J. Res. 547), introduced by Rep. Daniel A. Reed (R-N. Y.), a committee member, to authorize consideration of an increase in the regular corporate income tax rate in addition to the excess profits tax [BROADCASTING • TELECASTING, Nov. 27] was ruled out of order by House Speaker Sam Rayburn (D-Tex.). Rep. Rayburn's action sent the resolution hurtling back to committee where it was defeated in a party vote.

Rep. Robert Doughton, (D-N. C.), chairman of the committee, however, was reported by Reps with seeking "to obstruct and delay."

Republican Leader Joseph Martin of Massachusetts, on the other hand said the majority of GOP Policy Committee members was in favor of "materially amending" Congress the profits tax proposal as advocated by the President.

Making the road rocker for the committee was a warning from staff of the Joint Committee on Internal Revenue Taxation that the Administration's excess profits tax might be too tough for corporations to digest. The report, prepared under the direction of Colin F. Stam, chief of staff, caused a temporary "freeze examination" by many members of House committee, including the Democrats.

The big test for any excess profit proposal, assuming passage in the House within the next few days, will come in the Senate, according to Capitol authorities. Odds are being given that lengthy sessions on the measure and certain bitter debate on the Senate floor may run down the clock before Jan. 3 and the convening of the 81st Congress.

**CIVIL DEFENSE**

AGAINST a backdrop of critical international developments, President Truman last week finally called on Congress to create an independent Civil Defense Agency and authorize appointment of an administrator with virtually unlimited authority to supervise the nation's communications and other defense planning.

The "model" plan, prepared by the National Security Resources Board under which civil defense now functions and sent to Congress last Thursday, was laid before the House chamber by Rep. Carl Durham (D-N. C.), vice chairman of the Joint Atomic Energy Committee.

While there appeared to be a jurisdictional question involved late Thursday as to what committee would handle the measure, authorities said Congress would "push" the plan through before it adjourned this year.

The Chief Executive's action, the first taken since he issued his report on "United States Civil Defense" last September, signaled removal of existing roadblocks to defense planning that have precipitated widespread concern among state and civil defense planners. It also put the civil defense of NSRB on an "operating basis," with expectations of adequate funds to realize the President's plan, shal the nation's communications, transportation, first aid and other resources.

'Dress Rehearsal'

At the same time, it was also learned last week that the nation's radio communications system will be subjected to a "dress rehearsal" for attack sometime this month, with FCC and the Continental Air Command supervising the operation.

Purpose of the test, it was learned, is to probe further into the problem, on a practical basis, of "electronic emissions"—the ques (Continued on page 79)
Here's a show that really has everything. There's Brent Gunts ... a fireball m. c., with that extra knack of putting over commercials. His ace assistant is Joe Croghan ... fast, funny and fascinating.

There's a real live audience ... the better to hear your commercials and see your products displayed.

There are TV tie-ups. WBAL is pushing "Kitchen Karnival" on our own WBAL-TV with a special program including interviews with grocers and food dealers.

There's heavy promotion behind this show ... including newspaper ads in local papers in 5 states ... all covered by WBAL's powerful 50,000 watt voice.

There are on-the-air-plugs ... constantly promoting "Kitchen Karnival".

And WBAL's special merchandising department is "all-out" to gain distribution and stimulate sales for "Kitchen Karnival" advertisers.

Put all this together ... you have a "can't-miss" show.
New York Survey
(Continued from page 39)

The leading magazines during the same 10-year period have had rate increases of 50% against circulation gains of 37%. (Daily line rates were used for newspapers, black-and-white line rates for magazines in the comparison, with ABC circulation data for both.)

Rates Compared
The WOR study included a separate analysis of New York's network radio and TV stations which showed radio delivering 1,000 listening homes for $4.07 in the 6-8 p.m. period and for $2.78 in the 8-10 p.m. time segment, against $9.55 for 1,000 homes for TV between 6 and 8 p.m. and $4.40 between 8 and 10 p.m.

Also included are comparisons between New York radio and radio in other TV markets, and between New York radio and radio in non-TV markets, for all stations and for network stations only, showing New York radio delivering listeners families at a lower cost than any other major market, either with or without television.

NPA TUBE ORDERS
Go to GE, Raytheon
TWO electronics manufacturers, General Electric Co., Schenectady, N. Y., and Raytheon Mfg. Co., Newton, Mass., last Thursday were directed by National Production Authority to deliver approximately 12,000 electronics tubes for use by civil air carriers.

The firms were asked to deliver the tubes to Aeronautical Radio Inc., Washington, by Jan. 31, 1951 to "avoid the grounding of planes required in the defense effort." NPA said the equipment is "necessary" to safe operation of the carriers under CAA and CAB regulations.

JOB-JUMPING
Walter Proposal Would Ban
A "LAME DUCK" measure to bar the so-called practice of "job-jumping" by government officials into private industry has been introduced in the House by Rep. Francis E. Walter (D-Pa.).

Earlier in the second session of the 81st Congress a similar measure was sponsored by Sen. Hugh Butler (R-Neb.) [Broadcasting Telecasting, April 10] and follows the general pattern of a provision of the McFarland FCC procedural bill (S 1970), passed by the Senate and held on the shelf in the House.

The legislation would affect FCC Commissioners and other government officials who have had official dealings with private firms, by prohibiting them from taking jobs with those same firms for two years after they leave federal office.

Commission Hit
While Sen. Butler had specifically referred to the FCC as an agency where the practice has been prevalent, Rep. Walter did not name the Commission. A current situation in the Securities Exchange Commission where an attorney reportedly has signified intention to resign in order to take a job with a firm with whom he has had dealings as a federal official was cited by the Congressman as the reason for his introducing a bill at this time.

The Walter bill (HR 9811) has been referred to the House Judiciary Committee. Although there is little time available for hearings, Rep. Walter, a member of the Judiciary Committee, said he would press for public sessions.

The Congressman said he would urge the committee to call government officials, past and present who have been involved in actual "job-jumping" or suspected of it, to testify.

Differences Cited
Both the Walter bill and the Butler proposal, which is pending in the Senate Judiciary Committee, differ from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of their terms. (Subsequent revision in the revamped McFarland Bill would prohibit such participation for one year after leaving the Commission but would not apply to a Commissioner who has served the full appointed term.) It also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employment. All job-jumping limitations under the McFarland Bill would have become effective one year after the measure would become law [Broadcasting Telecasting, July 31].
if it's TAPE... it's PRESTO
if it's PRESTO... it's the BEST

PRESTO PORTABLE RECORDER PT-900

Combining the features of machines costing hundreds of dollars more, the PT-900 answers the need for a recorder of ultra-high fidelity in a completely portable, compactly designed unit. Equipped with separate amplifiers for recording and monitoring; individual heads for erase, record, playback; three microphone input; dual speed (15" and 7½/sec.). Frequency response from 50 to 15,000 cps.

PRESTO PORTABLE RECORDER RC-10/14

This machine is identical to the RC-10/24, except for panel size and selector control. With a panel 19"x14", the RC-10/14 is shown mounted in a durable, leatherette carrying case. Weighing just 68 pounds, this tape transport mechanism has all the audio quality, speed regulation and reliability of a fine console type unit, at a cost far below a studio recorder. PRESTO amplifier (model 900-A2), as shown with model PT-900, is recommended.

PRESTO RACK MOUNTED RECORDER RC-10/24

The number one choice of engineers seeking the finest tape machine for relay rack mounting. Rugged construction and precision engineering combine to bring almost faultless operation. Push-button control, three magnetic heads, speeds of 15" and 7½/sec.; fast-forward and rewind speed of 250"/sec.; frequency response to 15,000 cps. Accommodates reels up to 10½" in diameter. Panel size: 19"x24½". Constant tape tension assured by torque motors. Illustrated with the PRESTO 900-A2 amplifier, recommended for use with this recorder.

AMERICA'S MOST COMPLETE SELECTION OF FINE TAPE recorders

RECORDING CORPORATION
Paramus, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
D. C. Shows Gain
(Continued from page 19)
audience, Monday through Friday. Between 4 and 7 p.m. the radio audience tapers off from its 1940 total but follows the same general trend of dropping between 4 and 6 p.m. and then comes up again strong in the 6-7 p.m. period.
Total cumulative gain of the daytime audience, Monday through Friday, is found to be approximately 2.1%.
In the evening hours, 7 p.m. to midnight, the radio picture also is interesting in the Washington market where television has increased its circulation by over 175% between October 1949 and October 1950.
Here 16% of the one-hour periods, Monday through Friday, show an increase in cumulative audience.
The gains are predominantly after 11 p.m. although all four of the local stations are included. From 11:30 p.m. Radio listeners also appear to be staying up later since the drop in audience after 11 p.m. is not as sharp in 1949 as it was in 1949. News, again, may play a part in this listening picture.
Audiences Increase
Of the Monday through Friday evening network programs which appear on the same station at the same time in 1950 as in 1949, 25.9% are found to have increased their listening audiences. This includes the programs of ABC (WMAL), CBS (WTOP) and NBC (WRC). It was necessary to eliminate the programs of Mutual in this comparison since that network changed its affiliated station in Washington between the two report periods.
Comparing the quarter-hour time segments of these three network stations shows that between 7-11 p.m., Monday through Friday, 27.8% of the time periods have increased listening audiences. It also is interesting to note that where radio programs also appeared on television, the radio audience in many cases made a pronounced decline.
From the ever increasing number of radios being sold, and with many programs showing greater listening, it would appear that the radio picture remains healthy. In Washington, the East Coast's third oldest television market, the entire cumulative radio audience, Monday through Sunday, 6 a.m.-11 p.m., has dropped only 21.6%.
This is in the face of increased television circulation of over 175% in number of sets.
For the timebuyer and advertiser it poses a problem. For the station operator and salesman the figures reveal that the radio audience is neither a thing of the past nor a drastically diminishing quantity. The cost-per-thousand circulation is still of vital importance. For a discussion of this phase of the problem, see accompanying story.

Engineer Buys Spots
WEEK Peoria, Ill., announced last week that one of its employees, Studio Engineer Harlan Baird, had become a sponsor on the station. Larry Finley, news director at WEEK, informed 

BROADCASTING  Teletasking
inch

TWIN CITY TR
City Seeks To Bar Service

TRANSLST Radio is continuing to function in the Twin Cities on a court injunction following adoption of a resolution Nov. 16 by the Minneapolis City Council barring TR because, the council alleged, certain advertisements carried on busses and street cars are objectionable.
Broadcasting Services Inc., local sales organization for TR, filed suit in Hennepin County District Court the day after adoption of the resolution, challenging the council's authority to ban service. The suit was on a temporary injunction restraining the city from carrying out provisions of the resolution.
Minneapolis City Attorney John Bonner interposed a demurrer holding that the council was within the law.
Council resolution was adopted after members of the Women's Christian Temperance Union and other advocates of prohibition appeared before the body to protest that Transit Radio carried beer advertisements.
Hearings on the case were under way last week before Judge Levi Paul in District Court.
TR service in the Twin Cities now comprises 250 vehicles of Twin City Rapid Transit Co., with potential of 800. Operations are over WMIN-FM.

Now! The Bay Area's Most Exciting Home Economist

in

"Adventures in Home-making"

9:05 to 9:30 a.m., Mon. thru Sat.

KLX

AND KLX-FM

TRIBUNE TOWER  OAKLAND, CALIFORNIA
Radio Listener Surveys Show 151,200 East-bay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!

(Continued...)
Any way you look at it, the 49 counties reached by WOWO’s powerful, popular signal make one of America’s top ten markets!

In food sales, this area is now equal to the nation’s 6th market. In general merchandise sales, to the 8th market. In drug sales, to the 7th market. In furniture and household goods, to the 8th market!

To get your share of Midwest sales, you can’t afford to overlook WOWO. For specific figures on sales results... and on the surprisingly low cost per thousand listeners... ask the man from Free & Peters.

WOWO
FORT WAYNE
NBC AFFILIATE

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

*Among the 200 leading cities of the U.S.A.
SCHOOL RADIO

EDUCATIONAL broadcasters from all parts of the country will meet in Chicago Dec. 12-14 for the 14th annual School Broadcast Conference. Radio and television, in addition to all other media of mass communication, will be covered from numerous angles by speakers during the three days at the Hotel Sherman.

Tuesday, the first day, will open with a morning speech on "The Influence of Mass Media of Communication" by Douglas Schneider, director of the mass communications division for UNESCO in Paris. After a luncheon given by the Rockefeller Foundation and General Education Board, members of the group will hear a discussion of the use of broadcasting techniques as teaching devices, combined with a student demonstration. David Heffernan of Wright Junior College will define "Listening—A Communication Skill," after which Harold B. McCarty, director of WHA Madison and executive director of the Wisconsin State Radio Council, will appear with a panel on the subject "Statewide Networks Serve the Schools."

Betty Ross, assistant director of public affairs and education at NBC Chicago, will outline work of the Parent-Teacher Assn. on the air, after which the annual reception for the conference will take place. In the evening, William Dow Boutwell, editor of the Scholastic Teacher, will appear with directors of low-power FM stations operated by schools. They will talk of "The Radio Workshop: Operating Our Own Stations."


Radio in Britain

After a talk on why Illinois parents and teachers believe in radio and television, John Scupham, director of school broadcasts for the British Broadcasting Corp., will explain how "Radio Serves the Schools of Great Britain."

John Crosby, radio and television editor of the New York Herald Tribune, has been asked to address the Wednesday luncheon group. At that time the conference will give the annual awards in classroom use of radio, station awards and the annual award of merit.

Florida Compromise

BILL SHEETZ, sports director for WMIE Miami, has been covering the Miami U. football games this season, and Reggie Martin, general manager of WHIP Jackson- ville, has been doing the play-by-plays for Florida U. When the two teams met, the announcers compromised. Mr. Sheetz called the game while Miami had the ball and Mr. Martin called while Florida was on the offensive, for broadcast of the game on the Sun Coast Broadcasting System, comprised of 16 Florida outlets.


WLS Chicago will sponsor the luncheon, at which Harold Safford, program director of the station and president of the Illinois Broadcasters Assn., will introduce Josephine Wetzel, education director for WLS. She will explain how a "Commercial Station Serves Education."

A meeting concerned with activities of the Illinois Broadcasters Assn. will be conducted by Mr. Safford, after which a television panel will discuss what they have been watching on video. Final panels are — "Radio Serves the Special Schools and the Exceptional Child" and "Teacher Training Institutions and Radio-Television."
The New Market Basket for over 5,000,000 people
MON. thru FRI. 7:30 to 9:30 a.m.
ROSS MULHOLLAND'S "Barefoot Society"

Success? YES!!

The West's Greatest Independent
KMPC
50,000 WATTS 10,000 NIGHT
LOS ANGELES

H-R REPRESENTATIVES, INC.
NLRB ORDERS
Elections at WBIG WFMY

TWO issues—communism and the jurisdictional disposition of cameramen-projectors at television stations—characterized separate election orders handed down by the National Labor Relations Board last week. Elections were directed to determine bargaining representation for certain employees at WBIG-AM-FM Philadelphia and WFMY-FM-TV Greensboro, N. C.

The first case involves Seaboard Radio Broadcasting Corp., licensee of the Philadelphia AM-FM facilities, and the American Communications Assn. (Broadcast District Local No. 1). The union seeks a bargaining unit of announcers at the station. Management objected on the ground they have an intimate relationship in the "formulation, determination and effectuation of management policies."

Seaboard also protested to NLRB that ACA has alleged Communist affiliations which disqualify it from participating in a board election. ACA previously had been upended from membership in CIO on similar charges. Station also felt the union would seek to merge announcers with the technicians' unit.

The second board, however, cited its previous ruling that as long as any petitioner complies with certain sections of the labor act, NLRB has no cause to "investigate the authenticity or truth of affidavits filed ... as such investigations are, by the Act, made a function of the Dept. of Justice."

Bargaining Unit
All announcers at WBIG-AM-FM, excluding the program director and all other supervisors, constitute an appropriate collective bargaining unit, the board asserted in ordering the election.

The second case concerns the Greensboro News Co., licensee of WFMY-FM-TV, and the National Assn. of Broadcast Engineers and Technicians.

Both station management and NABET agreed that all technical employees at the television facilities, excluding program director, chief engineer, producers and announcers, constitute a bargaining unit, and that engineers and a camera-technician should be included.

Greensboro News Co. felt, however, that the cameraman-projector should be excluded. Station characterized him as a "film editor" and contended his work is not technical. NABET cited eight TV stations and two network contracts now existing where the position was included in the technical group. The board upheld the union. Partial text of the ruling:

"Although the cameraman-projector is not as highly skilled as the engineering, a considerable technician is required to perform his job properly. In the instant case, the cameraman-projector performs the work of film man, cameraman, and projectionist. His work is closely integrated with that of the engineers: he enjoys the same working conditions, and for at least 2 or 3 hours a day he is under the supervision of the chief engineer. In television, the cameraman or projectionist is but one of a group of technically trained employees working as a cohesive team toward a common goal. In an earlier case we included a projectionist in a technical unit of broadcasting employees. In view of these facts, and the fact that thus far cameramen and/or projectionists have generally been included in an overall technical unit in the television broadcasting industry, we shall include the employer's cameraman-projector in the appropriate unit."

ELECTRONIC BUYS
Dept. Reports $368 Million
SUM of $368 million was obligated by the Dept. of Defense for electronics and communications equipment during the July-to-October 1950, period, the department revealed Nov. 21.

The total was part of a $8.1 billion outlay for procurement of all types of major materials and supplies during that period. Communications-electronics ranked fourth in the obligation list, topped by aircraft, tank-auto, and ammunition and guided missiles. Total obligations covering military pay and civilian allowance were approximately $15.4 billion.

ASCAP INCOME
Collins Reviews History
PRINCIPAL sources of ASCAP income are radio, TV and other mechanical means, rather than sales of music, Jules M. Collins, ASCAP sales manager, declared Tuesday at the weekly luncheon of the Washington Ad Club.

Reviewing the history of ASCAP, Mr. Collins said the copyright group decided after the consent decree in the early '40's to sell ASCAP on its merits. Over a score of regional offices were created. Recently the society has started a publicity campaign among its subscribers.

Mr. Collins explained ASCAP is reluctant to talk about its operations and what happens to its money. Funds are distributed quarterly and at the end of the year there isn't a cent in the treasury, he explained.

Ben Strouse, WWDC Washington, a club member, introduced Mr. Collins. He recalled briefly the formation of BMI a decade ago.

WMBG Richmond, Va., made special recording of presentation of awards at Annual Pedestrian Protection Awards luncheon held by Governors of Highway Safety. Program was presented as public service.

Speaking of Coverage
WTTH is the radio station that covers Michigan's rich Thumb area! For news, farm reports and entertainment, people in the "Thumb" listen to WTTH ABC Network 1380 on your dial—Represented by Weed & Co. PORT HURON, MICHIGAN
RUSSIAN JAMMING
Voice, BBC Getting Through Iron Curtain

VOICE of America and BBC broadcasts are getting through to listeners in the Soviet Union and Iron Curtain countries despite a concentration of Russian jamming transmitters, the British Broadcasting Corp. has reported.

The progress lies in the increase of BBC-Voice transmissions carried simultaneously on some 60 shortwave frequencies, BBC said in its 1951 yearbook tracing the history of BBC jammers to 1949, at which time Back to April 1949.

“We can claim with some degree of certainty that listeners in most parts of the Soviet Union can hear the BBC or the Voice if they take the trouble to search through the din of jamming for a clear frequency,” Hugh Greene of the BBC asserted.

Issue of Soviet jamming tactics also was spotlighted in the United Nations at Lake Success, N. Y. The U. N. Social Committee Nov. 18 condemned the Russian noise blackout for the second time in recent months and appealed for an end to the interference.

The committee adopted a resolution claiming that the jamming constituted a violation of “freedom of information” and a denial of “the right of all persons to be fully informed concerning news, opinions, and ideas regardless of frontiers.” Resolution embraced an earlier Chilean proposal passed in Geneva Aug. 9.

While the BBC report cited existence of 300 Russian jammers, the U. S. charged that the Soviets were employing over 1,000 such transmitters to fill the air with Siberian wolf calls, cries of seagulls, and roar of airplane engines to black out Voice programs.

UN debate was heavily flavored with mutual accusations that official broadcasts were being utilized to spread lies and slanders for the purpose of creating dissension.

An appeal to refrain from “unfair broadcasts” was added to the Chilean draft in amendments offered by the Philippines, Iran, Mexico, Iraq, Indonesia and Saudi Arabia. The resolution was adopted by a vote of 39-5.

CANADA AD MEET
Cite Role in Defense Economy

ADVERTISING in today’s defense economy was theme of the one-day fall conference of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Nov. 27. Clarence B. Goshorn, chairman of Benton & Bowles, New York, was luncheon speaker, and emphasized the need of continued use of advertising in all channels to aid in the maintenance of our system and in development of the defense economy.

Closed sessions of theACA were held morning and afternoon under the chairmanship of Lee Trenholm, president. He reviewed ACA activities and there were panel sessions on the future of the ACA and the future of Canadian business in the coming year, with leading Canadian economists on the panel.

Mr. Goshorn, after reviewing the world situation, the growth of advertising in both Canada and the United States during the war and postwar years, forecasted “there will be no severe cut-backs in advertising under any conditions we now see ahead as we faced during the war.” He emphasized the need of leadership by businessmen through advertising in all media to preserve our system.

Afternoon sessions were devoted to the sales manager and advertising, and agency and advertiser relations.

New Orleans Club

BEVERLY BROWN, WNOE New Orleans, is president of the newly formed New Orleans Radio and TV Club, with membership confined to those actively engaged in broadcasting in that city. Other officers are: Ray McGuire, WDSU-TV, vice president; Betty Nester, WWL, secretary; Amelie Batsen, WSMR, treasurer. Board of advisors includes Ken Elliott, WWZE; Catherine Harrington, WJMR; I. D. Pemberton, WJSW; Mike Clark, WTPS. Carl Cannon, WSMR, handles public relations of the club.

He fires customers with enthusiasm
at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small boys. His “radar” is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wansstreet, of U. S. Tire & Supply, Inc., wrote to Station WHAR, both of Clarksburg, W. Va.: “We try to choose that type of advertisement which reaches the most people with the best message at the smallest cost.

“Since subscribing to your ‘Fulton Lewis, Jr.’ show, received comments from both old and new customers, our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . . ”

The Fulton Lewis, Jr., program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
VOICE of America programs beamed to Iran were stopped because the U.S. failed to deliver a number of radio transmitters to that country and because of "public opinion," an Iranian propaganda official said in Tehran Nov. 22.

State Dept. spokesmen in Washington had no comment on the charge involving American transmitters, but said negotiations were still in progress looking toward restoration of part of the Voice programs. The half-hour Iranian language program was cut to 15 minutes, spokesman said. BBC and Pakistan broadcasters also were blacked out.

The Iranian director said it was "impossible" for Radio Tehran to make rebroadcasts of Voice programs originating in this country because of the lack of transmitters. The official, Bahram Shahrokh, said the broadcasting policy did not imply any change in Iranian foreign policy, and added that Radio Tehran will continue to receive a daily 15-minute United Nations program. Iran was one of a number of countries which sided in a bloc against Soviet Union jamming tactics.

Tehran Radio reportedly had silenced programs aired Nov. 15 by both the Voice and BBC under an order canceling a number of rebroadcasts of foreign programs. Tehran Radio is state-owned.

On All Accounts

(Continued from page 12)

Evelyn Baird, have been married since October 1932. They have one daughter, Phyllis, 17. The family live in Douglaston, L. I.

Among his hobbies, Mr. Long lists golf, ham radio operation (an avocation that dates back to 1917) and sailing. He is a member of the American Radio Relay League, the Douglaston Yacht Club and is an associate member of the Institute of Radio Engineers.

WCFL Joins PBS

WCFL, Chicago has been named the midwest outlet of the new Progressive Broadcast System which started operations Nov. 28 [Broadcasting, Nov. 27].

Deal was set by George Issac, general manager of WCFL; Dr. Miller McLinthock, PBS chairman of the board; and Robert C. White, vice president of Central Division of the new network. PBS Chicago offices are headquartered at WCFL, 606 Lake Shore Drive.

Copyright 1950 by A. C. NIELSEN CO.

WTVB-FM on Air

Carries 15-hour Schedule

WTVB-FM Coldwater, Mich., is now carrying a 15-hour schedule of broadcasts as a Class A operation on 98.3 mc (Channel 252). The new FM outlet of Twin Valley Broadcasters Inc. took the air for the first time Nov. 15, 11 days after receipt of its final construction permit. Station operates 6 a.m. to 9 p.m., programming separately after WTVB leaves the air.

For personnel for FM operation is the same as that of WTVB, with E. H. Munn Jr., station director; Jack Olson, program director, and Kenneth Gallant, sales director. Manned with RCA equipment, the station is on interim operation, awaiting completion of the FM tower soon after the first of next year. Joseph Hershey McGillvra has been appointed national representative, according to Mr. Munn.

KWHN Joins Mutual

KWHN Fort Smith, Ark., licensed to KWHN Broadcasting Co. Inc., a Shreveville outlet on 1320 kc, signed a contract Nov. 22 with MBS, according to H. S. Nakdimen, secretary-treasurer of the firm. Mutual programs and commercials will be acquired by KWHN from the previous affiliate, KFPW, by Jan. 1. Mr. Nakdimen has announced.

My new morning program

"Breakfastime"

is the only
live-talent A.M. show
on the coast—

TOP DOG!
Farrell on NBC, and the Harry Rabbit Show on CBS Pacific Coast Network. Whitehall sponsors Tuesday-Thursday segments of the latter.

Mr. Ballin is liaison man for all Whitehall contacts with the networks, stations, station representatives and Air Features, which produces the five national network programs. He also works closely with the advertising agencies handling the various Whitehall accounts. He coordinates all advertising activities for about half a dozen brands.

Mr. Ballin has watched with interest and a certain amount of pride, the sales expansion of Anacin, in which he has had a generous participating hand. This pride is reflected also by Whitehall in its general appraisal of radio.

"For many years radio has formed the backbone of the advertising program for Anacin, Kolynos and our other drug products," he observes. "This policy has not changed, in spite of the fact that we have from time to time expanded into other media."

Believes Radio Effective"

He adds significantly: "... Our recent buy of the NBC Tandem Operation is evidence that we still believe radio to be the most effective vehicle for reaching the type of people who buy our products." On Nov. 5 Whitehall began sponsorship of a portion of the network's The Big Show on behalf of Anacin.

Mr. Ballin belongs to the Radio Executives Club of New York and the Bell Haven Beach Club. He married the former Jean Brevard Crump in 1941. They have two children, Douglas David 3d, 6, and Diana Linton, 1. The family makes their home at Greenwich, Conn., where Mr. Ballin raises Boxer dogs. For other hobbies, he also brushes up on American history and takes part in all spectator sports.

PHILCO DIVIDEND

5% Stock To Be Voted

SPECIAL 5% stock dividend payable Jan. 10 to stockholders of record Dec. 22 is expected to be voted today (Monday) by Philco Corp.'s board of directors.

The board has declared a quarterly dividend of 80¢ per share on company's common stock equivalent to 40¢ per share on the number of shares to be outstanding when the 2-1 split becomes effective. Dividend is payable Dec. 15 to holders of record Dec. 1. Regular quarterly dividend of 93¢ per share on the corporation's preferred stock, 3% series A, payable Jan. 1 to shareholders of record Dec. 15, also has been announced.

Special dividend, the board said, taking the form of stock will make possible the increase of the firm's working capital to handle the "present high level of business efficiently and to conserve funds for the expansion program that is contemplated for 1951."
ROLE OF THE RFD

The Farm Director is the liaison between the college, the farmers, and the industry, and his strength lies in his promotion of the sale of all three elements in the economy. This was the conclusion advanced by Sam Schneider of KVOO Tulsa at the close of the two-day annual convention of the National Assn. of Radio Farm Directors in Chicago Nov. 26. Mr. Schneider, commissioned by the group to summarize proceedings, defined the role of the radio farm director (RFD) as one which aids better production, marketing, and living for the farmer. His "selling" involves ideas as well as tangibles.

The various problems confronting the farm men, outlined by panelists and individual speakers Nov. 25 and 26 at Chicago's Stevens Hotel, can be solved by creation of new program ideas, "sale" of new programming to station managers, learning the farm audience size, promoting public relations, and sales, gathering ideas from farmers, rendering service on and off the air, merchandising the product, planning formats which farmers can compete with television, Mr. Schneider reported.

"If the RFD serves all these masters at once—and he can—he'll keep his AM station in the black," concluded Mr. Schneider. Farm directors, as "pristige lobbyists," create a demand for products, and for ideas, of colleges, farmers, and industry. A "sincere desire" to help all three will result in the further development of better production, marketing and living on the farm, he said.

Schneider Elected

Mr. Schneider, who edited the NARFD Chatz during the past year, has elected secretary-treasurer of the group, succeeding Chris Mack of WAXY Yankton, S. D. Mr. Mack, newly elected vice president, replaces Phil Alampi of WJZ New York, president for the next year. Retiring president is Roy Battles of WLW Cincinnati.

During two full days of discussion, farm directors were concerned with the sale of their shows and getting management to allocate more money to their departments. In an effort to increase circulation of the successes of farm broadcasts, a committee headed by Larry Haeg of WCCO Minneapolis proposed to the new officers appointment of two committees for study and action.

Mr. Haeg's committee vetoed the suggestion that an executive secretary be hired, suggesting instead that the two committees study and act on gathering information on farm broadcasting and what has been done by radio farm directors for distribution to agencies, clients, and timebuyers. The report is expected to be given to the membership at a three-day June meeting in St. Louis.

Thirty-six RFDs were given 10 and 20-year service awards at the annual banquet Sunday evening. Twenty-year recipients included:

Phil Evans, KEMC Kansas City, Mo.; Ken Gepen, U. S. Dept. of Agriculture; Wallace Kadderly, KGW Portland; Lou Kaiser, Cornell U.; George Kister, KMMJ Grand Island, Neb.; Bill McDonald, KFAB Omaha; John Merrifield, WWJ Detroit; Everett Mitchell, WMAQ Chicago; Art Page, WLS Chicago, and Charley Strooker, KXOK St. Louis.

Ten-year men receiving awards:

Frank Atwood, WTIC Hartford; Layne Beaty, WBAP Fort Worth; Emil Bill, WMBD Peoria; Milton Blais, WHA Madison, Wis.; Harry Campbell, WBWM Chicago; Jim Chapman, W7AM Cleveland; Carl Collin, WZKO Kalamazoo; Ray Heinen, U. S. Dept. of Agriculture; Amos Kirby, WCAU Philadelphia; Edd Lemons, Oklahoma Extension Service; Glenn C. Lorang, KJQ Spokane; Chris Mack, WAXY Yankton; Ten Maigner, KMOX St. Louis; Bill Moshier, KJZ Seattle; Herb Flambek, WHO Des Moines; Sam Schneider, KVOO Tulsa; Gus Swanson, KFEL Denver; Chuck Worstetter, WMT Cedar Rapids; Earl Britton, KERG Eugene, Ore.; Don Dean, WLEC Sandusky, Ohio; Paul Fisher, WMRC Greenville, S. C.; Mal Hansen WOW Omaha; Ernie Jorgenson, KXYZ Spokane; Cal Karmstadt, KSTP Minneapolis; Gordon Louden, Louisiana Agricultural Extension and Lester Weatherwax, KFPH Wichita.

Public Interest Awards

Earlier that day, six AM stations earned public interest awards "for exceptional service to farm safety" during 1950 and the preceding 12-month period from the National Safety Council at a council luncheon. Stations were KUOM St. Paul; KUSD Vermillion, S. D.; WIBX Utica; WAXN Yankton; WJS Winston-Salem and WTC Hartford (BROADCASTING • TELECASTING, Nov. 27). Certificates were presented by Ned Dearborn, president of the council, after a welcome by Paul Jones, director of public information. Also seated at the speakers table was Dan Thompson, council radio and television director.

The Sunday morning session, concerned with election of officers...
and committee reports, was followed by discussion of the RFD and farm program from the commercial viewpoints of the farm director, the station manager, the station promotion director and the sponsor.

Representing the last were Gordon M. Philpott, vice president and director of advertising for the Ralston-Purina Co., St. Louis, and Ed Cashman, president, Doughboy Industries, New Richmond, Wis. Mr. Philpott appeared with Otis O. McIntosh, director of public relations for Ralston; Maureye E. Malin, manager of Chow advertising for the company, and Jack Leach, account executive at Gardner Advertising, St. Louis, which handles the Ralston account.

Mr. Philpott said Ralston “has bought some kind of farm radio” in all his 31 years with the company, and pointed out that most Ralston radio money is spent in the South. “It’s no coincidence that the South offers the most profit, is the fastest-growing market and shows our best advertising effort, for our heavy radio is there,” he said.

Buying Problems

He cited major problems in buying radio as (1) determining the size of the audience and the hours for the programs, (2) getting program availabilities, “as the national reps and even station salesmen are very badly informed,” and (3) getting stations to offer creative programming. “Usually the station makes no attempt to get us the kind of show we want if none is available at the time,” Mr. Philpott said.

Advertisers want two things from radio farm directors, he said. First, they want to know that the RFD “has sold his top management on farm programs, the farm audience and on himself.” Mr. Philpott pointed out that “some stations apparently broadcast farm shows only to comply with FCC regulations regarding public service broadcasting.” “One of the best” comments for television is the farm broadcaster, especially during early morning hours, Mr. Philpott said. “Top management on most stations” doesn’t realize the potentialities of the farm program and audience, the speaker charged, adding that “all kinds of inferior products are thrown as participation into farm shows when there’s no place else for them.”

Station salesmen “haven’t had to sell for so long they don’t know how,” Mr. Philpott said, adding that none of the radio that Ralston had ever bought was “sold” to it. “We sold ourselves,” he said.

Responsibility to Sponsor

Secondly, the client wants the RFD to recognize his responsibility to the sponsor to make the program sell. Mr. Philpott suggested the RFD “sponsor” the product personally, accepting only clients in whose products he believes. “And work with the sponsor closely. Re-write the commercials if you don’t like the way the agency writes them, but let the sponsor know why,” he said.

Mr. Cashman, president of Doughboy Industries, supervises production in seven divisions which manufacture different products. Doughboy, a regional account, spends “less than $1 million a year” on advertising, 40% of which is for the feed division. About a third of the feed money goes to radio, a half-hour show, several quarter-hours and occasional spots.

He outlined some results of a questionnaire sent to 600 selected feed salesmen and dealers. In answer to the question: “Has the Doughboy radio program or programs in your territory sold Doughboy feed to any of your customers?” 81% of the respondents said yes, 19%, no. “We’re worried about the 19%,” Mr. Cashman said. Half of those answering said the greatest sales results come from farm commentators, 37% said a combination of commentary with hillbilly bands and 13% believed hillbilly bands alone did a better job.

Seventy-eight percent of the dealers “are opposed to spot announcements as against longer shows at less frequent intervals,” Mr. Cashman said.

‘Maintain Prestige’

Calling on the RFDs to “maintain prestige and following for the sponsor’s benefit,” Mr. Cashman warned them not to “become Main Street farmers.” He suggested that farm directors “continuously press management to give time best suited to the farmer’s listening habits,” encourage the spending of time and money for farm listener information which helps the sponsor know what kind of an audience he is buying at various times of the day, and foster merchandising of the show and product.

“The trouble with radio salesmen is they promise you the moon in merchandising assistance, but once you’ve signed a long-term contract, they are inclined to forget all about the sponsor,” he charged.

The sponsor also wants the farm

(Continued on page 104)
THE LATEST WCKY STORY

WCKY GIVES YOU ANOTHER BIG PLUS!

WCKY IS #1 IN OUT OF HOME LISTENING
IN THE CINCINNATI AREA.*

19.8% of the people in the Cincinnati Area
listen out of home once or more a day, and
WCKY has 23.6% of this Out of Home Audience
6 AM to 8 PM Monday thru Friday . . .
MORE THAN ANY OTHER CINCINNATI STATION!

NOW MORE THAN EVER BEFORE,
WCKY IS YOUR BEST BUY IN CINCINNATI.

(*-Pulse Cincinnati Out of Home Survey July-August 1950)

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

A NEW 50,000 WATT TRANSMITTER!

WCKY HAS JUST INSTALLED THE LATEST GENERAL ELECTRIC 50,000 WATT TRANSMITTER, WITH MANY IMPROVEMENTS, WHICH WILL PROVIDE WCKY'S LARGE AUDIENCE WITH EVEN BETTER FIDELITY AND A CLEARER SIGNAL.

NOW, WITH TWIN 50,000 WATT TRANSMITTERS, WCKY WILL PROVIDE CONTINUOUS 24 HOUR, 7 DAY A WEEK SERVICE TO ITS LARGE LISTENING AREA IN THE EASTERN AND SOUTHERN STATES.

THIS INVESTMENT IN NEW AM EQUIPMENT INDICATES OUR CONFIDENCE IN THE FUTURE OF AM BROADCASTING (AND WE THINK TV IS OKAY TOO).

NOW MORE THAN EVER BEFORE,
WCKY IS YOUR BEST BUY IN CINCINNATI.

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
No Opposition?

ORGANIZED education, under the very noses of the nation’s broadcasters and telecasters, is making a determined bid for a huge chunk of the limited TV spectrum. So far, those who were responsible for the development of the broadcast arts as free enterprises, haven’t been joined issue. Last week there were these developments:

1. The organized educators, in hearings before the FCC, asked for a VHF channel in each big city and educational center, with 20% of the unallocated UHF to be reserved for education.

2. A joint Emergency Committee on Educational Television, headed by the violently anticommercialism chancellor Robert M. Hutchins of the U. of Chicago, put on a mail campaign for a $25,000 war-chest to finance the frequency grab.

3. Sen. John W. Bricker, (R-Ohio) introduced a resolution for an FCC study, looking toward reservation of at least one frequency in each state for educational purposes.

All this happened before radio. It occurred in 1928, when the original AM reallocation was made. It happened again a decade ago with FM. But education has always found it could achieve maximum audience and optimum results by using the allotted sustaining time of established commercial stations and networks—which have the audiences, the know-how and the wherewithal. The past record speaks for itself.

Comr. Fred B. Hennock, is quarter-backing the educational strategy. The FCC proceedings have been virtually ex parte, since no witnesses have been cross-examined by representatives of the networks, who have invested so heavily in the visual medium. So Comr. Hennock has been making touchdowns in every quarter.

To reach an equitable decision, the FCC should have all the facts. What about the past experiences of the educators in radio? What about their financial ability to engage in TV? Has anything been said about the educational programming now being done by TV stations in collaboration with state institutions, even at this early stage of TV development? And has anyone recalled that in 1934-35, the whole educational-allocation battle was fought before the FCC, at the behest of Congress, with the NAB carrying the load, after an exhaustive survey of radio in education, and which lead to the formation of the Federal Radio Education Committee.

The logistics or intelligence of commercial broadcasting, so far, appears to have fallen down badly.

100% Isn’t Perfect

SOME buyers of radio advertising have developed, no doubt in all sincerity, a rule-of-thumb in estimating radio audience: where TV is available, they simply deduct 100% of the number of TV homes from the number of radio homes in a market.

With recollection of “Ann,” of National Advertiser’s autumn effort to slash radio rates still fresh, the need for authentic coverage and research data becomes more acute. When agencies and advertisers deduct 100% of TV homes from the radio-home count for a market, broadcasters find themselves in danger of being mousetrapped. They are thrown in competition with media that evade admitting TV has cut down their own audience by insisting that all of TV’s gains have been made at the expense of radio alone. They avoid the spectacular rise in radio set sales—exceeding even those of TV.

The answer must come in the form of statistical proof that will be accepted by the advertisers. The two BMB studies have satisfied most of those who hurled the charge that broadcasters are medicine men. Now the latest BMB figures are becoming obsolescent. Larger agencies, however, apply their individual factors to bring the data up-to-date. That’s why they’re buying more and more national spot.

Fortunately a group of broadcasters is now working on this very problem, under aegis of the new Broadcast Audience Measurement Inc. With Clyde Rembert, KRLD-AM-TV-FM Dallas, as chairman, a BAM committee is exploring the history and scope of radio coverage and research.

The answer may lie in an oft-agitated blanket coverage-research project, supplying all types of reports under one banner. Or it may be found in a less costly certification operation that would inspect and lend its seal of approval to private research.

The statistical answers are there. It’s just a case of ferreting out.

Talent's HCL

THE FULL effects of the labor agreements signed a fortnight ago with AFRA and Television Authority cannot be fully assessed at this time, but there isn’t any doubt that the new contracts will cause radio’s production costs to rise and television’s to skyrocket.

The new AFRA contract with the radio networks does not make a concession to reality. Except for one category of announcers, the AFRA commercial scales remain the same. In consideration of the advertiser clamor against radio costs, the acceptance by the union of status quo in its commercial minimum was wise.

AFRA’s sustaining program scales, however, were boosted an average of 14.2% in the new contract. In times of declining profit margins in network radio, this increase may be difficult to accommodate.

The new Television Authority contract is quite a different matter from the AFRA agreement. Estimates by the networks as to how much the TVA contract will raise production costs run as high as 100%—assuming that present programming continues unchanged.

Present programming, of course, will not remain unchanged. To bring production costs somewhat within sight networks and sponsors will be seeking to reduce the size of casts and exert every economy possible, to the inevitable detriment of production quality.

Take dancing choruses, for example. Shows with middle-sized budgets could engage choruses of several dancers at fairly low rates before the TVA contract was made. Now that chorus members in an hour’s show are to get $125 each, the number of them to be hired for any single program is obviously limited.

We recognize the great pressure under which the networks carried on negotiations in the face of a rapidly approaching TVA strike but we wonder whether they agreed to too high a price for the first talent contract in television. The scales set by the TVA agreement are the first. What will they be next year?

RESEARCH TO:

FRANK VIVIAN WEBB

THE V. in Frank V. Webb’s name should stand for versatile. However, it stands for (say it softly, that no one may hear) Vivian. Mr. Webb, now general manager of KFH-AM-FM Wichita, Kan., has come along in the growing radio industry.

Back in 1938 he was running KTMS Santa Barbara, the News-Press station, almost single-handed. He conducted his own daily Man on the Street program, putting himself on the air with the aid of a battery amplifier. After holding his sidewalk interviews he would return to the studio, write scripts, compile questions and answers for the next day’s show, handle personnel problems, sell time to Santa Barbara business firms, write continuity for the time he had sold, put the announcements on the air, and then take his regular shift at the studio controls.

The KTMS enterprise taught Mr. Webb the

(Continued on page 49)

Static and Snow

By AWFREY QUINCY

ED PETRY asks: “How many picnics do you need for a fence?” If he means a fence around a radio station, why not ask Stan Hubbard?

If we believed everything we read, we’d hurry and get rid of our television set. Then, we’d read aloud to the kiddies from the best books and magazines, take them to the movies every night, spend each warm afternoon in the ballpark, take in all the football games, and have the family at ringside for all the prize-fights. Nurtured in such a refined atmosphere, OUR children would never grow up to feel socially inferior!

When Jimmy Shouse goes to work on the Voice of America, we’ll bet that the soprano influence will de-emphasized in favor of much more baritone.

We think that the formation of a Broadcasters’ Advisory Council is a great idea, but we’re curious about something. In our government, who takes advice?

BROADCASTING • Telecasting
More Italians* Listen to

WOV

than any other New York Station
(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM
The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing network quality entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that sell!

*2,100,000
Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.
Front Office


Blayne Butcher, former radio director Newell-Emmett, N. Y., to KTTV (TV) Los Angeles in executive capacity.

Francis W. Tully Jr., Washington news correspondent for the Yankee Network, resigns. He will publish a newspaper in Maine.

Bob Dumm, general manager KNOE Monroe, La., appointed vice president and general manager Sacramento Broadcasters Inc., (KXOA), Sacramento, Calif. Replaces Herb Ferguson, who resigned to go into business in Fresno.

Mr. Butcher

Thomas D. Seay Jr. appointed station manager KPTV Paris, Tex.

Herb Booth, manager KROP Brawley, Calif., appointed station manager KYOE Blythe, Calif.

Norman Thomas, continuity department WOTW Nashua, N. H., appointed sales director.

Schepp-Reiner Co., station representative, moves to larger offices at 36 E. 45th St., New York 17.

CKNW New Westminster, B. C., appoints National Broadcast Sales, Toronto, to handle representation, effective Jan. 1.

George Glavin, commercial department KING Seattle, to TV sales department. Bob Kilpatrick, commercial manager KXA Seattle, to KING sales staff.

Southwest Virginia's Pioneer Radio Station

How Many & How Much?

<table>
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<tr>
<th>1949 BMB Daytime</th>
<th>BMB Radio Families</th>
<th>Prelim. Reports 1959 U. S. Census</th>
<th>1949 Retail Sales</th>
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<td>50-100%</td>
<td>101,680</td>
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<td>25-100%</td>
<td>157,110</td>
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<td>10-100%</td>
<td>216,220</td>
<td>1,115,996</td>
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</table>

*Retail sales figures, 'NI' omitted are from SW 150 "Survey of Buying Power"*

WDBJ CBS - 5000 WATTS - 960 KC
Owned and operated by the TIMES-WORLD CORPORATION ROANOKE, VA.
FREE & PETERS, INC., National Representatives

Page 48 • December 4, 1950

Arthur McPhillips, assistant sales manager and traffic manager WJR Detroit, appointed sales service director.

Richard Harris, Wilma Richmond and Mitchell Davis Jr., to accounting and auditing departments WRC and WNBW (TV) Washington. Patricia Sawyer to WNBW (TV) as secretary.

Robert E. Williams appointed general manager WFML (FM) Washington, Ind. Was with WRSW (FM) Warsaw, Ind.

H. Bruce Baumeister, Wright, Wright, Green & Wright, Beverly Hills, Calif., law firm, appointed resident counsel KTV (TV) Los Angeles.

Don Shields, newsman WAVZ New Haven, transfers to time sales department.

Lois Larson, S. F. model, to KRON-TV San Francisco accounting department.

William J. Lofback rejoins WSAM-AM-FM Saginaw as commercial manager. Was news editor before he left to join wholesale hardware firm in Michigan.

Robert W. Ferguson, station manager WTRF-AM-FM Bellaire, Ohio, promoted to executive vice president and general manager.

Ted Webbe, sales manager WCTC New Brunswick, N. J., to sales staff WAAT-AM and WATV (TV) Newark.

Bill Yonan to ABC Chicago AM sales staff after working in promotion department. Love Draper to ABC Chicago network TV sales staff from John H. Sampson, Chicago agency.

Charles Ferguson, formerly with Utah stations, to KBUC Corona, Calif., as sales representative.
Respects

(Continued from page 46)

essentials of the broadcasting business. He put the station on a paying basis and maintained it at a profit-producing efficiency during his two years there. A staunch proponent of self-reliance, he believes that good business sense, the ability to come to grips with his own creative and advertising mind are the essentials for getting ahead in a fast-changing world.

Following his experience at Santa Barbara, Frank Webb went to Fort Wayne, Ind., where after two years he was made assistant sales manager in charge of advertising and promotion for six Westinghouse stations, with headquarters in Philadelphia. Later he was promoted to sales manager of Westinghouse's KDKA Pittsburgh, where he remained two years. His next step upward came when he accepted the management of the Farnsworth Broadcasting Division, including television transmission, frequency modulation and standard broadcasting. In this capacity he became manager of WGL, one of the two Westinghouse stations operating in Fort Wayne.

Success With WGL

Under his direction, WGL managed to show a small margin of profit on the first month's operation in spite of wartime restrictions and building limitations. He laid out new studio plans to include facilities for AM, PM and TV and built up an organization of 34 employees.

Mr. Webb's earlier business career was almost entirely in the advertising field and he is fully cognizant of the salesman's problems. His first job in the fall of 1928 after leaving Kent State College, Ohio, was selling monotype and lineotype service to advertising agencies, book publishers, and printers for the M & L Typesetting Co. in Chicago.

After two years with this firm, he followed the advice of Horace Greeley and "went West" to seek his fortune. He took a job with the Arizona Republican Gazette in Phoenix in 1930, where he began as assistant to the national advertising manager. He was given various promotions on the ad staff before joining the advertising department of the Santa Barbara News-Press four and a half years later. In 1937, he organized the Santa Barbara Advertising Club and became its first president.

In 1943, Mr. Webb was one of 12 representatives selected from the industry to make an NAB presentation to launch a campaign selling retailers of America on the values of broadcast advertising. He addressed 12 mass meetings of retailers in the principal cities of North Carolina, South Carolina and West Virginia.

In 1944 Frank Webb was made a member of the NAB Sales Managers Executives Committee and served as sub-committee member for the revision of the NAB-AAAA standard contract for spot broadcasting. As a result of his Big B activities he worked closely with Lewis H. Avery, then NAB director of broadcast advertising. From this association grew Mr. Avery's proposal that Mr. Webb open and manage the Los Angeles office of Avery-Knodel, station representative.

Frank Webb's real interest, however, lay in the direction of active broadcasting, and in the fall of 1946 he went to Honolulu. He served as vice president and general manager of KULA Honolulu until 1948 and then moved to Wichita in September of that year. Since his sojourn in the islands, Mr. Webb has been an expression supporter for the Statehood of Hawaii.

Earned Public Service Laurels

His operation of KFFI-AM-FM, owned by the Wichita Eagle, reflects his sense of civic and national responsibility. In collaboration with the Wichita Police Dept., the station has launched a great number of safety campaigns, emphasized during the return-to-school months in the fall. As a result of these campaigns, the station has won various public service awards. KFFI celebrated its 21st anniversary as a CBS affiliate in October.

Mr. Webb is a first president and one of the originators of the Kansas Sales Executives Club, now in its first year, with 160 members from six representative Kansas cities. Under Mr. Webb's leadership and with the cooperation of a group of enlightened and energetic businessmen, the club's aim is to develop selling into a profession.

In addition to his work with the Sales Executives Club, Mr. Webb has just completed a term as vice president and program chairman of the Wichita Ad Club. He has also served on the board of directors of the Sedgwick County Infantile Paralysis Foundation, is a member of the public relations committee of the Community Chest and is active with the Wichita and the Kansas Chambers of Commerce.

His interest in the Boy Scouts and 4-H Clubs has led to outstanding KFFI programs for these groups.

Born of American parents in Mexico City in December 1907, Mr. Webb is still known as "Pancho" or "Hank" to his family, to avoid confusion with his father, Frank Sr. He is married to the former Rosalie O'Connor. They have one son, Michael Stewart, 19 months.

Boyhood days spent in Missouri have left a little of the Tom Sawyer and Huck Finn adventurousness in Frank Webb. He has been learning to fly and has already made a cross-country flight in a Beech Bonanza. While in Hawaii he indulged his hobby of spearfishing. He also enjoys enjoying around old clothes and painting a little for his own pleasure.

Looking ahead to the expansion of KFFI-AM-FM, Mr. Webb is making plans for a KFFI-TV when the FCC freeze is lifted and the international situation clarified. He is alert to the potentialities of TV and is a popular civic club speaker on TV possibilities for Wichita.

ONTARIO MEETING

May Form Regional Unit

FORMATION of an Ontario regional broadcasters group was to be main business of the Ontario regional station meeting at the Royal York Hotel, Toronto, yesterday (Dec. 3). With Ontario the only area in Canada which does not have an NAB affiliation, although it has the most stations, it was expected that a regional association would be formed and officers elected at the meeting.

The Canadian Assn. of Broadcasters called the meeting, and William Burgoyne, CKTB St. Catherines, representing Ontario small market stations as a CAB director, was to report on CAB activities for 1950. Pat Freeman, CAB sales director, was to outline his new system of audience surveys. Agenda for the forthcoming annual CAB meeting at Quebec also was to be discussed.
ODNEY (Bud) COULSON, manager KLGK Corona, Calif., to KPI-AM-TV Los Angeles in promotion and publicity department to handle press contacts. Replaced RON MANDERS, assigned to handle station's grocery merchandising activities. BILL GORMAN, formerly in latter position, named members of station jobs staff.

ROBERT O. EATON, announcer WLBH Mattoon, Ill., to WJPD (TV) Dayton as producer, writer, director and announcer.

GERRY MORRISON to Don McNeil's TV Club as producer, replacing IVOR McALEEN, resigned. Was with WHK King TV show. ED MECKAN becomes writer for show.

ALLAN JEFFREYS, announcer WPPG Atlantic City, N. J., to WTOP Washington in same capacity.

KEN ACKERMAN, staff announcer KCS San Francisco, father of girl, Barbara, Nov. 12.

BILL WOLF, special events and news editor and announcer WKNR Muskegon, appointed program director. DEA McCRAE, radio-TV copywriter Young & Rubicam, N. Y., to station as chief of continuity department and production assistant to Mr. Wolfe.

ROBERTS E. EVANS, program director WSSB Durham, N. C., to WALD Wallerboro, S. C. in same capacity.

FORREST H. (Bob) RESPRESS, chief announcer and promotion director WBBM Lancaster, Ohio, appointed program director. BENNY BEE, disc jockey, appointed music director.

FRED DAVY, record librarian WJAS Pittsburgh, father of boy, Bob.

PAT BUTTRAM, CBS Gene Autry Show, hospitalized for almost three months following injuries suffered in explosion during filming of scene for Autry TV film, returns to cast of radio show.

HENRY SELIB, new to radio, to continuity department WTWX Nashua, N. H., replacing NORMAN THOMAS (see FRONT OFFICE).

LIL COX to continuity staff WIS Columbus, S. C. Was with NBC New York.

JACK BENNY, star of own CBS radio and TV shows, and his wife, MARY LIVINGSTON, honored Nov. 26 as "Mr. and Mrs. American Citizen" by Los Angeles Lodge, B'nai Brith.

DAVID MACPHERSON appointed assistant controller NBC Western Division.

MICHAEL JOSEPH, staff announcer and disc jockey WPRO Fremont, Ohio, to WMAN Mansfield, Ohio in same capacity.

WILLIAM HERDON, literary agent, to CBS Hollywood editing department, replacing HARRY G. STEWART, resigning to join radio department. SAM JAFFE, L. A. talent agency.

CLYDE Mc Millan to WFMJ (FM) Washington, Ind., as staff announcer. Was with WLWX Indianapolis.

PAUL MARTIN is the new chief of bureau of Gannett News Service, Washington, D. C., it was announced last week by Publisher Frank Gannett. The bureau serves six radio outlets of the Gannett Group as well as the 21 members of the group's newspapers.

A native of Fort Worth, Tex., Mr. Martin has been with Gannett's Washington bureau since 1947. As a former AP reporter, Mr. Martin was one of four men selected from all four news association's bureaus in the nation to go to New York to help start the editorial end of AP's venture into the radio field when it set up its subsidiary Press Assn. Inc. In 1946, Mr. Martin succeeds A. Vernon Croop, who was called to Rochester to become managing editor of the Rochester (N. Y.) Times-Union.

STRIKERS TUNED KPRC Gives Official News

A PROLONGED Houston bus strike called into play the new services of KPRC Houston which also inaugurated a unique service for union members. At the suggestion of Pat Plachek, KPRC's news director, the outlet has become the official voice for the local CIO striking union, it was reported.

Daily announcements, transcribed by C. C. Stone of the local union, keep members informed of negotiations between their union and the Houston Transit Co. Mr. Stone, in commending the station for its cooperation, also congratulated KPRC for doing an "accurate and consistent job of presenting both sides of the strike question in a fair and impartial manner." Mr. Stone added that Local 282 members of the Transport Workers Union were warned against unauthorized statements and were asked to "stay tuned to KPRC for official news."

To strike, which 10 days ago had gone into its third week, was being covered completely by KPRC newsmen, it was noted. Remote broadcasts from Houston's City Hall kept tabs on negotiations from the Mayor's office and the Fact-Finding Committee, while relaying station's statements from both labor and management. City transportation was seriously disrupted by the walkout.

CAPITOL Records reports that Hollywood sales for the first nine months of this year have increased $1,103,973.

APPOMATTOX Heads Gannett News Bureau

The Nation's Richest Farm Market
Local Retail Sales, 1947, 18% above the Nation's Average--1950--higher.

Broadcasting • Telecasting
That's the number of hard-selling SPOTV commercials that went winging their way to the eyes and ears of millions of viewers over these twelve TV stations last week.

This week the figure will be bigger, the number of viewers larger, the sales impact heavier.

Each week sees new records in the selling job which these TV stations perform for national advertisers.
The Most Watched Playhouses in Television

Last March, you’ll remember, we introduced "Hollywood Playhouse" to the Philadelphia television audience. In a few weeks the program was the highest rated across-the-board local or network daytime show in all television. Our six-for-one advertising plan met with favor among advertisers and availabilities became scarcer than halfbacks at Vassar.

Now WPTZ is scheduling a Saturday edition of "Hollywood Playhouse".

With "Hollywood Playhouse" being seen on Saturday, WPTZ can accommodate four more clients each week. It's the same show, same time, the same format that made television and advertising history. The only difference is that we believe our Saturday audience will be larger—if such a thing is possible.

As an added plus we are scheduling a matinee edition of our famous "Frontier Playhouse" program, the most popular across-the-board western feature in all television, immediately ahead of Saturday's "Hollywood Playhouse". This tandem scheduling of television's two most watched playhouses means increased sales for participation advertisers in the Philadelphia market.

Give us a call here at WPTZ—or contact your nearest NBC Spot Sales Representative—for full details on this double-barreled package. The audience is large, the cost is low. It's the best buy in Philadelphia television.

Philco Television Broadcasting Corporation
1800 Architects Building  Philadelphia 3, Penna.
Telephone LOcust 4-2244

WPTZ  FIRST IN TELEVISION IN PHILADELPHIA
ROADBLOCKS TO FREEZE LIFTING

(Chronology of Freeze, page 94)

By RUFUS CRATER

TELEVISION has passed one major barrier on the long road toward lifting of the freeze—FCC's color hearings—but is now confronted by others which may be equally troublesome and time-consuming and perhaps, like the color decision, also headed for the courts.

The most formidable roadblock is the one that grew out of the nation's defense efforts. Civilian production cutbacks of the magnitude foreseen in some quarters could reduce FCC's lifting of the freeze, whenever it occurs, to the status of an academic technicality and leave the color decision in no better condition. Whatever the production situation, there appears little likelihood that FCC can ever nominally remove the freeze—already 26 months old—before February 1951.

In addition to the color hearings, which were completed last May and "decided" in October, FCC is now in the home stretch of its sessions on general TV allocations issues, and hopes to have them finished within a week.

Specific Allocations

There will come—presumably after an interval permitting the Commission to make at least informal fundamental decisions—the final phase of the overall TV proceeding which was formally initiated on May 26, 1949. This is the hearing on specific allocations of VHF and UHF channels, city by city. In some respects it may be the most tedious hearing of the lot.

Applicants' and would-be applicants' preference for VHF channels presages a bitter allocation fight in all the major markets where FCC proposes to put UHF channels, particularly if UHF and VHF are intermixed. The most optimistic estimates envision at least a month of hearings on specific allocations.

FCC has not set the starting date for these sessions, but it probably will not be until January or February. Authorities point out that the Commissioners must first reach agreement—though not necessarily issue a formal decision immediately—on some of the fundamental issues of the current "general" hearing.

Co-and adjacent-channel separations, for instance, which were among the reasons for the freeze and the overall proceedings in the first place, must be determined with some certainty before any precise city-by-city allocation can be made and subjected to hearing. A new proposed allocation plan may have to be drawn up, on the basis of these fundamental decisions, before the allocations hearings can start.

Even if all the hearings are completed—and all the decisions made by spring 1951, the Commission long ago assured the industry that there will be a grace period of one or two months for filing new applications before regular TV licensing is resumed.

After the grace period, authorities consider it inevitable that in most major markets the demand for VHF channels will exceed the supply—requiring hearings.

In communities where hearings had been completed but not decided before, additional proceedings probably will be in order—to bring engineering testimony up to date in the light of revised standards, and perhaps to survey conditions occurring since the pre-freeze hearings.

Added up, all this would indicate it will be at least 18 to 24 months before new operations begin coming on the air in any substantial number even if there is optimum production, which at this point seems a totally unwarranted assumption.

Long History

The overall TV proceeding actually dates back to June-July 1948, when hearings on a then-proposed new VHF allocation plan raised questions about the effects of tropospheric interference and corollary problems. Pending exploration of these problems and possible revision of engineering standards, FCC on Sept. 30, 1948, ordered the current freeze into effect, and subsequently set up the three-way hearing on color, "general" issues, and specific allocations.

A quick run-down of principal questions to be decided may give an indication of the amount of time FCC will need to reach the freeze-lifting point.

First, of course, is the usability of the UHF. RCA has challenged FCC's original estimates, and in turn has had its own estimates challenged, while Philco and DuMont feel the UHF can be used now, at least to a limited extent.

Tied in with this whole question is the thinking, evidenced several times in "hypothetical" questions posed by FCC Chairman Wayne Coy, that TV must ultimately abandon the VHF and operate in the UHF only.

If the UHF is to be opened now—and FCC has been on record since 1946 as holding that the VHF cannot accommodate a competitive nation-wide TV service, so that television must eventually go off the air at home in the UHF—then a series of fundamental questions must be answered. Among these:

Should all 70 UHF channels be opened now, or only a portion (40) as FCC currently proposes? Should the 70 channels currently allocated to television in the UHF be curtailed by giving the 470-500 mc band (6 channels) to common carriers?

(Continued on page 94)
TBA’s Television Clinic Program • Waldorf-Astoria, New York • Dec. 8

A.M. 9:30—Registration of members and guests; Corridor of Starlight Ballroom.
10:30—Annual meeting of Television Broadcasters Assn. Inc. (open only to official representatives of TBA) Palm Room.

I. PROGRAMMING
A. The Television Audience; M. C. Watters, WCPY-VO Cincinnati.
C. Opportunities in Multi-Station Cities: Donald Scobie, WVIT-TV Pittsburgh.
D. Opportunities in Single-Station Cities: Donald Stewart, WDTV (TV) Baltimore.

F. Catering to the Local Audience; John M. Outler, Jr., WSB-TV Atlanta.

II. RESEARCH
A. Recent Developments in Measuring the Television Audience and Its Response; E. Lawrence Dickerson, Bell Co.
B. Demonstration of new automatic, instantaneous audience measurement device by C. E. Hooper, C. E. Hooper Inc.

III. QUESTION AND ANSWER PERIOD
(Adjournment at 12:30 p.m. for luncheon.)

P.M.

Advance TBA Clinic Registration


BRICKER PLAN

Wants Educational TV Probe

SEN. JOHN W. BRICKER (Ohio) asked Congress last Thursday to direct the FCC to make a study and investigate the problem of setting aside TV channels in each state for "nonprofit educational programming." By educational he meant by educational and report its findings to Congress.

Sen. Brickner’s proposal was made in the form of a joint resolution in the Senate (S. J. Res. 208). The Senate Interstate & Foreign Commerce Committee, of which he is a member and to which the resolution was referred, has not scheduled hearings on the measure. A joint resolution must pass both the Senate and the House and be signed by the President before it takes effect.

FCC In Hearing

FCC already has begun consideration of proposals for reservation of channels for noncommercial, educational purposes as part of its general VHIF-UHF allocation hearing (see story page 55).

It has been pointed out by Capitol Hill observers that the Bricker resolution would have to be considered in the light of what the Commission is already doing in the way of investigation. The resolution follows:

Resolved by the Senate and House of Representatives, in Congress convened, that the FCC is authorized and directed to make a full and complete study and investigation with a view to determining the problem of allocating at least one television frequency within each state for use by educational institutions for the purpose of educational programming. The Commission is further directed to report to the Congress an adequate report the results of such study and investigation, together with its recommendations, if any, for necessary legislation."
EDUCATORS TAKE UP TORCH

By Larry Christopher

EDUCATORS struck firm blows on two fronts last week—Capitol Hill and FCC—in their efforts to win reservation of TV channels for noncommercial, educational purposes “in the public necessity.”

The vigor of their attack, on battlefields where whole broadcasting’s defense was conspicuous by its absence, indicated educators did not intend to be left out in the shuffle as they were in the history of AM.

Before Congress—Sen. John W. Bricker (R-Ohio) introduced a Senate resolution calling for FCC to investigate reservation of TV channels for education and to report its findings to Congress (see story page 84). Under similar orders in 1956, it was pointed out, FCC recommended Congress not put into a proposal that stations devote specific time to education and nonprofit causes.

Educators’ Call

Before FCC—Commercial broadcasting, the Commission itself, and the FCC staff were virtually taken to the woodshed as Comr. Frederick Hennock transplanted “educators’ case.” It was judgment day for everyone. Judgment day concerning FCC’s 1956 AM recommendation and things promised never to be transpired. But even education invited itself into the shed for a few lickings for not more aggressively pressing its claims through the years.

Meanwhile, outside the Commission’s general TV allocation proceeding which now is considering whether to reserve TV channels for education, these developments occurred:

- An emergency education committee urgently solicited public contributions to build up a $55,000 war chest to fight the cause before FCC, “to protect one of our greatest cultural resources from almost total desabilism.”
- National Assembly for the Advancement of Public Relations, a noncommercial group, commended Comr. Hennock “for her stand in opposition to the revolting stupidity of most present commercial television programs” and hoped FCC “will give most sympathetic consideration to applications” for TV filed by “labor and education.”
- Comr. Hennock took the educational TV problem to a national AM audience Tuesday night on ABC’s Town Meeting of the Air (see story page 56). The educators’ plea for supporting funds was contained in a letter circulated Nov. 21 by the Joint Emergency Committee on Education Television, a group of educators, the National Assn. of Educational Broadcasters. It was signed by Robert M. Hutchins, U. of Chicago chancellor; R. G. Landrum, Nebraska chancellor, and Homer P. Stephens, College President. It stated:

> This emergency committee was formed in greatest haste to protect the national interest in securing the allocation of a fair proportion of television frequencies for educational purposes. We are confronted by a crisis. The FCC has called hearings on these allocations beginning Nov. 27 instead of originally expected, some time in February or March 1954. If we do not act now, television will go the way of radio and its educational and cultural medium will be lost to the people forever.

> The facts are set forth in the enclosed memorandum and to respond as generously and as quickly as you can, remembering that we have only a few weeks with them. One of our greatest cultural resources must be saved from the threat of destruction.

> Postscript: We believe FCC has shown a will to save our resources if we act promptly.

> Joint Memorandum

The attached memorandum was under the name of the Joint Committee on Educational Television and outlined the issue before FCC.

Before FCC, the Joint Committee on Educational Television launched into its attack on the “pathetic” preferential treatment given toward the commercial interests by the FCC.

IGNORING, for the nonce, the possible effect of the war-time economy upon TV’s future, the FCC now is in the throes of shaping the destiny of the visual radio art for us and our progeny.

It is winding up two years of study and hearings on allocations. Color was a detour, since color will be accommodated on those channels which are ultimately and finally allocated for black-and-white. The basic problem surrounds allocations and the standards that will be set to govern them.

As always, the underlying problem is the exact representation of the space. There are 12 VHF channels of which the FCC repeatedly has said are insufficient for competitive nationwide service. And there are the 42 UHF channels FCC proposes to open up and, which at this writing, are being stipulated as to value and utility. They are inferior, it is said, to VHF both as to coverage and economy.

From the start it has been said that if more VHF channels, adjacent to the present band, could be opened, a more efficient and competitive service could be provided. Those channels are assigned to government—mainly the military. They have been assigned by a supergovernmental board known as the National Radio Advisory Committee. The assignments are made by the President, upon the committee’s recommendation. The FCC—except for one vote—has had no voice in those allocations. It is a star chamber, rubber-stamp job.

Presumably because of security, it isn’t made known the extent to which these channels actually are used by the military, or whether they’re simply “reserved.” We’re told reliably that they are being used militarily and that more of them may be needed.

There arises the question whether TV ultimately will have to be interrupted on VHF to UHF. FCC Chairman Coy has repeatedly posed the question of eventual assignment of TV in a solid UHF band, all in one block. Presumably he has had in mind this move on a long-range basis—perhaps eight or ten years hence.

Before a national policy for TV is shaped, a basic allocations decision should be reached. Would it be possible to divert to TV another channel, say the UHF channels now assigned to government? If so, would there be sufficient space for a nation-wide competitive service, without undue interference?

If that isn’t possible, should plans be made now to build up the TV haven with a gradual transition involved?

There’s too much involved to risk further allocations mistakes. Public and industry alike feel that the National Radio Advisory Committee, which was appointed by the President more than a year ago to study government policy on communications, we assume that within its purview is the IRAC procedure of allocation in the near future. The board reports early next year.

War conditions, of course, may retard TV progress. But the allocations pattern is to be cut. Once that’s done, it can’t be re-cut without an upheaval in the fastest-moving art extant.

(Continued on page 86)


A THREE-JUDGE federal district court in Chicago last week com-
municated its decision on the RCA suit against FCC's adoption of
CBS color television standards. The judges began their study
after the last of seven days of sup-
posedly free-wheeling briefs and affidavits
had been filed by both sides during a 10-day filing period allowed when
the court issued its temporary re-
straining order against the color
decision. [BROADCASTING • TELE-
casting, Nov. 20.]

Final document was submitted Tuesday by RCA and its subsidi-
aries and co-plaintiffs, NBC and
RCA Victor Distributing Corp., in
answer to a brief filed the week before by the Commission, a memo-
randum filed by CBS [BROADCAST-
ing • TELEcasting, Nov. 27.]

There was no further indication
when the court may hand down a
decision. Further action of the
temporary restraining order halts
the effectiveness of the color
decision, which otherwise would have
go into effect Nov. 20. Seven
manufacturers and other
groups have joined sides with RCA
in the suit, while CBS has inter-
vened in behalf of the Commission.

RCA's Final Brief

RCA's final brief, an 80-page
document filed through the Chicago
court of Kirkland, Pand; a
Green, Martin & Ellis, charged that
there was "no policy reason" for
FCC's denial of the compatible
RCA color system; that the RCA
color system was superior for
definition; and that CBS has exhib-
ted "fear of free public choice"
while RCA has "faith in free pub-
lic choice."

The brief covered these major
points:

1. A reply to FCC's charge that
RCA is attempting a trial de novo
or a rehash of all the previous
proceedings which took place before the
FCC in its color hearing. To maintain
another hearing, rather than simply
reviewing the FCC's conclusion; (2)
"A reply to the alleged basic findings,
whether or not they were supported by
substantial evidence and do not support
the [FCC] order;" (3) "A reply to the
argument forwarded by the public
that the FCC order should be denied
color compatible," (4) "A reply to
the attempt to deny the clear,
irreparable injury which will be
suffered if the temporary injunc-
tion is not issued."

RCA described the CBS system as
an "unready" one.

It charged FCC's decision con-
cluded with the report of the Com-
don Committee on color television
and with the RCA progress reports
on its own system.

Although RCA reportedly wants
witnesses to testify against FCC's find-
ings, RCA said this would not be construed
as a trial de novo, but is merely a
means to "compel the Commission
to take action which it had a duty to
do according to its decision."

These facts, RCA said, must be
brought to the court's attention "in
one way or another."

RCA charged the CBS memo-
randum is "full of fear of the
judicial review," and that "the
Commission's avowed disregard of
the made-to-order matter is itself
enough to void the order" approving
CBS color.

Cite 'Experts'

The brief said "CBS has been able
to find only one independent
expert who made an adverse
comment on RCA's color fidelity in
1948," and that he qualified his
statement by saying he believed the
difference was "temporary and
not fundamental."

Donald Fink, identified as an
independent expert and a member
of the Condon Committee, was
quoted as saying, in April 1948,
after he was shown the tri-color
tube of RCA, that the "complexity"
of the color system, which he had
referred in 1949, "had been
easier with introduction of receivers
using that tube."

Further, RCA claimed, "there is
no evidence in the record to show
that RCA color transmission

equipment raised any problem of
complexity in actual operation and
will not be faced by the defendants
or by CBS."

RCA admitted its system, with
its use of a sampling technique, is
"to a very limited extent, sus-
ceptible to certain kinds of inter-
frequency." The brief said there is
nothing other than a "theoretical
objection" on the record, and
pointed out that the RCA system,
compatible to FCC's claim, "has
been worked out successfully."

Regarding FCC's assertion that
insufficient field testing was con-
ducted on the system, RCA held
"the record is replete with testim-
yony and exhibits with respect
to extensive field tests."

Compatibility Problem

RCA said it "held to its goal of
compatibility because compatibility is
of first importance to color itself."
RCA believes the problems of
color are "those which should be
solved in the laboratory," and
asserted, "We believe that..."

Reiterating its protest against
adoption of an incompatible sys-
tem, RCA claimed "the Commis-
sion...has neither the right nor
the power to deprive the public
of any choice."

RCA Showings

RCA WILL DEMONSTRATE
its compatible color TV sys-
tem in approximately two
weeks of showings—largely
to its licensees—starting
Tuesday (Dec. 5). Featuring
improved equipment, includ-
ing advanced models of the
RCA color television tube,
the demonstrations will be
held at the NBC studios in
Washington and will consist
of three showings a day.

RCA system. The "real" meaning of
the argument against approval
is that neither the defendants
(FCC) nor CBS have confidence in
the CBS system."

CBS wants "sufficient public in-
volvement."

He asserted further that
educational methods are con-
centrated on interesting but
useless information, rather than "realistic
techniques and problem-solving."

Because educators draw "sharp
dividing lines between education
and fun" education has become an
as-
so popular, she told the audience
that the degree of choice today in
radio and television between
education and entertainment is negli-
gible. But her answer to the
question, "Could the FCC require com-
mercial stations to turn over a
large number of hours to education?"

"Yes, I suppose they could, but
we haven't considered that yet."  

Miss Hennoch concluded: "Our
educators hold the key to the fu-
ture of America. They are qualified
to determine whether we will be a
better informed, better educated
society in an expanding democracy,
or whether we will be a nation of
consumer goods, $50,000 Jack-
pots, and home libraries stocked
with comic books. Making televi-
sion channels available for colleges,
universities, municipalities, and
public school systems is putting the
responsibility for education on tele-
vision, where it belongs..."

Dichter's Views

Dr. Dichter, taking his position
on the side of the commercial
broadcasters, challenged the "right
of educators to usurp this title
exclusively and accused them
of trying to build a static audience
because of four major kinks in
their professional armour":

arrogance, acr~holic, superficial-
ity, isolationism.

He said that education is sur-
rounded by puritanical dogm
cerits and that most educators in-
sist that their messages be accepted
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Because educators draw "sharp
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as-
For TV Stations—Television's First Complete PROGRAM-TO-PROFIT PLAN

ABC - TV

film features

for Television Programming

- provides top TV programs on film at low cost
- works with stations to sell sponsors
- helps stations build bigger audiences
A policy of profit to the station....gu

This new NBC TV Film Program Plan is based on the belief that its success is closely tied in with the success of stations in using its Films. These 12 Points of the Plan tell the whole story — an important profit story every TV station manager will want to read.

1. The Plan will include only top quality films—top in subject and story interest, in direction and production.
2. These TV Programs-on-Film will be selected as carefully as films on the NBC TV Network and NBC's own TV stations.
3. The Programs will provide stations the widest possible range of programming—cartoons, musicals, situation comedies, personalities.
4. They will enable stations to appeal to all audience groups—women, children, men, family units.
5. The Programs are especially selected for their appeal to sponsors and their ability to do a selling job for the sponsor.
6. The Programs will be priced for ready sale by stations—and for profit to stations.
7. The Programs, being readily saleable, will help sell station facilities.

Here are two of the first four fi

CRUSADER RABBIT. The adventures, in cartoon, of a dauntless Rabbit with a crusading spirit—and his comrade-in-arms Rags, the Tiger. In their battling for various zany causes, they get involved in the most harrowing and amusing situations.

Ready now are 130 episodes of 4 minutes each. Each episode ends on a cliff-hanging note—-making the program ideal for a 5-minute 5-a-week strip. Appeal is principally to children—but grown-ups can't resist Crusader Rabbit. Also he will go crusading (successfully as always) for his sponsor.
ides the **NBC TV FILM PROGRAM PLAN**

SALES CO-OPERATION FROM NBC

3. The NBC Film Department will provide stations with hard-hitting sales material to help sell the programs—fast. Included will be descriptive, illustrated folders of the shows — direct mail letters — pictures — publicity — ad mats — and a Sales Bulletin.

9. NBC will put the full power of trade paper advertising behind these Programs.

10. In special instances, NBC will send a sales representative to the station city, to work with station salesmen in making the sales.

11. NBC stations will build audiences for its TV Film Programs. Each program will be provided with its own complete, specially written audience building kit.

12. Each kit will comprise slides, balop prints, ad mats, publicity stories, pictures and merchandising ideas.

It adds up to this: The NBC TV Film Program Plan not only delivers the Programs — but helps actively to sell them and to build audiences for them. It is the first and only Program-to-Profit Plan in Television.

**JACKSON & JILL**. Here is situation comedy—or rather, comedy of errors—at its best. It presents the misadventures of “Television’s Most Lovable Newlyweds” — Jackson Jones and his pretty wife Jill. Filled with problems, frustrations, mix-ups, laughs and a happy ending.

Jill is played by Helen Chapman and Jackson by Tod Karnes, both of Hollywood—and the casting is perfect. Available now are 13 programs each a great 30 minute show. Will appeal to any man or woman who was ever married—or single. Some sponsor will snap this one up.
and here are the other two programs now available
in the NBC PLAN

**VARIETY MUSICALES.** A unique series of 100 musical interludes—running about 3 minutes each—ranging the entire gamut of musical entertainment. From popular to classical—from Latin to Hawaiian—from harp and piano duets to vocals.

Produced in England and featuring unusually gifted talent, these 100 program spots were selected from among nearly 1000 subjects and are tops for tunefulness, showmanship, production and general appeal.

The series may be leased on a yearly basis and used as desired for maximum programming value.

**GOING PLACES WITH UNCLE GEORGE.**

Ghost towns of the Golden West—Switzerland and skiing — Africa of the headhunters — the Lands of Columbus—Uncle George goes everywhere and takes the kids (and grown-ups) with him.

Here's a series of 26 programs — 10 minutes each — built on an adventure-explorer format which is educational in an entertaining and exciting way. And Uncle George (Hollywood's Dick Elliott) is just the man to do it.

Produced for the younger audience, this program series will have wider appeal—including a sponsor.

write, wire or phone now—for full details and prices

**NBC-TV film department**

30 Rockefeller Plaza, New York City
NETWORK SALES

Gross Tops $20 Million in 1950

NATIONAL advertisers during the first nine months of 1950 purchased more than $20 million worth of time (at gross rates) on three TV networks—ABC, CBS and NBC—according to figures compiled by Publishers Information Bureau.

Although the freeze on the construction of new video stations continued through the year, these expenditures, were more than three times the $6,461,492 spent for network time on all four TV networks—DuMont’s figures were reported for 1949 but not this year—during the same period of last year, representing an increase of 221.5%, to be exact. For September alone, the 1950 month’s gross TV network time sales totaled $5,516,897, up 225.6% from the $991,262 gross for September 1949.

Comparable increases in the use of television for advertising purposes occurred in the spot and local use of this medium, according to data collected by N. C. Rorabaugh Co. from the nation’s TV stations. These compilations do not report on the expenditures of advertisers for video time but they do show that the number of advertisers sponsoring spot video campaigns increased from 337 in September 1949 to 801 in that month of 1950, a gain of 153.2%.

Local Gains

Local video advertisers during the same year interval increased from 1,141 to 2,903, a gain of 164.4%. Network TV sponsors numbered 89 in September 1949 and 126 in the same month of 1950, an increase of 113.6%.

How spectacularly TV advertising has grown is shown even more clearly when the September figures for this year are contrasted with those for September 1948, when there were 21 network advertisers, 119 spot and 236 local users of TV time. Percentage increases over the two nine-month periods, for network, 573.1% for spot and 1,130.1% for local TV advertisers (see Table 1).

Ford Motor Co. is the top purchaser of TV network time for the first nine months of 1960, spending $1,388,509 (before discounts) for time, according to BROADCASTING’s calculations. The PIB reports on time expenditures for individual programs. R. J. Reynolds Tobacco Co. ranked second with network time purchases of $1,069,925, only other video network account to top the million-dollar mark for the nine-month period. Top 10 TV network advertisers for September 1950 and for the nine-month period, and their expenditures for time, are shown in Table 2.

JWT Leads

Leading advertising agency in standpoint of TV network time purchases for the January-September period of this year is J. Walter Thompson Co., which bought $2,375,972 worth of network time at gross rates for its video clients, according to BROADCASTING’s compilation of PIB data. Three other agencies also showed expenditures for TV network time in excess of $1 million during this nine-month period: Young & Rubicam, with gross time purchases of $1,649,106; William E. Evie Co. with $1,262,986, and Kudner Agency with $1,051,704. Top 10 network video time users among agencies are listed in Table 2.

Smoking Materials—cigarettes, lighters, pipe tobaccos—was the leading class of product advertised on the three TV networks during the first three-quarters of 1950, with gross time purchases of $3,794,056. Foods ranked second, using $3,392,607 worth of video network time and Automotive products third, with $2,966,938. Full production class breakdown, with September 1950 and the nine-month period of this year compared to the same month and period of 1949, is shown in Table 4.

![Table 1](#)

### TABLE 1

<table>
<thead>
<tr>
<th>No. of Advertisers</th>
<th>Gross Sales (Sep. '48)</th>
<th>Gross Sales (Sep. '49)</th>
<th>Gross Sales (Sep. '50)</th>
<th>Change in Sales (Sep. '49)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ford Motor Co.</td>
<td>$1,388,509</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co.</td>
<td>$1,069,925</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. P. Lorillard Co.</td>
<td>$787,925</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. National Dairy Products Co.</td>
<td>$386,245</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. General Motors Corp.</td>
<td>$189,790</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Liggett &amp; Myers Tobacco Co.</td>
<td>$171,475</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. RCA</td>
<td>$150,015</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. General Foods Corp.</td>
<td>$141,580</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Philip Corp.</td>
<td>$129,532</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. American Tobacco Co.</td>
<td>$119,262</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* SOURCE: Rorabaugh Report on TV Advertising

![Table 2](#)

### TABLE 2

<table>
<thead>
<tr>
<th>Top Ten TV Network Advertisers in September 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ford Motor Co.</td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>3. P. Lorillard Co.</td>
</tr>
<tr>
<td>4. National Dairy Products Co.</td>
</tr>
<tr>
<td>5. General Motors Corp.</td>
</tr>
<tr>
<td>6. Liggett &amp; Myers Tobacco Co.</td>
</tr>
<tr>
<td>7. RCA</td>
</tr>
<tr>
<td>8. General Foods Corp.</td>
</tr>
<tr>
<td>9. Philip Corp.</td>
</tr>
<tr>
<td>10. American Tobacco Co.</td>
</tr>
</tbody>
</table>

* ABC, CBS and NBC TV networks, DuMont net reporting.

![Table 3](#)

### TABLE 3

<table>
<thead>
<tr>
<th>Top Ten Agencies in TV Network Time Purchases During January-September 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. J. Walter Thompson Co.</td>
</tr>
<tr>
<td>2. Young &amp; Rubicam</td>
</tr>
<tr>
<td>3. William E. Evie Co.</td>
</tr>
<tr>
<td>4. Kudner Agency</td>
</tr>
<tr>
<td>5. McCann-Erickson</td>
</tr>
<tr>
<td>6. Lennen &amp; Mitchell</td>
</tr>
<tr>
<td>7. Kenyon &amp; Edwards</td>
</tr>
<tr>
<td>8. SSDO</td>
</tr>
<tr>
<td>9. Maxim</td>
</tr>
<tr>
<td>10. Cunningham &amp; Walsh</td>
</tr>
</tbody>
</table>

* ABC, CBS and NBC TV networks, DuMont net reporting.

![Table 4](#)

### TABLE 4

<table>
<thead>
<tr>
<th>Gross TV Network Time Sales for September and January-September 1950, Compared to 1949 by Product Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Group</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Gross TV Network Time Sales for September and January-September 1950, Compared to 1949 by Product Groups</strong></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Product Group</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

* ABC, CBS and NBC TV network figures, DuMont net reporting.


December 4, 1950 * Page 61
TELEVISION advertising in October fell into the swing of fall business with a rush, increasing 17.7% in total advertisers over September and hitting new all-time highs in the number of network, spot and local users of the medium. There were 4,606 firms placing TV business during October, according to the latest Rorbaugh Report on Television Advertising.

Largest percentage gain was made in the network field which had 158 advertisers in October. This was a gain of 25.4% over September’s 126. Spot gained 12.6% in total advertisers and recorded 902 in October. Locally there were 3,449 firms placing business, up 18.3% from September.

Network figures in the Rorbaugh reports cover the entire month and are reported by the networks’ headquarters. Spot and local figures are furnished by the various stations and cover the week Oct. 1-7. There are stations which are not included in the spot and local figures.

From October 1949 the total number of television advertisers has increased 188.4%, going from 1,891 to its present 4,508. Network advertisers over the period gained 107.9% while spot increased 106.1% and local business jumped 145.8%. 

Weekly Spot business during October, there were 197 accounts. (The sponsor of any given program is considered an “account.” An advertiser sponsoring more than one show is counted for each one.) In the number of accounts, Chicago’s CBS-TV took top honors with 71. NBC-TV had 68, ABC-TV 39 and DuMont 19.

In number of stations used, Philco Corp. was shown as the largest network advertiser during October. The firm bought 80 NBC-TV stations for its hour-long Philco TV Playhouse every Sunday night. In second place for number of stations bought was RCA which placed Kukla, Fran & Ollie on 57 NBC-TV stations for a half-hour on Monday and Friday evenings.

There were 18 accounts which reportedly bought 50 or more stations for their network programs.

In the spot field, the largest advertiser in number of stations purchased was O’Cedar Corp. which placed its schedule on 79 outlets. Second place account was Pontiac Motor Div. of General Motors. The firm had spot business on 74 stations. Bulova Watch Co. had the third largest number of stations on its schedule—72. There were 15 accounts which reportedly bought 50 or more stations for their network programs.

**Weekly Television Summary** December 4, 1950, TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOS-TV</td>
<td>5,700</td>
<td>Louisville</td>
<td>WAVY-TV, WHAS-TV</td>
<td>60,259</td>
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<tr>
<td>Anchorage</td>
<td>KOAM-TV</td>
<td>5,174</td>
<td>Minneapolis</td>
<td>WVTW</td>
<td>42,500</td>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>67,000</td>
<td>Miami</td>
<td>WTVJ</td>
<td>42,500</td>
</tr>
<tr>
<td>Austin</td>
<td>KDFK-TV, KMHD-TV, KTVT-TV</td>
<td>174,995</td>
<td>Milwaukee</td>
<td>KSTP-TV, WTCN-TV</td>
<td>165,400</td>
</tr>
<tr>
<td>Bangor</td>
<td>WLBW-TV</td>
<td>217,026</td>
<td>Minn.-St. Paul</td>
<td>KSTP-TV, WTCN-TV</td>
<td>165,400</td>
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<tr>
<td>Birmingham</td>
<td>WBFM-TV, WMBC-TV</td>
<td>252,715</td>
<td>Minneapolis</td>
<td>WTMV</td>
<td>123,109</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WITV</td>
<td>11,240</td>
<td>New Haven</td>
<td>WNHIC-TV</td>
<td>109,700</td>
</tr>
<tr>
<td>Boston</td>
<td>WFNJ, WAND-TV, WNEC-TV</td>
<td>64,426</td>
<td>New York City</td>
<td>WABC-TV</td>
<td>105,549</td>
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<tr>
<td>Buffalo</td>
<td>WBEN-TV</td>
<td>149,331</td>
<td>New York City</td>
<td>WABD-WBLS-TV, WJZJ-WRST</td>
<td>137,000</td>
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<tr>
<td>Charlotte</td>
<td>WBTU</td>
<td>43,304</td>
<td>New York City</td>
<td>WNYT</td>
<td>43,304</td>
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<td>Chicago</td>
<td>WBBM, WBBM-WJ, WTVN-WBBN</td>
<td>679,417</td>
<td>New York City</td>
<td>WATV</td>
<td>160,000</td>
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<td>Cleveland</td>
<td>WOIO-TV, WMBC-TV, WJWTV, WJXW</td>
<td>299,916</td>
<td>New York City</td>
<td>WMNY</td>
<td>143,400</td>
</tr>
<tr>
<td>Columbia</td>
<td>WSMV, KSMV</td>
<td>349,219</td>
<td>Ohio City</td>
<td>WNYT</td>
<td>54,433</td>
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<td>Columbus</td>
<td>WBNS, WLWA, WTVN</td>
<td>45,489</td>
<td>Philadelphia</td>
<td>WJZG</td>
<td>17,000</td>
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<td>Davenport</td>
<td>KRED-TV, KWAJ-TV, WAPN-TV</td>
<td>82,344</td>
<td>Phoenix</td>
<td>WPHO-TV</td>
<td>17,400</td>
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<td>Dayton</td>
<td>WRGT, WHUD</td>
<td>355,504</td>
<td>Portland</td>
<td>KGWJ</td>
<td>85,500</td>
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<tr>
<td>Decatur</td>
<td>KDFN-TV</td>
<td>421,766</td>
<td>Providence</td>
<td>WJAR-TV</td>
<td>95,500</td>
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<tr>
<td>Denver</td>
<td>KCW-T, WWJX-TV, WWTZ-TV</td>
<td>324,000</td>
<td>Providence</td>
<td>WJAR-TV</td>
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<td>Detroit</td>
<td>WJW, WWJW</td>
<td>100,000</td>
<td>Richmond</td>
<td>WTVS</td>
<td>47,363</td>
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<td>Eau Claire</td>
<td>WCLO-TV, WCPX</td>
<td>300,506</td>
<td>Richmond</td>
<td>WTVS</td>
<td>47,363</td>
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<tr>
<td>Erie</td>
<td>WICU, WICU</td>
<td>41,740</td>
<td>Richmond</td>
<td>WHBS-TV</td>
<td>56,305</td>
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<td>Ft. Worth</td>
<td>K-II, WFAA-AM</td>
<td>82,544</td>
<td>Richmond</td>
<td>WHBS-TV</td>
<td>56,305</td>
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<tr>
<td>Ft. Myers</td>
<td>WAVE-TV, KRLD-TV, WFAA-TV</td>
<td>60,000</td>
<td>Richmond</td>
<td>WHBS-TV</td>
<td>56,305</td>
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<td>Grand Rapids</td>
<td>WLAV-TV</td>
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<td>WTVS</td>
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<td>Honolulu</td>
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<td>WTVS</td>
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<td>Huntington</td>
<td>WSAZ-TV</td>
<td>29,000</td>
<td>Richmond</td>
<td>WTVS</td>
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<tr>
<td>Jackson</td>
<td>WDPA-TV</td>
<td>102,500</td>
<td>Richmond</td>
<td>WTVS</td>
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<td>Jacksonville</td>
<td>WJBB-TV</td>
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<td>Richmond</td>
<td>WTVS</td>
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<td>Johnstown</td>
<td>WKDR-TV</td>
<td>61,000</td>
<td>Richmond</td>
<td>WTVS</td>
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<td>Kalamazoo</td>
<td>WKEZ-TV</td>
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<td>Kolkata</td>
<td>WCVG-TV</td>
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<td>WTVS</td>
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<td>WDAF-TV</td>
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<td>Las Vegas</td>
<td>KLEA-TV, KLFV-AM, KLAS-TV, KLBW-TV, KNVA</td>
<td>79,865</td>
<td>Richmond</td>
<td>WTVS</td>
<td>47,363</td>
</tr>
</tbody>
</table>

Total Markets on Air 63

**Television Stations on Air 107**

Estimated total sales in use 9,150,000

**Editorial Note:** Totals in each market represent estimated sets watched, reviews. Where coverage areas overlap set counts were

**Note:** Figures are approximate.
Based on latest authentic measurements, WSB-TV delivers a greater audience at materially less cost per thousand set-homes than any other television station in the South!

Ask your Petry man to show you the latest ratings

Affiliated with The Atlanta Journal and The Atlanta Constitution
IF YOU'RE telecasting a five-star general and the yellow in one of his decorations shows up as if illuminated by a small electric bulb, his presence may well cast a humorous reflection or an otherwise austere occasion to the embarrassment of all.

Not so amusing is the lighted match which looks like an atomic explosion on television. The industry may take heart, however, in the knowledge that, while video lighting probably has not kept pace with other facets of the tremendous development of television, the Dept. of Army is conducting some basic research into these troublesome problems.

The Army's Program Review & Analysis Division has been looking into the reproduction of various colors in black-and-white transmission—the problems, methods and materials, and Channel requirements and show techniques—and has come up with a Graphics Report which throws considerable light on a "gray" subject.

While the report is designed primarily as a training aid, it may well have widespread applications throughout the industry. The report was composed by Charles M. Barnes, civilian chief of the Presentation Section, with reserve rank of major, at the request of the Army's Training Aid Section Q-3.

TV camera today are trained on persons, backgrounds and objects that are colored," the report notes after dismissing the early possibility of commercial color television. "The first problem is to establish what can be expected from the colors of everyday life when they are submitted to the camera for telecast. Like photography, television has a few idiosyncrasies of its own. It should be understood that all colors do not reproduce on television the same as they do in the real world. The most satisfactory tones have been grays, he adds, advocating what he calls "controlled gray." Using black and white water colors, the report takes five shades of gray, ranging between "very light" and "very dark," mixed from set proportions (see table I).

In further tests, it was noted the grays appear lighter if surrounded by "black and white" background. There was no indication of a "ghost" after any of the tones.

Transmission of color for monochrome reception—another phase of the Barnes study—presents numerous problems, the report notes. As it delves into the relationship of colors to the five basic grays based on extensive work by RCA in New York.

Taking six colors—red, orange, chrome yellow, green, blue and purple—and tracing the tints in five steps with the aid of cold water paints, the report concludes that colors have better gray values than grays achieved from straight black and white mixtures.

Some specific conclusions drawn:

Red becomes black when photographed. On television it turns a dark gray.

Blue generally goes pale or washes out completely in photography, assuming no filters are used. When televised it is as dark as red in the first step and becomes gradually lighter until it becomes a No. 2 gray (two steps from becoming a white).

Therefore yellow evolves as a No. 3 gray, and following steps blend the same way out into No. 2 gray.

Green prior to mixing with white is a No. 5 or very dark gray and gradually goes through the scale to a No. 2 gray. Tones achieved with green are very soft and seem much more satisfactory than just grays mixed from black and white.

Purple has "wonderful qualities" of black in the No. 5 gray, and gives "nice" No. 1 and 2 grays.

The report adds the reservation that conclusions are subject to change when these colors are mixed from pigments put out by different manufacturers, and different TV cameras will have their "corrective" effects, too.

NBC uses a soft olive green background on many advertising and announcement cards. "Yellow can look very brilliant if purple very black and it can be deduced that better gray effects can be achieved from colors rather than straight mixtures of black and white grays." A portion of the text also is devoted to lettering with four suggestions put forth. Lettering should be: (1) appropriate to the subject; (2) good type; (3) not too small, too crowded or too open faced; (4) and complicated background designs should be avoided.

Mr. Barnes suggests that for a telecast of early American battles against the British, a "nice clean Old English would be good," while, on the other hand, Gothic lettering would be better for a telecast on modern weapons.

"Care should be taken to use nothing but the best lettering on a card to be telecast," he emphasizes. "Amateurish lettering is quickly recognized and seldom achieves its objective."

A title can be reproduced on a 2" by 2" slide for superior imposition on a picture or a moving picture going out over another camera (table II).

With respect to use of models or miniature, RCA recommends that a ratio of three to four times larger than an average screen (12½ inch tube) be adhered to "for more effective shots."

The best size for use of slides on television is 2" by 2" embracing 33mm inserted between two pieces of glass which are bound together. Actual aperture is 25mm by 25mm. Slides 3¾" by 1¾" with a usable space of 2¾" by 3¼" are "not very satisfactory, because they show too much contrast at the reception," according to Mr. Barnes.

A section on "mechanical devices" touches on such items as the drum or crawl, turntable, mechanical brushes, a slotted box, and flip boards—all usable to display articles or text.

The Army Dept. feels that the application of information detailed in the report could be extended to such subjects as aircraft identification, air-raid warden training, security, evacuation of cities, riot duty, first aid, atomic warfare, radar defense procedures, and defense against chemical and bacteriological warfare.

Of immediate import, the Army notes that television screens could be installed in messhalls, recreation centers, barracks, study rooms and other quarters.

"Close teamwork and cooperation must exist between the engineers responsible for putting (training) shows on the program director who plans and directs the program if any degree of quality is to be achieved," Mr. Barnes feels.

Meanwhile, the Army is preparing some 35mm film slides which will serve as division insignia. They will be distributed to television stations throughout the country. The slides are expected to incorporate some of the improvements over cards used originally by the service during its 26-week experimental video version of the Armed Forces Hour on NBC-TV earlier this year.

In preparing the report Mr. Barnes had the assistance of Maj. Robert Keim, USAF, Defense Dept.'s Radio-TV branch, and Lt. Benjamin Greenberg, USN. Contacts were made with NBC New York's Art Dept. and NBC Washington, as well as with officers of the Naval Photographic Center, the Navy's television unit and the Army Signal Corps.

DON GOOD Inc., S. Pasadena, Calif., produces five new TV products: Telepass (TV high pass filter), two variable Teletraps and two variable TV traps (one high and one low band).
After a man has graduated from college and put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial," then had two years in F & P's radio sales — after all that, we figured he ought to make a darned good man for our television department. And Bob McNamara has done just that, since 1948. . . .

As a matter of fact, Bob is pretty typical of all our good men, here in the television end of F & P. Some of us got our earliest training in radio stations, newspapers and other media — some of us in networks. But all of us had successful records even before joining F & P's TV sales . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our records, year after year, here in this group of pioneer radio and television station representatives.
Dear Ed:
The family liked your show so much that we bought a new 1950 Mercury. We bought it Saturday at the Eastman Motors in Greenwich, Conn. Mr. Richards sold it to us. Boy, is it neat. It is Trojan Grey in color. It has everything you advertise in it. I sure wish I could drive it, but at present I am only nine and a half. My two sisters drive. One of my sisters, who is a cheerleader, met you one night at the athletic dinner at Port Chester High. My mother's name used to be Bea Smith and my uncle Bob both used to go to school with you. I hope I can meet you some day.

Your faithful televiewer
(Signed) Kenny Whitcham
44 Windsor Rd.
Port Chester, N. Y.

TYPICAL merchandising methods used by Ed Sullivan for Toast of the Town are: LEFT PHOTO: Mr. Sullivan takes a day off from show business to personally run a 1950 Mercury through the Ford Test Track in Dearborn, Mich. Decked out in arctic attire, he examines the car in Ford's 55 below zero "icebox." CENTER PHOTO: With Benson Ford, vice president of Ford Motor Co. and general manager of Lincoln-Mercury Div., the TV star takes a look at the 1950 Mercury convertible which was the official pace car in this year's 500-mile race at Indianapolis. RIGHT PHOTO: Meeting local dealers is a main feature of the campaign. Here Mr. Sullivan emcees the first postwar auto show in Silver Spring, Md., with him are Maryland's Gov. Preston Lane and Singer Joby Reynolds.

* * *

THERE'S no worry about competition among this group of executives. Exhibiting pleasure at the consistently high rating of Toast of the Town are (l to r): Joseph G. Lewis, eastern regional manager, Lincoln-Mercury Div.; Ford Motor Co.; Frank Stanton, president, CBS; William B. Lewis, vice president and account supervisor on Lincoln-Mercury, Kenyon & Eckhardt; Ed Sullivan, m.c. of show; R. F. G. Copeland, advertising and sales promotion manager, Lincoln-Mercury Div.; Dwight Mills, president, Kenyon & Eckhardt.

(Continued on page 88)
BURNS & ALLEN
sponsored by Carnation Co., a CBS Package Program that has scored the outstanding hit of the new season.

For another top CBS Package Program now available for sponsorship, turn to back page of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
<th>Network</th>
<th>Show Title</th>
<th>Network</th>
<th>Show Title</th>
<th>Network</th>
<th>Show Title</th>
<th>Network</th>
<th>Show Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>ABC</td>
<td><em>Canada Dry Super Circus</em></td>
<td>NBC</td>
<td><em>The Gallosh Show</em></td>
<td>CBS</td>
<td><em>The Big Top</em></td>
<td>CBS</td>
<td><em>Late Show Special</em></td>
<td>CBS</td>
<td><em>The Big Top</em></td>
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**TELECASTING NETWORK SHOWSHEET**

**December 1950**

**PM Schedule**

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<th>Show Title</th>
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A Service of BROADCASTING

Los Angeles

Televiing

Is Up

TelePulse reports for Los Angeles reveal a consistent increase in the level of homes using television since October, 1949.

TV Homes
Using Television

Noon to Midnight

October, 1949 19.9
December, 1949 22.9
February, 1950 26.0
April, 1950 29.0
June, 1950 30.5
August, 1950 28.7
October, 1950 31.4

For Information and other Telefacts

Ask the Pulse

The Pulse, Inc.
15 West 46th Street
New York 19, N.Y.
THE FRANK SINATRA SHOW
one half-hour still available... a new
CBS Package Program
with one of the
outstanding figures
in all show business.

Variety calls it "a
fine blend of song,
dance and comedy, all
neatly produced,
scripted and staged,"
Sinatra "singing for a
maximum payoff."
<table>
<thead>
<tr>
<th>CITY</th>
<th>Call Letters Established</th>
<th>Channel Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network</th>
<th>Representative</th>
<th>Executive Abbreviations</th>
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<td>WAFM-TV 1949 Ch. 13</td>
<td>210-216mc 12.5kw-aur.; 26kw-vis.</td>
<td>Voice of Alabama Inc. 701 Protective Life Blvd.</td>
<td>3-911</td>
<td>ABC</td>
<td>Ed Norton, chmn. of bd.</td>
<td>C. P. Perigoe Jr., ce</td>
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<td>WBRC-TV 1949 Ch. 4</td>
<td>66-72mc 7.2kw-aur.; 14.5kw-vis.</td>
<td>Birmingham Bestc. Co. WBRC Bldg. 54-8711</td>
<td>M. D. Smith, pd</td>
<td>DuMont NBC Rayner</td>
<td>Eloise S. Hanna, p</td>
<td>Don Campbell, cm</td>
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<td>PHOENIX</td>
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<td>76-82mc 8.7kw-aur.; 17.5kw-vis.</td>
<td>Phoenix Bestc. Co. Inc. KPHO Bldg.</td>
<td>7-7301</td>
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<td>John C. Mullins, p</td>
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<td>76-82mc 18kw-aur.; 30kw-vis.</td>
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<td>Raymer</td>
<td>Paul Raibou, p</td>
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<td>Willet H. Brown, p</td>
<td>DuMont Blair TV</td>
<td>Charles Theodore, p</td>
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<td>Norman Chandler, p</td>
<td>John Urba, pm</td>
<td>John Silva, remote op. sup.</td>
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<td>Al Flanagan, pd</td>
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<td>Jack O. Gross, p &amp; gm</td>
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<td>Robert E. Kintner, p</td>
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<td>Wesley L. Dunn, p</td>
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<td>ABC, NBC CBS &amp; DuMont Katz</td>
<td>James T. Milne, gm</td>
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**ALABAMA**

**ARIZONA**

**CALIFORNIA**

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### DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data correct to December 1, 1950)

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<th>City</th>
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</table>

Page 72 • December 4, 1950
receivers sold in the greater San Antonio area in less than 11 months since WOAI-TV introduced television in this rich market. Top programming, too, on San Antonio's FIRST TELEVISION STATION.
## DIRECTORY OF TV STATIONS OF THE UNITED STATES
(Data corrected to December 1, 1959)

### EXECUTIVE ABBREVIATIONS
- Owner or: Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prod. Mgr. pm; News Service ns; Prom. Mgr. pmn; Prod. Mgr. pm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
- Trans. Library TL
- News Service NS
- News Service News Service

### IOWA

**OMAHA**

**BLOOMINGTON**

**ST. BLOOMINGTON**

**MINNEAPOLIS**

**LANSING**

**Established**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Channel</th>
<th>Power</th>
<th>Network</th>
<th>Executive Abbreviations</th>
<th>Owner or</th>
<th>Network</th>
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<td>OMAHA</td>
<td>KMNT</td>
<td>Ch. 3</td>
<td>68-88mc</td>
<td>11.7kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>David F. Milligan</td>
<td>pmn</td>
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<td>MINNEAPOLIS</td>
<td>WTMN-TV</td>
<td>Ch. 6</td>
<td>52-58mc</td>
<td>27.9kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>William F. Kiley</td>
<td>cm</td>
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<td>MINNEAPOLIS</td>
<td>KWTV-TV</td>
<td>Ch. 4</td>
<td>76-68mc</td>
<td>16.7kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>Robert E. Kittner</td>
<td>(ABC)</td>
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<td>KANSAS CITY</td>
<td>KCTV</td>
<td>Ch. 4</td>
<td>68-70mc</td>
<td>29.8kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>Harold F. Gross</td>
<td>sm-pd</td>
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<td>KANSAS CITY</td>
<td>WDAF-TV</td>
<td>Ch. 4</td>
<td>66-72mc</td>
<td>8kw-aur.; 17.4kw-vis.</td>
<td>ABC, CBS DuMont Free &amp; Peters</td>
<td>Joseph Pulitzer</td>
<td>gm</td>
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<td>ST. LOUIS</td>
<td>KMST-TV</td>
<td>Ch. 5</td>
<td>76-82mc</td>
<td>16.7kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>Glenn Harris</td>
<td>gm</td>
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<td>ST. LOUIS</td>
<td>KMST-TV</td>
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<td>76-82mc</td>
<td>16.7kw-visit</td>
<td>ABC, CBS DuMont</td>
<td>George M. Burbach</td>
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<td>ABC, CBS DuMont</td>
<td>Roy A. Roberts</td>
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Note: This text is a snippet from a larger table. The full table contains detailed information about each station, including City, Call Letters, Channel Number, Power, Network, and Executive Abbreviations. Each entry is structured to provide a comprehensive overview of TV stations in various cities across the United States.
<table>
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<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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**AS OF THURSDAY, OCT. 19, 1950**

receivers sold in the greater San Antonio area in less than 11 months since WOAI-TV introduced television in this rich market.

Top programming, too, on San Antonio's FIRST TELEVISION STATION

represented Nationally by Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • L. A. • SAN FRANCISCO • BOSTON • ALABAMA
# DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1959)

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<tbody>
<tr>
<td>BLOOMINGTON</td>
<td>WMAR-TV</td>
<td>Ch. 7</td>
<td>131-136mc</td>
<td>2329 South Walnut St.</td>
<td>ABC, CBS</td>
<td>Salk翡翠 $300, tv</td>
<td>Robert Lemon, cm</td>
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<td>INDIANAPOLIS</td>
<td>WFMJ-TV</td>
<td>Ch. 5</td>
<td>51-60mc</td>
<td>589 E. Broadway</td>
<td>ABC, CBS</td>
<td>E. M. Bitter, gm</td>
<td>William F. Kiley, cm</td>
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<td>AMES</td>
<td>WOI-TV</td>
<td>Ch. 5</td>
<td>63.73mc</td>
<td>7505 Brady St.</td>
<td>ABC, CBS</td>
<td>D. D. Palmer, vp</td>
<td>W. D. Donaldson, gm</td>
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<td>DAVENPORT</td>
<td>WCQI-TV</td>
<td>Ch. 5</td>
<td>76-82mc</td>
<td>22929 Pacific Ave.</td>
<td>ABC, CBS</td>
<td>Col. B. J. Palmer, p</td>
<td>W. D. Wagner, secy.</td>
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<td>LOUISVILLE</td>
<td>WLWI-TV</td>
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<td>76.25mc</td>
<td>1000 E. Broadway</td>
<td>ABC, CBS</td>
<td>D. P. Filer, gm</td>
<td>Burt Blackwell, dir.</td>
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<td>NEW ORLEANS</td>
<td>WDSU-TV</td>
<td>Ch. 6</td>
<td>62-80mc</td>
<td>250 Royal St.</td>
<td>ABC, CBS</td>
<td>Edgar B. Stern, partner</td>
<td>Ray Liuzza, publ. &amp;</td>
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<td>BALTIMORE</td>
<td>WBAL-TV</td>
<td>Ch. 11</td>
<td>190-200mc</td>
<td>2200 S. Charles St.</td>
<td>ABC, CBS</td>
<td>Charles B. McCabe, p</td>
<td>Vic. F. Campbell, pm</td>
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<tr>
<td>MASSACHUSETTS</td>
<td>WNEW-TV</td>
<td>Ch. 10</td>
<td>62-72mc</td>
<td>1190 Soldiers Field Rd.</td>
<td>ABC, CBS</td>
<td>Walter Evans, p</td>
<td>W. H. Hauser, ce</td>
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**INDIANA**

- City: BLOOMINGTON
  - Call Letters: WMAR-TV
  - Channel Power: Ch. 10
  - Name of Licensee: Salk翡翠
  - Headquarters Address: 2329 South Walnut St.
  - Network: ABC, CBS
  - Representative: Salk翡翠
  - Executive: Robert Lemon, cm

**IOWA**

- City: AMES
  - Call Letters: WOI-TV
  - Channel Power: Ch. 5
  - Name of Licensee: Central Broadcasting
  - Headquarters Address: 100 E. Broadway
  - Network: ABC, CBS
  - Representative: D. D. Palmer

**KENTUCKY**

- City: LOUISVILLE
  - Call Letters: WLWI-TV
  - Channel Power: Ch. 5
  - Name of Licensee: WLWI Broadcasting
  - Headquarters Address: 1000 E. Broadway
  - Network: ABC, CBS
  - Representative: Burt Blackwell

**LOUISIANA**

- City: NEW ORLEANS
  - Call Letters: WDSU-TV
  - Channel Power: Ch. 6
  - Name of Licensee: WDSU Broadcasting
  - Headquarters Address: 250 Royal St.
  - Network: ABC, CBS
  - Representative: Edgar B. Stern, partner

**MARYLAND**

- City: BALTIMORE
  - Call Letters: WBAL-TV
  - Channel Power: Ch. 11
  - Name of Licensee: WBAL Broadcasting
  - Headquarters Address: 2200 S. Charles St.
  - Network: ABC, CBS
  - Representative: Charles B. McCabe, p

**MASSACHUSETTS**

- City: BOSTON
  - Call Letters: WNEW-TV
  - Channel Power: Ch. 10
  - Name of Licensee: WNEW Broadcasting
  - Headquarters Address: 1190 Soldiers Field Rd.
  - Network: ABC, CBS
  - Representative: W. H. Hauser, ce

*Teletesting • Broadcasting*
how long
are two years?

A short time by the calendar can be long enough to establish leadership. Only two years ago, Blair-TV began operation as the first and only organization set up for exclusive sales representation of TV stations... a separate corporation entirely removed from any AM operation or function.

The formation of Blair-TV was a radical step based upon our conviction that Television needed its own exclusive sales organization with trained specialists, and time to study stations' problems, to make enough advertiser calls, to know stations intimately and to counsel them wisely. Today the basic principle established by Blair-TV has been adopted by almost all major components of the industry.

We feel that this kind of leadership has contributed in great measure to the rapid growth of spot television. And we know that our different approach to the sale of television time has produced important results for the stations we represent.

On our second anniversary, we pledge ourselves to a continuation of the sound operating principles which have already become an industry standard.

New York, Chicago, St. Louis, Dallas, Detroit, Los Angeles, San Francisco
**DIRECTORY OF TV STATIONS OF THE UNITED STATES**

(Data corrected to December 1, 1950)

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Channel</th>
<th>Name of Licensee</th>
<th>Telephone Number</th>
<th>Network</th>
<th>Owner; Pres. p; Exec, evp; Gen. Mgr. gm; Sta. Mgr. sm; Exec. Dir. ed; Prod. Mgr. pmd; News, Farm, Sports or Women's Dir. nd; fd, sd, wd.</th>
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<th>News Service</th>
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<td>Ch. 2</td>
<td>The Fort Industry Co.</td>
<td>360 Temple Ave.</td>
<td>CBS, DuMont</td>
<td>George B. Storer, p Richard E. Jones, vp, gm &amp; cm E. Hal Nough, pd</td>
<td>Paul O. Finke, ce</td>
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<td>Ch. 4</td>
<td>The Evening News Assn.</td>
<td>58 W. Lafayette</td>
<td>NBC, Hollihber</td>
<td>W. J. Scripps, dir of radio Harry Bannister, gm</td>
<td>Melvin C. Wiseman, gm; pm John Albert, prom. mgr.</td>
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<td>Harold F. Gross, gm Howard K. Finch, sm-pd</td>
<td>Roger S. Underhill, cm</td>
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<td>KSBT-TV</td>
<td>Ch. 7</td>
<td>KSBT Inc.</td>
<td>8 Fountain St. N.E.</td>
<td>NBC, CBS,</td>
<td>Leonard A. Versilus, owner By M. Sted, gm &amp; cm</td>
<td>Lane Kaufman, pd</td>
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<td>KALAMAZOO</td>
<td>WJZO-TV</td>
<td>Ch. 8</td>
<td>Petzer Bestg. Co.</td>
<td>294 West Michigan Ave.</td>
<td>ABC, CBS,</td>
<td>John E. Petzer, p &amp; gm John W. O'Harrow, gen. gm</td>
<td>Carl E. Lee, ce</td>
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<td></td>
<td>WJMN-TV</td>
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<td>WJMN Inc.</td>
<td>Bank of Lansing Bldg.</td>
<td>NBC, CBS,</td>
<td>Harold F. Gross, gm Howard K. Finch, sm-pd</td>
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<td>LANSING</td>
<td>WPIT-TV</td>
<td>Ch. 10</td>
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<td>820 North Ave.</td>
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<td>KSTP-TV</td>
<td>Ch. 11</td>
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<td>240 University Ave.</td>
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<td>KANSAS CITY</td>
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**Michigan**

- Detroit
- Lansing
- Grand Rapids
- Kalamazoo
- Lansing
- Minneapolis
- Kansas City
- St. Louis
- Omaha
- Nebraska
- New York
- New Jersey
- Albuquerque

**Transmitter Make**

- RCA
- Federal
- UP
- DuMont
- ACME
- UP, INS
- RCA
- National
- AP, UP, INS
- AP
- AP

**Executive Abbreviations**

- Pres. p
- Exec, evp
- Gen. Mgr. gm
- Sta. Mgr. sm
- Exec. Dir. ed
- Prod. Mgr. pmd
- News, Farm, Sports or Women's Dir. nd, fd, sd, wd.
- Acme, UP
- UP
- RCA
- National
- AP, UP, INS
- AP
- AP

**Telescasting • BROADCASTING**

Page 76 • December 4, 1950
### Hooper Television Audience Index

**September—October 1950**

<table>
<thead>
<tr>
<th>TIME</th>
<th>TV Sets. in Use</th>
<th>TV Station A</th>
<th>TV Station B</th>
<th>TV Station C</th>
<th>TV Station D</th>
<th>KTLA</th>
<th>TV Station E</th>
<th>TV Station F</th>
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<td>15.6</td>
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<td>2.9</td>
<td>6.8</td>
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850,000 TV Receivers in Los Angeles area, December 1, 1950

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

**Key Station of the Paramount Television Network**

Paul H. Raymer Company, Inc., National Representatives
## DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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<th>City</th>
<th>Call Letters Established</th>
<th>Chan. or Freq. Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network</th>
<th>Representative</th>
<th>Executive Abbreviations</th>
<th>Owner or Pres.</th>
<th>Program Director</th>
<th>Chief Eng.</th>
<th>Prom. Manager</th>
<th>Comment</th>
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<td>12.5kw-aur.;</td>
<td>Radio Cincinnati Inc.</td>
<td>CBS</td>
<td>DuMont</td>
<td>Hubert Taft Jr., exec.</td>
<td>WJ Lewis, gm</td>
<td>WM J. Byrnes, gm</td>
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<td>24kw-aur.</td>
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<td>WVLW</td>
<td>1948</td>
<td>Ch. 4</td>
<td>67-72mc</td>
<td>15.5kw-aur.;</td>
<td>Crosley Bestg. Corp.</td>
<td>ABC, CBS</td>
<td>NBC</td>
<td>ABC, CBS</td>
<td>ABC, CBS</td>
<td>ABC, CBS</td>
<td>NBC</td>
<td>WM ABC, gm</td>
<td>WM W. Dobson, gm</td>
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<td>22kw-aur.</td>
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**Note:** Transmitter information is not included in this excerpt. For the complete list, please refer to the original document.
## DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data correct to December 1, 1950)

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<th>City</th>
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<th>Chan. or Freq. Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Network</th>
<th>Owner; Pres.; Exec. up evp; Gen. Mgr.; gm; Sta. Mgr.; cm; Prod. Mgr.; pdm; News, Farm, Sports or Women’s Dir. nd; Id, sd, wd.</th>
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<td>Cleveland</td>
<td>WOEX 1948</td>
<td>198-192mc 21kw-auro. 2kw-vis.</td>
<td>Empire Col Inc.</td>
<td>4501 Pleasant Valley Rd.</td>
<td>ABC</td>
<td>Herbert Mayer, p &amp; co Franklyn Snyder, gm Richard C. Wright, cm John Safer, prod. coor.</td>
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<td>The Fort Industry Co.</td>
<td>136 Huron St.</td>
<td>ABC</td>
<td>George B. Storer, p &amp; co E. Y. Flanagan, gm Glenn Jackson, pd William Stringfellow, ce</td>
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<td>Oklahoma</td>
<td>WKY-TV 1949</td>
<td>66-68mc 12kw-auro. 6.5kw-vis.</td>
<td>WKY Radio Co.</td>
<td>33 N. High St.</td>
<td>ABC</td>
<td>James D. House, chmn. of Bd. H. P. Lasker, gm W. J. Williamson, cm A. Donovan, pd Howard Leppert, ce</td>
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<td>Erie</td>
<td>WICU 1949</td>
<td>205-215mc 1.5kw-auro. 25kw-vis.</td>
<td>Dispatch Inc.</td>
<td>1814 State St.</td>
<td>ABC</td>
<td>Paul Albracht, treas. Herbert S. Stewart, gm &amp; cm</td>
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<td>325 Main St. 216-216mc 5.7kw-auro. 6.5kw-vis.</td>
<td>WJAC Inc.</td>
<td>325 Main St.</td>
<td>ABC</td>
<td>W. W. Krebs, p A. D. Schrott, m</td>
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<td>Lancaster</td>
<td>WGAL-TV 1949</td>
<td>66-72mc 1kw-erp</td>
<td>ABC</td>
<td>8 West Wing St.</td>
<td>ABC</td>
<td>Clair R. McCollough, p Harold E. Miller, sm</td>
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<td>WFIL-TV 1947</td>
<td>325 Main St. 216-216mc 5.7kw-auro. 6.5kw-vis.</td>
<td>WJAC Inc.</td>
<td>325 Main St.</td>
<td>ABC</td>
<td>W. W. Krebs, p A. D. Schrott, m</td>
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saddle again!

Already the greatest Western star of 'em all in four major media of entertainment,* Gene Autry's up and over in still another! After just three months on television, he's solidly in the saddle rating-wise, with a high 18.8 national rating for his new TV film series...with an audience of more than 5,000,000 tall and small fry viewing the show each week!

And he's sittin' pretty with critics and sponsors, too. (For just a few of the cheers, see right.)

Hit the television trail with Gene and his action-packed series of half-hour Western films (the first film series made expressly for TV by a cowboy star) and you'll be in for one of the biggest sales roundups in all advertising.

To corral your share of customers—as smart advertisers are already doing in 28 markets—just ask Radio Sales for details and availabilities in your area.

* Radio, movies, records and personal appearance tours
† ARB TV National Rating Report, Oct. 1950

Radio Sales
Radio and Television
Stations Representative...CBS

RADIO SALES TV PRODUCTIONS: GENE AUTRY SHOW,
STRANGE ADVENTURE, HOLLYWOOD ON THE LINE, BRITISH FEATURES,
VIENNA PHILHARMONIC ORCHESTRA, WORLD'S IMMORTAL OPERAS

"Snappy horse opera" N.Y. TIMES
"Looks like we've got ourselves a new hero on the television western front, and a mighty good one at that!" RADIO DAILY
"If you don't believe Westerns filmed specifically for television are infinitely superior on video than those made originally for theater exhibition, catch the Gene Autry series on CBS... very, very good" THE FILM DAILY
"New angle... Autry and his associates have made some long-needed technical changes" TIME MAGAZINE
"Should make Autry one of TV's big guns" BILLBOARD
"Typical Autry entertainment, a compound of action and good humor... far better than pictures originally created for showing in theatres" N.Y. DAILY NEWS
"One of the hottest film packages in TV" TELEVISION MAGAZINE
"Stripped of all unnecessary fru-frou and complication... straight and simple and clean" THE MORNING TELEGRAPH
"Autry indicates that he can hold his own on video. He's transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor" VARIETY
"Wonderful news for TV Western fans!" TV GUIDE
"Don't be surprised if it lands high up on any list of television ratings. It's a show geared precisely for its mass audience" TODAY'S ADVERTISING
<table>
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<td>PITTSBURGH</td>
<td>WTVF 1948</td>
<td>Ch. 3 66-90mc 3.3kw-a; 30kw-vis.</td>
<td>Allen B. DuMont Labs. Inc. Ch. of Commerce Bldg. Express 1-071</td>
<td>ABC, CBS DuMont NBC</td>
<td>Allen B. DuMont, p Donald A. Stewart, gm</td>
<td>Leslie Arrives Jr., prog. Raymond Rodgers, ce</td>
<td>UP, INP DuMont</td>
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<td>PROVIDENCE</td>
<td>WJAR-TV 1945</td>
<td>Ch. 11 195-200mc 15kw-a; 30kw-vis.</td>
<td>The Outlet Co. 178 Weybosset St. Gaspe 1-071</td>
<td>ABC, CBS DuMont, NBC</td>
<td>Mortimer L. Burbank, chmn. of bd. John H. Boyle, gm &amp; cm</td>
<td>Thomas C. J. Prior, ce</td>
<td>UP RCA</td>
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<td>MEMPHIS</td>
<td>WMCT 1946</td>
<td>Ch. 4 66-90mc 7.1kw-a; 15kw-vis.</td>
<td>Memphis Pub. Co. 32 &amp; Madison St.</td>
<td>ABC, CBS DuMont, NBC</td>
<td>H. W. Slavick, gm</td>
<td>J. C. Eggleston, cm</td>
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<td>NASHVILLE</td>
<td>WSM-TV 1950</td>
<td>Ch. 4 66-90mc 7.1kw-a; 14.6kw-vis.</td>
<td>WSM Inc. 14th &amp; Compton Ave.</td>
<td>ABC, CBS DuMont, NBC</td>
<td>Branham, NBC</td>
<td>Petry J. H. DeWitt Jr., p Irving Vaughn, cm</td>
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<td>DALLAS</td>
<td>KRLD-TV 1946</td>
<td>Ch. 4 66-90mc 8.5kw-a; 15kw-vis.</td>
<td>KRLD Radio Corp. Herald Sq. Randolph 8911</td>
<td>ABC, CBS DuMont NBC</td>
<td>W. A. Roberts, cm</td>
<td>E. M. (Ted) Dealey, p &amp; to</td>
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<td>WFAA 1948</td>
<td>Ch. 8 132-138mc 12.5kw-a; 27kw-vis.</td>
<td>Dallas Morning News 1322 Jackson St. Riverside 9631</td>
<td>ABC, DuMont NBC</td>
<td>J. W. Runyon, p</td>
<td>W. A. Roberts, cm</td>
<td>Ralph W. Minmon, nd &amp; sp, events d</td>
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<td>FORT WORTH</td>
<td>WBBP-TV 1954</td>
<td>Ch. 5 66-90mc 8.5kw-a; 16.6kw-vis.</td>
<td>Carter Publications 3000 Barnett St. Lockwood 1961 (Fort Worth)</td>
<td>ABC, NBC</td>
<td>Amon Carter, p</td>
<td>Roy Baca, cm</td>
<td>R. C. Stinson, d of e B. H. Hutton, ce</td>
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<td>HOUSTON</td>
<td>KFBC-TV 1945</td>
<td>Ch. 2 54-60mc 7.3kw-a; 15kw-vis.</td>
<td>The Houston Post Lamar Hotel Fairfield 7601</td>
<td>ABC, NBC DuMont NBC</td>
<td>W. P. Hobby, p</td>
<td>Jack Harris, gm</td>
<td>AP RCA</td>
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<td>SAN ANTONIO</td>
<td>KYTV 1950</td>
<td>Ch. 5 66-90mc 7.3kw-a; 15kw-vis.</td>
<td>San Antonio TV Co. Transitor Tower Bldg. Garfield 8911</td>
<td>ABC, CBS DuMont NBC</td>
<td>W. D. Rogers Jr., p</td>
<td>W. B. Robb, pd</td>
<td>UP GE</td>
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<td>QOAL-TV 1949</td>
<td>Ch. 8 66-90mc 8.5kw-a; 17.5kw-vis.</td>
<td>Southland Industries Inc. 1931 Navarro St. Garfield 4921</td>
<td>ABC, NBC DuMont NBC</td>
<td>S. S. Fox, p &amp; gm</td>
<td>Jack Keister, cm</td>
<td>Jack Keister, cm</td>
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<td>SALT LAKE CITY</td>
<td>KSL-TV 1948</td>
<td>Ch. 4 66-90mc 3.3kw-a; 4kw-vis.</td>
<td>Intermountain Bldg. &amp; TV Corp. Tribune-Telegram Bldg.</td>
<td>ABC, NBC</td>
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<td>John M. Baldwin, vp-tech.</td>
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<td>NORFOLK</td>
<td>WTVR 1948</td>
<td>Ch. 6 66-90mc 11.15kw-a; 24.26kw-vis.</td>
<td>Radio Service Corp. of Utah 145 Motor Ave.</td>
<td>ABC, CBS DuMont NBC</td>
<td>J. A. Buehler, Jr., p C. Richard Evans, gm</td>
<td>Frank Mclachlin, sim</td>
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<td>RICHMOND</td>
<td>1946</td>
<td>Ch. 6 66-90mc 3.3kw-a; 4kw-vis.</td>
<td>Havenas &amp; Martin Inc. 3801 W. Broad St.</td>
<td>ABC, NBC</td>
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<td>D. Lenox Murdock, d of TV oper, ce</td>
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<td>VIRGINIA</td>
<td>WTMJ 1950</td>
<td>Ch. 4 66-90mc 11.15kw-a; 24.26kw-vis.</td>
<td>WVAR Radio Corp. 720 Skouras St.</td>
<td>ABC, CBS DuMont NBC</td>
<td>Campbell Arnoux, p &amp; gm</td>
<td>John W. New, cm</td>
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<td>Ch. 6 66-90mc 11.15kw-a; 24.26kw-vis.</td>
<td>Havenas &amp; Martin Inc. 3801 W. Broad St.</td>
<td>ABC, NBC</td>
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<td>J. C. Rishard, pd</td>
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**Pennsylvania (Cont'd)**

**Rhode Island**

**Tennessee**

**Texas**

**Utah**

**Virginia**
GPL Introduces First TV Camera Chain
Designed from Start to Finish for Compactness and Ease of Operation

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" - designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement. Logical components have been combined . . . fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, with integral view finder, is only 101/8" x 121/2" x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

SIMPLIFIED CONTROL
All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

READILY ADAPTABLE
GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.

Write, Wire or Phone for Details

General Precision Laboratory
Incorporated
Pleasantville, N. Y.

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

December 4, 1950 • Page 83
DIREC'TORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

<table>
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<th>Telephone Number</th>
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<th>Representative</th>
<th>Executive Abbreviations</th>
<th>Owner or Pres., p; Exec. up evpl; Gen. Mgr. gm; Stu. Mgr. sm; Comit. Mgr. cm; Sales Mgr. sm; Dir. prod. Mgr. dm; News, Farm, Sports or Women's Dir. nd, td, sf, wd.</th>
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<th>Transmitter</th>
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<td>KEXP, TV</td>
<td>ABC, CBS</td>
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<td>904-0600</td>
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<td>RCA</td>
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<td>WTOP, TV</td>
<td>ABC, CBS</td>
<td>1000 Kent Ave.</td>
<td>206-2600</td>
<td>ABC, CBS</td>
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<td>WEST VIRGINA</td>
<td>WVIP, TV</td>
<td>ABC, CBS</td>
<td>10000 N. West End Blvd.</td>
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<td>WISCONSIN</td>
<td>WIBO, TV</td>
<td>ABC, CBS</td>
<td>601 W. Capitol Dr.</td>
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Surger showing

RCA cooperates on series

Surgery instruction is being demonstrated to members of four leading Latin American medical groups. RCA has announced. RCA is cooperating with E. R. Squibb & Sons, which started the showings at the Inter-American Congress of Surgery in Lima, Peru, last week. Surgery instruction was also given at the Surgical Congress of Bogota, Colombia. Other showings are scheduled for the Society of Clinical Study at Lima, Peru (Dec. 11-13) and the Dominican Medical Assn. at Ciudad Trujillo (Dec. 19-21).

Standard RCA television broadcasting equipment was shipped to South America for use in the presentations. Equipment includes two image orthicon cameras, control apparatus and two microwave relay antennas. Two RCA "life size" TV projection units, capable of showing images up to six by eight feet in size, and 15 RCA Victor 16-inch receivers are being used to show the demonstrations. Richard H. Hooper, RCA Victor promotions manager, headed the production crew of six technical experts.

New videodex clients

CECIL & PRESBREY, Dancer-Fitzgerald-Sample, Duane Jones and Erwin, Whaley Co. have become subscribers to the full videodex service, comprising a national summary project report of all network programming, both commercial and sustaining, in all markets, and individual reports for 17 markets accounting for over 92% of all sets in the area served by cable-connected stations. More cities will be individually reported on beginning next month, according to Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex television reports.

Film orders

Richert Heads ATS Committee

GNEE RICHERT, account executive and TV manager of G. M. Basford Co., has been appointed chairman of the special committee formed by American Television Society to study the problem of securing standardized specifications for forms by agencies in ordering film commercials for television from film producers.

Committee comprising both agency and producer members was authorized by the ATS board [BROADCASTING • TELECASTING, Nov. 20] and appointed last week by David Hale Halpern, ATS president.

Other members in addition to Chairman Richert are:

Thomas J. Dunford, general production manager, Transfilm Inc.; John Freese, technical director of TV films for Young & Rubicam; G. David Gudebrod, director of film production, N. W. Ayer & Son; Leslie Roush Productions Inc.

School TV

WICU Sets Plans

FORMAL approval of a plan whereby classroom instruction and other school programs are telecast over WICU (TV) Erie, Pa., has been approved by the local school board. The daily programs started this week, according to Dr. Frank Miller, assistant superintendent of schools and head of Erie's Television Advisory Committee.

Initial programs will demonstrate to the public teaching methods, types and contents of courses.

When WDTV (TV) Pittsburgh opened its new studios Nov. 19, Mayor David L. Lawrence of Pittsburgh (r) threw the first switch officially opening the studios. Also present for the ceremonies (1 to r): Larry Isreal, WDTV sales director; Raymond W. Rodgers, chief engineer; and Donald A. Stewart, general manager of the DuMont station.

ATS OFFICERS

Nominate Landsberg as Pres.

KLUS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA-TV Los Angeles, was one of a slate of five nominated as president of the Academy of Television Arts & Sciences, Los Angeles, at its recent meeting. Others included Robert V. Brown, program manager, KNBH-TV; James T. Vandyke, manager of daytime programming, KECA-TV; Mike Stokey, producer of Pantomime Quiz; Freeman Lusk, moderator of Teleforum program.

Others nominated:

For office of first vice president: H. L. Hoffman, president, Hoffman Radio & TV Corp., incumbent second vice president; Frank Wisbar, producer, Bing Crosby Productions; Hal Roach Jr., vice president, Hal Roach Studios; Don Lauritsen, president, Rockette-Lauritsen (advertising agency). For second vice president: Robert V. Brown; Harlan Thompson, production supervisor, CBS-TV, Secretary: Betty Mears, Jan Stott, Dick Lane, Doris Ball. Treasurer: Fred Henry, assistant general manager, KLAC-TV; Robert Guggenheim, KNBH film director; Mark Finley, public relations director, KTSU (TV).
Eraseable, Re-Usable magnetic recordings are ideal for recording extra "safety" copies of movie sound tracks. If the final master sound track is satisfactory, the magnetic safety copy can be erased and re-used again and again. This eliminates the waste involved in using an optical film sound track.

High Fidelity is maintained through repeated dubbing and re-recordings. The final sound track retains all the fresh, clear brilliance of the original recording. No expensive retakes because of scratchy, objectionable audio sections. And immediate playback means the director can check sound while the cast is still assembled!

Lip synchronization is accurately controlled by recording on sprocketed "Scotch" Brand Sound Recording Film. This results in perfect synchronization from beginning to end because the sprocket holes in magnetic film can be perfectly synchronized with sprocket holes in motion picture film.

Full details of how magnetic recording can help you produce better films at lower cost are yours for the asking. Just drop us a card and we will have a representative call and explain how magnetic recording fits in with your present plans and equipment.

SHAROTT, was green were prominent. Idea of the studio. Come disc since been black-white designs. I mentioned "attac AL direc act. He estimated military production of electronic equipment in the next 12 months at about $1.1 billion. The increase in total output "will help maintain profits at relatively favorable levels despite increased taxes," he said.

Among the non-controversial projects worked on by the network research staff has been the single-direct-view television cathode ray tube.

When one agency official appears on a show played by another agency, that's news. But this occasion also marked the TV debut of Lou Maxon (r), advertising executive. Checking out with Mr. Maxon for his appearance on WXYZ-TV Detroit's A Day With Kay is Fred A. Epps, president of Rex Advertising Co., which places the show for Chateau Wines Corp. Mr. Maxon's recipe for tomato cocktail drew 304 requests from listeners. Show was conducted by Bud Lanker, Detroit Free Press columnist, for Kay Savage, food editor.

TV-ELECTRONICS

Assets Up to $5,560,000

NET ASSETS of Television-Electronics Fund Inc., subsidiary of Television Shares Management Corp., Chicago, increased to $5,560,000 on Oct. 31 from $2,781,000 a year earlier, according to the annual shareholders' report released and unreservedly appreciated totalled $3,475,575, contrasted with $1,111,000 a year ago.

President Chester D. Tripp told shareholders total output of the electronics industry in 1951 at factory values will be "considerably above" that of 1950, despite curtailments, and he estimated military production of electronic equipment in the next 12 months at about $1.1 billion. The increase in total output "will help maintain profits at relatively favorable levels despite increased taxes," he said.

Alludes Color

Syracuse U.'s New Disc

BLACK-AND-WHITE television became color TV when Syracuse U.'s TV center put into play in mid-November its newly-developed disc attached to regular sets. According to Don Lyn, director of program director, the black-and-white "color" was not "a gag" but an experiment in optical illusion, and approximately half of the Central New York viewing audience for our Educational program also saw color.

The show featured artists' interpretations of classical and modern music, which, according to the TV center, proved ideal for the first public showing of its experiment. TV personnel at the center have been working on the illusion disc since last summer. The color producer is a disc on which various black-and-white designs are rotated controlled rates of speed. Changes in speed and hue have come up with various colors during several spot visual tests. Prior to the public demonstration, experiments were on closed circuit in the studio.

Exposition's audience had not been briefed to expect color, it was explained, but later arrived at the campus center following the telecast, describing what colors were detected. Not all persons saw the same color, blue seen most frequently, yellow and olive and green were prominent. Idea of getting color from black-and-white was conceived last summer by Arthur F. Lyn, director of the center. He was working on the project with Howard R. Sharrott, a student at the university's College of Applied Science and engineer on the campus FM station staff, to find right combinations and speeds. Experiments are being continued in attempts to eventually develop an application for the disc discovery, it was reported.

Vision for Japan

Sen. Mundt Indicatcs TV Study Planned

FIRST step in projecting "Vision of America" as U. S. government TV counterpart of Voices of America may be a "mission to Japan to make a detailed study" of what type of video service can be provided there.

The revelation is contained in a nationally circulated Sunday news feature authored by Sen. Carl K. Mundt (R-S.D.), a strong advocate of such a plan. Referring to appearances on Capitol Hill by such leaders as Gen. Dwight Eisenhower, Gen. George Marshall, John Foster Dulles and Bernard Baruch, all who testified for expansion of the U. S. information program [Broadcasting, July 10], Sen. Mundt noted:

"State Dept. leaders have been most impressed with preliminary investigation of this TV idea, and David Sarnoff, head of RCA, has joined with other industrial leaders to advance the proposal." Gen. Sarnoff, who often has predicted TV globe girdling, also appeared before Congress in support of the project.

Pinpointing the battle of ideas to two fronts—behind the Iron Curtain and to countries lying within its shadow—Sen. Mundt said the Voice of America is the only effective weapon in combating Russian propaganda in Communist areas. But on the other side of the curtain, he said, "there is a wide-open field for television" as a "medium of truth and education . . ."

According to engineers who have worked with the idea, Sen. Mundt indicated that the Japanese network will be the most logical place to begin. A complete TV set up to "effectively blanket Japan from tip to tip" will cost $4,660,000, the equivalent cost of two B-29 bombers, he said. Programs originating in each country, using both film and live actors, local talent speaking local dialects and programs geared to interests and needs of the people, are envisioned by the Senator.

Also disclosed in Sen. Mundt's bill is the probable use of two relay stations 60 to 70 miles apart thus eliminating coaxial cable expense. He estimated 22 relay stations would be needed to cover the country with each station costing about $150,000 for a total cost of $3,960,000. Other figures: $300,000 for engineering and supervision; $800,000 for equipment of a central studio, and $500,000 per year for operation.

Sen. Mundt also pointed out the fact that each relay point would contain an FM radio transmitter, thus permitting broadcast of local news and educational programs in addition to entertainment and music for each local community. A similar relay set up in Turkey or Indonesia would require about the same cost as for Japan, he said.

Method of reducing cost and eliminating the TV receiver situation would be placement of large screens, 6-ft. square, in schools, churches, local government buildings or in open air, he said.

Derby Negotiations

DERBY FOODS, Chicago, was still dickeriâ€”with NBC and ABC has reportedly been offered several financial benefits and coaching, will be on hand to handle the report of the conference television committee, a paper on the effects of TV on attendance, results of the Big Ten move to authorize its games for television and post-game showings, and the entire problem of TV in movie houses.

INDEX DISPUTE

Nielsen, Hooper Arbitrating

THREE-MAN arbitration board is being organized to settle the business dispute between the A.C. Nielsen Co. and C. E. Hooper Inc. regarding control of 12 cities with a TV popularity index. The move, reportedly in violation of agreements reached between the two market research firms when Hooper services were sold to Nielsen last March, will be arbitrated by three industry representatives.

Board will be comprised of two persons, each selected by Hooper and Nielsen outside their own organizations, and a third to be appointed by the first two. Inasmuch as much as the fighting over both is termed one of "business and the radio industry" rather than of "research," the men probably will be picked from advertising and field, a Nielsen spokesman said.

Arrangements between the two companies are "proceeding quite amicably," the spokesman said, and will probably be settled "in the same way." The arbitration board is attempting to organize and meet before the first of the year, but discussion may be postponed because of holiday activity. The Nielsen executive pointed out that the "question is not a legal one."

Big Ten Meet

TELEVISION is slated as a major topic for discussion at the annual winter meeting of the Big Ten college conference in Chicago Dec. 6-10 at the LaSalle Hotel. An expected 80 persons from the schools, including athletic directors, ticket managers, public relations officials and coaches, will be on hand to handle the report of the conference television committee, a paper on the effects of TV on attendance, results of the Big Ten move to authorize its games for television and post-game showings, and the entire problem of TV in movie houses.

Weather Vane Antenna

WITCHES, increasingly popular since the entrance of "Heilath Witch" on KXul, was also offered for ABC-TV, will now ride high above television homes. The broomstick, modernized in untraditional form, is a weather vane, supporting an in-line television antenna. The innovation comes from Zenith Radio Corp., whose president, Col. Eugene McDonald Jr., wore of unslightly TV antennas above homes. The Hollywood vane, which retails at $35.95, was developed to be a point of interest, rather than a decor detractor, to houses. The device is a combination weather vane and antenna, with the latter operating on both high and low TV bands.
Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets... with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection mounded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of “everyday” quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.
Another major help to our efforts has been the consistent support of the stations. Each one of them rallied round the flag with its best efforts. It's fair to say that the strength of our show rests, to a large extent, upon the efforts of local stations and their promotion men.

Rating Improves

All in all, there were no concessions on the part of Toast of the Town. We had our audience and we intended building it—not losing it to another show. While it is still early at this writing, it's interesting to note that our rating has gone up during the first month of our serious competition. As a matter of fact, our fourth rating, based upon a Trendex 10 city survey, was considerably higher than the opposition.

We do not underline the stars who are now bucking Toast of the Town. But it was our feeling that a strong program content, consistent promotion, and much sweat would hold the CBS fort against any comers.

We'll stand on the record!

PHONEVISION

Test Delayed 'Several Days'

THREE-MONTH Chicago test of Phonevision, Zenith's dollar-in-the-slot system of TV, was delayed "several days" from the FCC approved Dec. 1 starting date "pending final selection of feature motion pictures to be used." This was reported by Ted Leitzel, in charge of public relations for Zenith, on Friday.

He said final selection of films, which will total 90 or one a day in all, is being made now by Zenith representatives in New York.

Beginning of the Phonevision test is made possible by "decision of several of the film producing companies to provide films for the experiment," Mr. Leitzel said.

Put the "655" thru the Studio-Test

Test it for lows!
Test it for highs!
Test it for fidelity!
Test it for voice!
Test it for music!
Test it for versatility!
Test it for ruggedness!
Test it for "non-pop!"
Test it for convenience!
Test it indoors, outdoors!

SLIM-TRIM

TV DYNAMIC

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating 53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • ½" or ⅛"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. Write today for further facts! Model 655. Price...$200
Send for Catalog No. 110

ElectroVoice

402 CARROLL STREET • BUCHANAN, MICHIGAN

MOVIE ADS

'Boxoffice' Surveys TV Use

USE of television by motion picture exhibitors is reported in the Nov. 25 issue of Boxoffice which says "the high cost of telecasting time and the tieup of preferred time by national accounts has to date limited video as an advertising channel for motion picture theaters."

A survey was conducted by Boxoffice following suggestions made at a recent convention of the Theatre Owners of America in Houston that exhibitors use television for advertising. In addition to the cost factor, it also is pointed out that "techniques of presentation had not been developed satisfactorily."

HUBBELL BOOK

Covers Programs, Production


IN THIS revised and enlarged edition of his book, Mr. Hubbell's purpose is "(1) to analyze and define the nature of television; (2) to formulate basic theory for its development as an art form; (3) to demonstrate practical techniques for program production; (4) to show how television programs are created and produced."

Illustrated with more than 80 photographs, Television Programming & Production is a comprehensive survey of the whole field of television, examining it from both the artistic and scientific angles. The art of television is compared to the art of the motion picture, the theatre, and the so-called "blind radio." The science of television is discussed in several chapters dealing with the television camera, camera mobility, camera techniques, picture composition, editing, video effects and lighting.

VEHICLE VIDEO

ICC Plans Ban

THE INTERSTATE Commerce Commission is of the opinion that a truck driver can't operate his vehicle and look at television at the same time. To point up its position, the ICC has proposed rule making that would prohibit the location of a video screen in the driver's compartment, unless placed in back of the operator's seat.

The proposal was made last week in a lengthy revision recommended by the ICC on highway safety. Rules are scheduled to go into effect early next year if comment, to be heard through Dec. 29, is favorable. All vehicles under the jurisdiction of the commission would be affected by the rule-making.

Calibrated Power Rating 40-15,000 c.p.s.

Microphones • Speakers
Phono Pickups • TV Boosters

For TV
THE NATION'S MOST ENTERTAINING TV FILM MUSICALS!

MUSIC HALL VARIETIES ARE TELECAST TODAY TO 52% OF THE NATION'S TV AUDIENCES.

MUSIC HALL VARIETIES . . .

- Make an ideal participation program.
- Can be programmed into telecasts of from 5 minutes to an hour.
- Feature name artists known and appreciated by millions.
- Give TV audiences elaborate production numbers—staged and directed by outstanding producers of filmdom.
- Offer variety that entertains the entire family.

STARS!

HERE FOR EXAMPLE ARE SOME OF THE THOUSANDS OF DOLLARS WORTH OF STARS YOU CAN GIVE YOUR AUDIENCE WITH MUSIC HALL VARIETIES:

SPIKE JONES
KITTY KALLEN
CONNIE HAINES
MEL TORME
VINCENT LOPEZ
TONY PASTOR
GALE STORM
MAURICE ROCCO
HENNY YOUNGMAN
GERTRUDE NIESEN
LOUIS ARMSTRONG
JERRY BERGEN
CLIFF EDWARDS
TED FIO RITO
ALAN LADD
CHARLIE SPIVAK
GENE KRUPPA
MILLS BROTHERS
KING SISTERS
LOUIS JORDAN
LUBA MALINA
LAWRENCE WELK
EATON BOYS
YVONNE DE CARLO
CAB CALLOWAY
Marilyn Maxwell
NORO MORALES
MABEL SCOTT

OFFICIAL TELEVISION, INC.
25 WEST 45TH STREET, N. Y. 19, N. Y. — LU 2-1700

A COMPLETE TELEVISION FILM SERVICE . . .
SPORTS . . . PARADE OF EVENTS . . . TRAVEL . . . FEATURES . . . CARTOONS . . . MUSIC
Telestatus

(Continued from page 62)

bought schedules on 40 or more stations.

Advertisers of Food & Food Products were the most active users of TV time during October in terms of number of accounts (see table). In all there were a total of 849 accounts active in this classification during the month. There were reportedly 716 firms which used TV to promote the sale of Household Furnishings, Equipment & Supplies. Automotive, Automotive Equipment & Accessories were backed by 431 different advertisers in October.

Food & Food Products lead the users of network time in the number of active accounts with 28. In the Household classification there were 18 active sponsors, while Automotive and Confectionery & Soft Drinks were tied for third place in the network category with 17 accounts each.

Locally, Household Furnishings, Equipment & Supplies were the most active users of the medium with 614 accounts. There were 516 firms which promoted Food & Food Products through TV on the local level.

American Research

Gives November Report

MILTON BERLE'S Texaco Star Theatre was seen in an estimated 5.5 million homes during the first week in November, according to the latest report from the American Research Bureau released last week. The program attained a rating of 63.5. Top 10 programs by rating and rank were reported in the ARB TV-Nationals for the week Nov. 1-7 as follows:

**RANKING BY POPULARITY RATING**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Star Theatre</td>
<td>60.2</td>
</tr>
<tr>
<td>2. Fireside Theatre</td>
<td>43.6</td>
</tr>
<tr>
<td>3. Philco TV Playhouse</td>
<td>41.8</td>
</tr>
<tr>
<td>4. Godfrey's Talent Scouts</td>
<td>35.0</td>
</tr>
<tr>
<td>5. Your Show of Shows</td>
<td>38.5</td>
</tr>
<tr>
<td>6. Toast of the Town</td>
<td>37.5</td>
</tr>
<tr>
<td>7. Comedy Hour (Contor)</td>
<td>37.1</td>
</tr>
<tr>
<td>8. The Lone Ranger</td>
<td>36.4</td>
</tr>
<tr>
<td>9. Hatrycki-Casablanca</td>
<td>34.8</td>
</tr>
<tr>
<td>10. Four Star Revue (Durante)</td>
<td>34.4</td>
</tr>
</tbody>
</table>

**RANKING BY HOMES REACHED**

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Star Theatre</td>
<td>5,200</td>
</tr>
<tr>
<td>2. Philco TV Playhouse</td>
<td>4,500</td>
</tr>
<tr>
<td>3. Your Show of Shows</td>
<td>3,240</td>
</tr>
<tr>
<td>4. Comedy Hour (Contor)</td>
<td>2,915</td>
</tr>
<tr>
<td>5. Toast of the Town</td>
<td>2,960</td>
</tr>
<tr>
<td>6. Fireside Theatre</td>
<td>2,875</td>
</tr>
<tr>
<td>7. Stop the Music</td>
<td>2,875</td>
</tr>
<tr>
<td>8. Godfrey's Talent Scouts</td>
<td>2,800</td>
</tr>
<tr>
<td>9. Knott TV Theatre</td>
<td>2,792</td>
</tr>
<tr>
<td>10. Four Star Revue (Durante)</td>
<td>2,780</td>
</tr>
</tbody>
</table>

**TV News Covered**

**By Two Colleges**

STATUS of television news has been reported in current publications of two different state universities. Professor Harry Heath Jr., of Iowa State College, reports in the fall issue of the Journalism Quarterly that "once television is firmly established and a moneymaker of the mass communications family, it's reasonable certain that remote pickups, well-edited newsreels and a limited number of stills will make up virtually the entire video news fare." Motion picture news will largely supplant still pictures on television newscasts within the next five years, according to Professor Edward C. Lambert of the U. of Misouri School of Journalism. His views were based on statements of 51 television station executives and were published in a bulletin released by the university. Professor Heath's views were based on correspondence with TV news editors and visits to various campuses and his own experience in news work at WOI-TV Ames, Iowa.

**Star Theatre' Heads**

**New York Nielsen List**

IN the New York area the most popular TV program during the four weeks ended Nov. 11 was Star Theatre, according to the report last week by A. C. Nielsen Co. The top 10 evening, once-a-week programs were reported as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireside Theatre</td>
<td>4,149</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>3,145</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>2,240</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>2,100</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>2,075</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>1,945</td>
</tr>
<tr>
<td>Knott TV Theatre</td>
<td>1,875</td>
</tr>
<tr>
<td>Four Star Revue (Durante)</td>
<td>1,545</td>
</tr>
</tbody>
</table>

SET ADS PROBE

**FTC Studies Specimens; RTMA Plans Rules**

SPECFICMENS of broadcast and published advertisements circulated by American Television Dealers and Manufacturers as part of the so-called "child appeal" campaign began pouring into Federal Trade Commission's Radio and Periodical Advertising Division last week in compliance with the commission's request [BROADCASTING

Telerecasting • BROADCASTING

which has handled the campaign.

FTC authorities felt there would be no early decision on its probe until the division has had sufficient time to study the advertising matters, which covers a three-months period. Once it has completed its inquiry, two courses will be open to the commission, authorities pointed out.

If FTC officially sustains the protests, it will either (1) evolve a stipulation agreement for compliances by American Television Dealers and Manufacturers and the agency or (2) issue a formal complaint charging "false or misleading" advertising and invite representations from the group and agency. In the latter eventuality, hearings may be held if requested by the respondents.

The first campaign theme included a statement to the effect that TV is a virtual necessity to children's morale and social standings. The second advertisement, however, featured a "positive" theme, playing upon television's educational benefits.

The $2 million advertising campaign comprises both published ads and radio spots, and drew support of more than a score of top TV set makers.

**DuMont Accounts**

**List New Sponsor, Renewals**

ONE NEW national advertiser and four network account renewals were announced by DuMont TV Network last week. Eversharp Inc. (Schick Razors) is sponsoring the 10:15-10:30 p.m. segment of Saturday Night at Madison Square Garden from Nov. 13 through March 31. Agency is Bier Co., New York.

Renewals: Food Store Programs Corp., sponsoring Star Time, Tuesday, 10-11 p.m. for 13 weeks effective Dec. 4 through Frank's, Bond Clothing Stores, sponsoring Hands of Mystery, Friday, 9-9:30 p.m., effective Dec. through Allied Ad, 4-month, undated Cigar Corp., sponsoring The Pleasurewitches, Wednesday, 9-9:30 p.m.; for 26 weeks, through Erwin Wasey & Co.; Tidewater Assoc. Oil Co., sponsoring Broadway to Hollywood, Wednesday, 10-10:30 p.m.; from Dec. 6 to Dec. 27, through Lennex & Mitchell.

**Television Equipment Corp.**

238 William St., New York 7, N.Y.
In Canada: Ahearn & Soper Co., Ltd., Ottawa

Page 90 • December 4, 1950
JW Topps Billings
(Continued from page 58)

with none of the wild disproportions that characterized some of the earlier years in television. However, the new TVA agreements and impending music negotiations tend to invalidate this year’s trends as any secure guide to the future.

Of its $10 million, 90% of the Thompson was approximately $5 million on production costs for the following shows: Ballantine’s International Boxing Club, Believe It or Not, and Arthur Godfrey and Friends. Bloo Co. allotted $1.7 million of its $3.5 million for production on the following shows: Faye Emerson Show, Horace Hurl, Truth or Consequences, Cand i d Camera, Herb Shriver, Sports Interview, Saturday Night Review. Rothsrauff & Ryan devoted $1.9 million for production costs of its $3 million for the following shows: Roller Derby, World Series, Showtime U S A, Zoo Parade, Big Town, College Bowl, Four Star Revue, Gene Autry, Party Time.

Production Cost

Cunningham & Walsh spent approximately $1.7 million on production of its $3.5 million for the following: Chesterfield Supper Club, Arthur Godfrey & His Friends. Benton & Bowles spent approximately $1.5 million in production of its $3 million for the following shows: Life Begins at 80, I Remember Mama, Penthouse Party, Robert Q. Lewis Show, Faye Emerson Show, This Is Show Business, Show of Shows.

Kenyon & Eckhardt, laid out an estimated $1.2 million for production out of its $2.5 million billings for the following shows: Ford Theatre, Sunday’s Toast of the Town, Peter and Mary Show, and Magnavox Theatre.

Weintraub Budget

William Weintraub spent an estimated $1 million of its $2 million budget in production for the following shows: Broadway Open House, Ellery Queen, and I Cover Times Square. Sherman & Marquette similarly spent approximately $1 million of its $2 million budget for its Gabby Hayes Show, Colgate Comedy Hour and Howdy Doody.

The Gray TELEP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYOSTING

The Gray TELEP projects from
FOUR optical openings: photos, art work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct television or with accompanying sound and commentary. Packs interest and profit into every minute of your TV schedule!

The Gray TELEP and Accessories are widely used by Networks and Independent TV Stations

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two TV cameras. PROJECTS AGAINST CAMERA CHAIN FAILURE byOUCH-THROW-OVER TO STANDBY CHAIN.

Gray TV Camera TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotates 360° on heavy precision bearings with exact positioning. 2 models: $356 and $450

Ask for Gray TV Catalog describing above equipment.

CANADA CLINIC

U. S. Officials on Agenda

AMERICAN TV and radio personalities will take part in the first Canadian television clinic, to be held at the Royal York Hotel, Toronto, Dec. 7-8.

Among those slated to speak or lead discussions are:

Maurice B. Mitchell, Associated Program Services; Charles Halden and Murray Graham, AIC; James L. Caddigan, DuMont TV Network; Herbert J. Taylor, DuMont Labs; Ernest Walling, NBC TV Network; C. E. Hooper, C. E. Hooper Inc.; Paul Rainbourn, Paramount Television Productions; Gilbert Selles; Lynn Poole, John Hopkins U.; Rudy Berts, CBS TV; Calvin Kukl, J. Walter Thompson Co.; Thomas A. Wright Jr., BBDO; Wells Barnett, Blair Television; George Gill, Kline Bros. Latest in TV production equipment and receivers will also be on view.

SPUN glass one-inch sheet acoustical panel to line walls of studio installed by WDTV (TV) Pittsburgh.
MARION RIDICK PRODUCTION, 706 Elgin Ave., Houston, Tex., has released for television 20 min film in black-and-white or color titled "Little Girl Who Did Not Believe in Santa Claus." Film was produced with The Modelettes, a group of teenagers and children trained under Modelette Visualized System.

Imperial World Films, Chicago, has released series of five-minute open-end films featuring Raymond Massey. Series of 65 3½-minute films show Mr. Massey reading from Bible and commenting on how excerpts effect his philosophy of life. Russ Davis, Chicago TV announcer and commentator, is president of Imperial and handled production and direction. Nationally known freelance writer, Morton Wishengrad, scripted series.

Harry Zimmerman, musical director for several Don Lee network shows, named musical director Snader Telescriptions Corp., Beverly Hills, Calif. He retains his post at Don Lee... Sarra Inc., Chicago, has completed film commercials for following network TV shows: Armour & Co., Stars Over Hollywood, NBC-TV; Best Foods (Ritz and Shingola) Penthouse Party, ABC-TV; Hudson Motor Co., Billy Rose Show, NBC-TV; Nash Motors, Airy Fite Theatre, CBS-TV; Pure Oil Co., Who Said That?, NBC-TV.

Jack Gibney, freelance television producer and consultant, is in Chicago working on continuing series for Canadian Ace Brewing Co. and Rival Dog Food. He has made more than dozen animated spots for Rival in past year, through Charles A. Silver agency. Mr. Gibney is also producer-director of International Wrestling Films, series of hour-long, open-end shows featuring wrestling from Chicago's International Amphitheatre. His offices are at 104 S. Michigan Ave.

Frank McDonald named to direct "The Joyful Hour" hour-long Christmas program being produced by Jerry Fairbanks Productions, Hollywood, for Family Theatre. Film scheduled for showing Christmas Day on major TV networks and independents. Rev. Patrick Peyton, CSC, founder of MBS Family Theatre program, will produce film. Same group produced Easter film, "The Triumphant Hour."

Sterling Television Co., Inc., New York, acquires exclusive rights to TV distribution of 36 top adventure and sports films, all in both color and black-and-white, from Hoyt-Lord Inc. Deal adds to library of color film being built by Sterling to meet market for commercial color TV. Firm presently has more than 100 titles in color.

Dawson & Jackson, Chicago package program producer, filming "television prevues" of its video shows. Initial presentation films began last week with dramatic sequences from "Shocks," half-hour mystery starring James Dennis. Presentation films are 10-minutes long.

INS-Telenews is offering half-hour year-end film review to its TV stations and advertisers on an exclusive basis in each market. Price is based on sets in use in each TV city, and program already has been purchased in Los Angeles, San Francisco, Detroit, Omaha, and San Antonio.

PUPILS AND TV

Educators Ask 'Wise' Use

LOUISVILLE educators apparently differ as to any "bad" effects television may have on school pupils, but many feel intelligent use offers a challenge to harassed parents, according to comments compiled in a report released by the Louisville Courier-Journal (WHAS-TV).

The issue was taken up at a recent Parent-Teacher meeting which heard complaints that pupils (1) fall asleep at their desks, (2) have rings under their eyes, and (3) get low marks. Some principals pointed out that bedtime for many students has been moved up to about midnight, and that responsibility rests wholly with parents.

Typical reactions from principals and teachers:

Television is an excellent thing in the home, but it has to be used right... We went through the same thing when radio was new... It was a long time before children's programs were scheduled earlier in the day... The children glean a lot of information from television... I have seen no bad results so far.

Television is one of the things that would enrich a child's life... It's a great challenge to parents to plan wise use. I haven't heard a serious complaint about television... A number of parents think it keeps the children so nice and quiet...

My students are not suffering from lack of sleep, or red eyes, or hair standing on end—surely some of the programs are that kind.

No teachers have complained... but I have had students working on my thesis... I find television taking more of my time than it should...

AUTOMATIC line-voltage regulator for steadier TV pictures offered by Clarostat Mfg. Co., Dover, N. H. Two models available: TV-A, 360w, TV-B, 375w.
OCT. GROSS

THREE TV networks in October 1950 reported gross time sales of $6,374,548, well over three times the gross of $1,825,262 reported by four TV networks for the same period in 1949, according to totals compiled by Publishers Information Bureau from individual program sales for the month of 1949 but not this year.

Combined gross time sales of the TV networks for the first 10 months of the year were $27,262,238 in 1950, compared with $8,390,608 last year.

Individual network figures for the month and year to date for 1949 and 1950 are:

<table>
<thead>
<tr>
<th>Network Television</th>
<th>Oct. 50</th>
<th>Oct. 49</th>
<th>10 Mos. 50</th>
<th>10 Mos. 49</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,198,409</td>
<td>$217,199</td>
<td>$4,076,223</td>
<td>$957,994</td>
</tr>
<tr>
<td>CBS</td>
<td>2,186,748</td>
<td>590,266</td>
<td>5,335,470</td>
<td>2,206,344</td>
</tr>
<tr>
<td>DuMont</td>
<td>$1,198,409</td>
<td>80,143</td>
<td>4,076,223</td>
<td>2,206,344</td>
</tr>
<tr>
<td>NBC</td>
<td>2,997,391</td>
<td>937,294</td>
<td>14,830,545</td>
<td>4,437,930</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,374,548</td>
<td>1,825,262</td>
<td>27,262,238</td>
<td>8,320,608</td>
</tr>
</tbody>
</table>

* Not available

Mr. TAYLOR

TAYLOR TO NBC

Is TV Network Executive

DAVIDSON TAYLOR, former CBS vice president and most recently special consultant to the State Dept., will join NBC Jan. 1 as general production executive for the TV network.

Supervision of NBC-TV public affairs programs will be among Mr. Taylor's immediate duties, with Francis C. McCall, director of TV news and special events, reporting to Mr. Taylor.

At the present time, Mr. Taylor is finishing a three-months State Dept. assignment as coordinator of new projects in international communications. His previous radio experience extends from 1929 when he started as an announcer for WHAS Louisville. Going to New York in 1933, he worked in news and handled the Philharmonic broadcasts under Toscanini.

During World War II, he was chief of radio for the Psychological Warfare Division, SHAPE, and later chief of film, theater and music control for the U.S. occupied zone of Germany. From 1945-47 Mr. Taylor was vice president and director of programs at CBS, and was vice president and director of public affairs in charge of fact and opinion presentation for both TV and radio until his resignation last Jan. 1.

This year, Mr. Taylor spent five months in Italy serving as a TV commentator to the American delegation at the UNESCO general conference in Florence. He is a member of the U. S. National Commission for UNESCO.

COVER MAN

'Time' Features Stanton

CURRENT issue of Time (Dec. 4) devotes its cover and Radio & Television section to Frank Stanton, CBS president, and the color television battle. To review the history of Dr. Stanton and color TV the section was expanded to 11 columns and includes several pictures and a diagram of CBS' color system.

Pointing out that in the 30's RCA could have had Dr. Stanton and Dr. Peter Goldmark, CBS color engineer, "for a total investment of $100 a week," the article states that Dr. Stanton last month turned down an offer from RCA in which he could "name his own price."

Time says "CBS color is good—indeed there is some way better than Technicolor," but quickly points out that a "poor TV show, of course—tasteless comedy—pulled drama or stale vaudeville—cannot be frozen by all the hues in the spectrum."

In addition to its praise of Dr. Stanton and CBS color, Time lauds Dr. Goldmark and his work in the research field. Just when color TV will come is not predicted, except by Dr. Stanton who admits his vision is clouded by the many "ifs" of the current situation, "but color of some sort is certainly on its way."

'50 Network Sales Triple Same Month in '49

AUSTIN Co., Cleveland, Ohio, contractors, to construct new Westinghouse TV plant in Raritan Township, outside Metuchen, N. J. Construction cost placed at $1.5 million.
Roadblocks (Continued from page 58)

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan (VHF) proposed.
June-July 1948: Hearing on new allocation plan, mainly as to tropospheric interference and related problems.
Aug. 27, 1948: Because of these questions, FCC schedules FCC-industry conference to consider desirable phases of revising engineering standards. Sept. 13-14, 1948: FCC-industry conference, scheduling technical sessions for November-December looking toward revision of standards.

FCC must decide, of course, how its allocation plan will treat oscillator interference. If the plan is devised so that the interference will fall in places where there are no assignments which would be affected, officials noted, then the number of affectations is thereby reduced. On the other hand, if the goal is to get maximum number of assignments, authorities feel that manufacturers must take steps to suppress oscillator radiations in their sets.

In the latter event, there appear to be two courses open. One is to let the manufacturers solve the problem in their receivers, which they insist is the proper course in any event. The other is for FCC to prescribe, by rule-making, certain maximum permissible radiations by receivers; and perhaps also set a standard intermediate frequency (RTMA has suggested 1.25 me as a voluntary standard).

Ready to Fight

Industry leaders are sure to oppose any attempt by FCC to impose such standards mandatorily, on grounds that FCC has no authority over manufacturers, of which they convinced they would carry this opposition into the courts, if necessary.

FCC authorities, however, claim this disposition fails to recognize that the Commission already has taken steps in one field—dia- thermity, industrial heating, etc.—which affects manufacturers. Of which they point out that FCC's diathermy rules assign frequencies for diathermy, set limits on spurious radiations and provide that machines must operate within those limits or be licensed. As a practical matter, no such licenses have ever been issued (for machines exceeding the maximum limitations). The FCC laboratories issue certificates of type approval covering machines made to specifications conforming with the diathermy standards.

FCC staff executives feel the Commission clearly has the same authority with respect to radiations from TV sets—that is, that FCC can and should set limits for oscillator radiations and require licensing of sets which do not conform.

FCC currently has pending a proposal, covering oscillator and other incidental radiations, which suggests 15 microvolts per meter at 100 feet as the maximum permissible value. Discussions with industry representatives have been in progress for some time. By comparison, with previous FCC officials said, some sets provide radiations of about 50 microvolts at 100 feet on Channels 2-6, and 150 microvolts on Channels 7-13, but they point out that this is a marked improvement over earlier sets.

As a corollary to the oscillator radiation problem, the Commission must also decide whether to devise its allocations table in a manner that will take care of image interference and other signals significant responses, or, as the alternative, look for improved set designing by the manufacturers to remedy these problems.

Other issues which FCC must decide include, in connection with engineering standards, the question of whether changes in mileage separations between co-adjacent-channel stations should affect existing stations as well as future assignments.

FCC's present allocation proposal would require only three existing stations to change frequency, changes in mileage separations between of accommodating nearby Canadian allocations.

There have been some proposals for TV sets having two or more elements, however, on grounds that better coverage would result even though the changes would require substantial outlays by the stations involved—estimated in some quarters at $30,000 per station.

The comprehensive, long-range UHF-VHF allocation plan proposed by DuMont would go even further, changing five existing stations to other VHF channels and moving some 25 existing outlets into the UHF band.

In any event it is felt that any major reshuffling of existing assignments would inevitably be taken to court, which presumably would tie up the entire allocation plan until the litigation is completed.

Other questions which FCC must answer:

What use should be made of directional transmitting antennas, and of offset-carrier or synchronized operations? Should channels be reserved for non-commercial educational stations, and, if so, to what extent; also, what reservation apply to VHF channels as well as UHF? Should Stratosvision and/or Polycasting be authorized, and, if so, under what conditions and regulations?

Stokes to American TV

Harold Stokes, formerly program director of the ABC Central Division, has been named general manager and executive director of American Television Productions Inc., subsidiary of American Television Inc., Chicago. Mr. Stokes is now handling two production series. American Television Production has been set up as a "service organization for all TV problems," Mr. Stokes said.

From May 6, 1948
To Nov. 27, 1950

July 11, 1950: FCC begins deliberations on color plans, the participants having submitted final summations July 10; also on July 11 the so-called Condor Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.
Sept. 1, 1950: FCC issues its "First Report" on color, favoring CBS system but advancing plans for manufacture of "bracket sets" as means of delaying final decision to permit further studies.
Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracket sets.
Oct. 16, 1950: Hearings commence on second phase of overall TV proceedings— "generator issues," including VHF, UHF, and other questions except specific city-by-city channel allocations.
Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending appeal.
Nov. 27, 1950: Hearing on reservation of channels for noncommercial educational TV stations, last portion of "general" phase of hearing, gets under way amid indications that it will be completed by Dec. 8.

L. A. CONTRACTS

Three Await NRLB Decision

Two more Los Angeles television stations, KFI-TV and RTTV, last week joined KLAC-TV in battling at contracts covering local performers until the union is certified as the bargaining agent.

Stations have advised TVA that they have no objection to the union representing their employees but in order to avoid future jurisdictional disputes at their stations by having more than one union representative they will wait until NRLB certifies the official bargaining agent. A hearing which began last month are scheduled to resume today (Monday) in Los Angeles. Don Pederson, manager of KLAC-TV, had notified TVA the week previously of his stand.

Meantime, TVA continued negotiations with the four other local TV stations, KTLA, sole independent in the group, and three network outlets, KNBH (NBC), RECA-TV (ABC) and KTSL (Don Lee). No decisions had been reached at press time.

Special Section

In a special Sunday TV section yesterday (Sunday) Baltimore Sun Newspapers, owner of WMAR-TV that city, featured special articles on color from FCC Chairman Wayne Coy and the networks. In a statistical study carried in the special section it was reported that Baltimore has two television sets for every three telephones, one of the highest averages in the nation.

Mr. Stokes

Mr. Stokes set up as a "service organization for all TV problems," Mr. Stokes said.

TRANSMITTERS used by WPTZ (TV) Plattsburg from 1941-46 were given by Philco Corp. to Cornell U.'s school of electrical engineering.
TV NETWORK CONTRACTS Are Ratified

CHICAGO DEMANDS
Management Studies

CHICAGO members of Television Authority submitted their wage demands to management of the city's TELEVISION Authority membership in New York, Chicago, and Los Angeles last week. The contract for wages and working conditions of live and kindred performers hired by networks and agencies agreed upon Nov. 19 [BROADCASTING • TELECASTING, Nov. 27], including slight changes subsequently negotiated. The contract will become effective Dec. 8, rather than Dec. 1 as previously planned. Postponement was necessitated to allow for agency letters of compliance to be received. The contract, which is described as an interim contract until some 58 conditions mostly to working conditions are negotiated, represents something agreed upon to date. Later a final contract, embodying all points, will be issued.

The New York membership ratified by a vote of 4 to 1, after a four-hour meeting in which some local and choral group members are understood to have expressed dissatisfaction with scales and rehearsal hours. Some of the criticism reportedly subsided, with announcement of the following changes in the Nov. 19 agreement: Chorus singers, whether “on camera” or off, are to receive $45, $60 and $75 for 15, 30 and 60 minutes with 4, 6, and 10 rehearsal hours, respectively.

Chorus demands are to be paid according to the following scale:

<table>
<thead>
<tr>
<th>Time</th>
<th>Rehearsal</th>
<th>Fee Per Performer</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 min.</td>
<td>1.50</td>
<td>$57.60</td>
</tr>
<tr>
<td>30 min.</td>
<td>2.50</td>
<td>$136.00</td>
</tr>
<tr>
<td>60 min.</td>
<td>4.00</td>
<td>$273.60</td>
</tr>
<tr>
<td>120 min.</td>
<td>9.00</td>
<td>$624.00</td>
</tr>
<tr>
<td>180 min.</td>
<td>14.00</td>
<td>$945.60</td>
</tr>
</tbody>
</table>

Rehearsal Fees

Extra rehearsals: $3.50 per hour. Included rehearsal hours must be within the following number of consecutive days, one day event is the day of broadcast, 15-minute program within three days: 30-minute program within five days: 60-minute program within six days.

Omitted from BROADCASTING • TELECASTING's report in the Nov. 27 issue was the following:

Dramatized commercials performers and answerers with five lines or less are to receive $60, $62.50, and $75 for 15, 30, and 60 minutes with 4, 6, and 9 hours rehearsal included.

MOBIL TV UNIT

For Sale; Reasonable
Attention TV Stations:
Here's your chance to buy an ACR-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, 80-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.

December 4, 1950 • Page 95
no participant is making any promise. This is the last phase of the Commission's exhaustive general allocation proceeding (see TV chronology page 94 and summary page 55).

Most of the witnesses emphasized they held no complaint for the way in which commercial radio has cooperated in the presentation of educational programs and many held high praise for commercial station cooperation in specific instances.

The consensus appeared to be that commercial broadcasters cannot be held responsible for doing education's role since they are in business to make money; education needs its full-time facilities to reach all audiences at all hours because education is a continuous process and must be "regular". Educational radio cannot compete with commercial radio on the basis of popularity polls and should not be compelled to; channels for educational purposes must be "conserved" or set aside in the same manner our forefathers set aside land for schools knowing full well such land might not be used effectively for generations but recognizing the basic "public necessity" for such action.

Education's Flight

Many explained education itself was equally to blame for its plight, but pointed out educators are very slow to adopt new innovations since they depend on public funds and have to work long and hard to secure appropriate legislation and financial support.

Throughout the hearing the high value of TV as an ideal education medium was acclaimed. TV was seen putting the blackboard right in the home, extending the walls of school and university to include hundreds of thousands of those of all ages who could not afford in money or time — or who through physical handicap are prevented, from attending formal classes.

Commissioner Hennessy viewed TV as the greatest educational innovation since the invention of the printing press.

JGET presented detailed exhibits on TV channel allocations and assignment in the major cities and educational centers. Gen. Taylor explained that of the 188 standard metropolitan areas there are 82 in which no VHF channels are allocated and 19 others in which only one channel each is allocated. This leaves only 85 areas where educators can practically seek reservations, it was pointed out. Besides the metropolitan areas there exist 46 smaller communities regarded as major educational centers where channels also should be reserved, FCC was told.

Testifying at Monday's session were: Comr. Earl J. McGrath, U. S. Office of Education; Professor Edgar B. Gooden, University of Kentucky, director of press-radio relations, National Education Assn.; Dr. Louis P. Hoyt, superintendent, Philadelphia public schools; Harriet Hester, radio coordinator, Bureau of Health Education, American Medical Assn.

Comr. McGrath said he appeared "to encourage safeguarding of the access of education to broadcasting opportunities in the television field." He cited historical precedent for channel reservation and outlined in detail TV's unique role for education.

Further historical precedent was detailed by Mr. Carley who also urged a set-off date be fixed to any reservation.

Dr. Hoyer cited excellent cooperation of Philadelphia TV stations WPTZ, WJZ-TV and WCAU-TV but indicated education will need its own exclusive facilities as commercial needs mount.

Miss Hester outlined A.M.A.'s work in the field, citing $200,000 worth of free radio time is given annually for the organization's health programs.

On Tuesday, Richard B. Hull, chairman of the Telecasting Advisory Committee for NAB and manager of WOI-TV Ames, Iowa, the only educational TV outlet now operating and owned by Iowa State College, related details of NAB's five-hour weekly tape network of 36 educational stations and other matters.

In pressing for educational facilities, he explained it's "axiomatic in radio broadcasting — and by inference in television — that audiences listen" for three reasons in this order: (1) Strength of signal, loudness, ability to get a station; (2) frequency of program (as cigarette advertisers prove); (3) finally the program itself.

Wallen Suggestion

William J. Wallen, chancellor of U. of New York State, suggested a state educational TV authority be set up to sub-allocate and administer TV channels for education.

Concerned with adult education and TV's potentials in this field, he said he recommended legislative action on setting up a state network. He engaged in considerable discussion with Commissioner Coy on policy regarding handling of controversy on the stations, the witness indicating he would prefer all facts be presented fairly.

Seymour N. Siegel, director of radio communications for New York City and its Municipal Broadcasting System, including WNYC-AM-FM, appeared at direction of Mayor Vincent M. Impellitteri to emphasize the city's need for educational TV facilities.

Clarence Graham, president of the American Library Assn. and director of the Louisville (Ky.) Free Public Library in detail background of WFPL (FM) Louisville, operated by the library. All culture groups there cooperate on WFPL, he said.

Herbert E. Gooden, assistant professor of social studies and chairman of the Montclair State Teachers College committee on television in education, Montclair, N. J.,
reviewed TV's impact on teacher training.

Harold A. Voss, chief psychologist of the Navy Special Devices branch of the Office of Naval Research at Port Washington, Long Island, appearing in his own behalf, related several instances with TV as teaching aid. He said a survey showed 38% of time TV was found superior to formal in-class instruction. He said the TV used was no different; the experimental group itself was no different. He said a significant number of the teachers did not use TV at all.

Most of Wednesday was devoted to testimony by Harold B. McCarty, in educational radio for 21 years. He said since November 1930 as the starting of broadcasting.

1919 Programming
Mr. McCarty related the regularly scheduled programs in early 1919 began with market reports, weather forecasts and bulletins on road conditions.

Mr. McCarty outlined in great detail the full Wisconsin radio educational history and current activities, which include a state-wide network of six powerful FM stations. Two more stations are in planning stage to go into operation. An expanded total operation and includes building programs. The conference was not held, the witness stated.

While the witness was reading from the report Comr. Henkock suddenly interjected the sharp comment, "Don't hang your head, Mr. Pletkin."

FCC's counsel replied, "I was not in the Commission at the time, Madam Commissioner, I am not hanging my head."

"I know, but you are our present counsel," she said.

Asks About Interest 'Leg' After the witness finished reading the report, Acting Chairman Hyde asked if interest in the subsequently established Federal Radio Education Committee had not "lagged on the hill." The FCC's counsel replied, "I should say that interest has lagged particularly on the part of the Commission."

"I know, but you are our present counsel," she said.

Mr. McCarty related that in 1936 reports of the FCC recommended no channels be set aside. She indicated she immediately wanted 100,000 reprints to "remind us not to do it again."

The Commission report among other things proposed a national conference and committee of FCC-industry education on the subject, public broadcasts, public relations with the U.S. Commissioner of Education and other established agencies to assist in building programs. The conference was not held, the witness stated.

And then I come down to the recommendation of this Commission with regard to passing a law," Comr. McCarty added.

[FCC] respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or times of non-profit activities, or to persons identified with particular types or times of activities.

Comr. Henkock then cited the reasons given by the report:

"And it is new law in the existing law to accomplish the helpful purposes of the proposal."

This statement constituted: "(Continued on page 98)
other words, here it is. We have the
section in the law. We don't need
any help from you.
She cited another reason in the
report:
Flexibility in the provisions of the
law is essential to regulation if growth
and development in the art of broad-
casting is to be encouraged and reg-
ulated for the best interest of the
public at a whole.
She continued, "And this is an-
other reason that we didn't do this
for educators. I underline this.
These reasons appear here daily in
this very auditorium."

There are insufficient broadcast facil-
ities available in the present pro-
vision of the act to provide for special-
ized broadcasting services commensu-
rate with a fair and equitable distribution of
facilities and services in the entire
country.

No feasible plan for a definite allo-
cation of broadcast facilities to non-
profit organizations has been presented.
"Again the educators are get-
ting the blame," she concluded.

Comr. Hyde observed the report
in no way had cut off education's
opportunity to apply for AM facil-
ities in any way. He noted the
number of stations on the air has
doubled since that time and stated
FCC does not have authority to deter-
mine any proceeding on the basis of
pressure but rather on the basis of the
hearing record as done in the recent
color TV case, supported by the
Communications and Administra-
 tive Procedure Acts. He said, FCC
gives careful finding of fact in its
rulings.

Comr. Hyde further observed that
radio frequencies are not ex-
actly like other natural resources
such as the development of radio
frequencies does not exhaust them.
Since stations are licensed for only
three years the opportunity is al-
ways open to education, he said.

Mr. Plotkin indicated he was not
debating the matter but merely
wanted to complete the record.

'Must Not Compete'

Mr. McCarty emphasized, how-
ever, that education never will win
popularity polls and "must not be
made to compete with commercial
interests on this basis.

Comr. Hennoch's principal con-
cern over the educator's plight oc-
curred when Mr. Plotkin asked
Mr. McCarty to gain views
considered necessary to help
FCC make its decision.

Mr. Plotkin asked the witness
what should be done if there were
only one VHF station in a com-
munity. Mr. McCarty indicated the
commercial interest should be re-
quired to share the facility with the
educators.

Where there were only two VHF
stations, Mr. Plotkin asked, "Do you
think it is fair that the people who
are licensed on both of those or should
one be assigned exclusively for edu-
cational and the other assigned
exclusively for commercial?"

"I think I would be satisfied at
an answer which is satisfactory to
myself in that case," the witness
said.

Mr. Plotkin continued:
You recognize in response to the first
question, the way you said there where
is only one VHF station in a com-
munity that there is a legitimate commer-
cial need as well as a legitimate educa-
nal need, both of which should be ac-
commodated, and I was told then
whether you in your own mind could
determine at what point one en-
deeded, and I gather at the one-station
level you are satisfied, but that your
position isn't clarified."

"Mr. Plotkin, are you putting
words in this witness's mouth?"
Comr. Hennoch interrupted. "Are
you testing? Or is that a ques-
tion? I don't want you to answer
that, Mr. McCarty. I just want a
ruling on that.

That is a need for commer-
cial and that there is a need for
educational? Is that a question?
Kindly put it in question form.

Mr. Plotkin said he had asked a
question and Comr. Hennoch asked
the reporter to read back the ques-
tion, commenting to the witness:
the commission was not being
asked to leave it up to the Commis-
sion to determine what educational
accommodation is wanted.
Perhaps we should look into this
whole thing and make our own survey and
see whether these stations for educators
shouldn't come before these commercial
channels.

Perhaps that is our job and not
years hence as a witness, who steps in here for a
few hours to testify. You are not an expert
at this point on where these television
channels should be placed from an
engineering and an educational
point, without having these studies made
by this very Commission.

Question Re-read

The question was re-read and
Comr. Hyde observed it would seem
a question existed "on which the
Commission might ask for the view-
point of the witness."

Comr. Hennoch stated further:
"I don't know what you mean by
accommodation of commercial inter-
est and the educational interests
and a national television service from
one of these stations. I think I am
inclusion of the rule of this kind, in-
ning a preference and an ac-
commodation for either or, or
whether it be on a parity, by this
witness, who has taken the trouble
to ask the educator for some in-
gain to your effort to support all edu-
cation and the public getting edu-
cation for 150 million people. I think
it is an important witness, and
every other educational
witness."

She continued:
"Should the rule be that engineer-
ing study made, have you, Mr. McCarty,
and you don't have it at your disposal
do you? You don't know whether any
given community should have one
commercial and one educational
or that shared-time has been common,
commercial part-time and educational
part-time, in any community. I think
for you to be put in the position of making these
answers by your own.

You haven't had the evidence in
this record to justify that kind of testi-
ying. There was an engineering
survey made by this Commission,
but this proposed allocation plan was
made from a commercial point
of view and an educational
viewpoint. That proposed
allocation in this entire matter
was made by an engineering
survey and not by this
in executive session and I am bringing it
to the open record do to show how any educator or any
commercial interest could get each
this country needs from an educational
basis. Each educational institution
in the country needs from an
educational viewpoint."

"Mr. Chairman, is it the purpose
of the Commission that I not ask
these educational witnesses any
questions?" Mr. Plotkin asked. "If
so, I will bow to the ruling of the
Commission."

"You can ask the questions, but
I don't think you should ask loaded
questions," Comr. Hennoch inter-
jected, "and if they are loaded, I
want to call the attention of the
Commission and the public to
that fact."

"Mr. Chairman, I have been a
member of the Commission staff for
11 years and my conduct during
that time will speak for itself," Mr.
Plotkin said. "If the Commission
doesn't desire me to ask questions
of these witnesses, I am an employe
of the Commission and will be
soon be out of print. Otherwise,
I don't think I should be treated
this way."

"We have a question here which
we can consult each other on before
we proceed," Comr. Hyde said,
re-reading the proceeding for a brief
period while the Commission mem-
bers present went into conference.

Upon resumption, Comr. Hyde
said the Commission counsel
"should examine the witnesses as
usual for the purpose of develop-
ing a satisfactory record. By
a satisfactory record I mean one on
which we have full information,
whether it favors or whether it
tends to oppose the petition that
this is the purpose of the
Commission. The Commis-
sion will expect Commission
counsel to perform his usual func-
tion along those lines."

Mr. Plotkin asked if he should
resort to his query.

"I would like to register my dis-
sent," Comr. Hennoch said.
I would like to state that a satisfac-
tory record should be made, and it
is the duty of counsel to bring out
evidence according to the rules of
evidence. These questions are to
be asked without any assumption of
evidence in the record, which has
never been produced, without
evidence that has been established
with regard to necessity."

Asking Mr. Plotkin to be specific
in his questions, she continued:

Furthermore, we of the Commission
have never had an engineering study
made for the benefit of these educators
of this interest. We have not thought
of this allocation plan in terms of the
interests of the public and education
and it is our duty as much to get up
an allocation plan for those educators
and their needs as it is to show what
the commercial interests are of this
country and work on their plan
week in and week out, a year and a half
and two years; and not five minutes of
this work has been done for these educators
by our engineering staff and by our
very legal staff; and I want that on
the record."

Instructed by Chairman Hyde to
proceed, Mr. Plotkin said, "Mr.
Chairman, I don't think it is appro-
priate for me to challenge the
statement of any Commissioner."

"I think it is," Comr. Hennoch
retorted. "You can challenge my
statement, and I want it right out
in the open right here. I have said

Tel ecasting • BROADCASTING
Mr. Plotkin said, "I am going to make the point that the allocation plan as drawn up to give scope and direction to the hearing was not designed for commercial stations for or education." Comr. Hennock interjected, "This is extremely unfair." Mr. Plotkin said, "I am repeating what you said," Comr. Hennock broke in, "It is just as unfair for these people to come in here without the proper engineering done for their interests by our staff as for you to answer questions without being answered without that type of study for our staff."

Answer Difficult

The witness said he understood the question but believed it "would be presumptuous for me to try to answer it with a mathematical divination of the total facilities available. As indicated, this would seem to be a matter dependent upon the circumstances." Mr. Plotkin asked Mr. McCarthy if he agreed his views on policy could "certainly be helpful to the Commission in making up its mind on the policy determination the Commission must make?"

"I believe our experience would offer a guide," he replied. "We would be derelict if we did not ask for the benefit of your experience, wouldn't we?" Mr. Plotkin continued.

"I believe we have an experience...the information on which should be made available," Mr. McCarthy added.

"Now another recommendation of your Joint Committee is that only one VHF station in each community be assigned exclusively for educational purposes. Do you understand?" Mr. Plotkin asked the witness.

Comr. Hennock stated, "I object to the declaratory rulings that until an engineering survey has been made to show what existing and available facilities are in those areas where they are, from the viewpoint of educators and educational institutions, the condition of education in that vicinity, with a view toward literacy, the necessity of education by the population in that area, the amount of local programs that by community college education, and the necessity for the use of, and the expertise of, mass education by television, which in television, and all these other stations, do not have to be too specific, can answer that question; and unless some of those are on a specific area basis and unless you take into consideration all and these conditions which determine where educational stations should be located to answer because it cannot be correct; but I think I am going to move to strike every answer that has been made to these questions you have been asking right from the record. They are not based on any evidence we can accept as a Commission."

"Mr. Chairman, I believe Miss Hennock did not hear my question," Mr. Plotkin stated.

"I have been hearing your questions, and I have been hearing them here since Monday, and I am tired of hearing them," Comr. Hennock said.

Plotkin's Views

After further argument Mr. Plotkin said to the chairman, "I am forced to the conclusion that if I persist in the line of questioning which I think necessary for this record, the hearing will be unduly prolonged; and in view of that fact, I had better desist."

"It is about time you were forced to that conclusion," Comr. Hennock said. "I am not going to say that this is the general portion of these hearings, and you aren't supposed to go into specific requirements, and you wouldn't allow these educators time to come in here and prepare and insisted on not giving them an adjournment, and you made them start on November 21. You didn't give a chance to get these surveys on their own, which they need to answer these questions intelligently and honestly."

"It was the Commission which fixed the date," Comr. Hyde observed.

"And it was you [addressing Mr. Plotkin] who wanted it, too," Comr. Hennock added.

"Mr. Chairman," Comr. Webster interposed, "the majority of Commissioners present a few minutes ago, and they proceed in accordance with that ruling and permit the general counsel to continue with his questioning."

"The hearing will proceed," Comr. Hyde ruled. "Mr. Plotkin, you will continue with your examination."

Mr. Plotkin has an objection, which of course will be given further consideration in connection with the Commission's study of the time, I think on that basis we can proceed with the hearing."

"I reserve my right to press my objection with regard to each individual question as the questioning is not favorable," Comr. Hennock said, "and I am not taking a blanket ruling, Mr. Chairman."

"Well, it is understood that an objection may be taken at any time," Mr. Hyde said.

Comr. Hyde cordially welcomed Merlin H. (Dee) Aylesworth, first president of NBC and now radio-television consultant, who appeared on his own behalf to support general reservation of TV channels for education on condition a unit showed be made that the channels reserved would be used effectively. Comr. Hennock said, "I am impressed to see one of commercial background appear in the interest of education.

M. Aylesworth reviewed program fundamentals learned early at NBC in both commercial and educational fields, stating that he was hard in those days to get educators interested in the educational programs, committees and other efforts in the field.

The former NBC executive saw possibilities in wealth of anendowing educational TV stations like university buildings. He emphasized programs must be made so good people will want to see them and felt cooperation could be worked out with commercial interests.

Mark C. Schinnerer, superintendent of Cleveland public schools, discussed educational TV potentials in that area and reviewed successes of WBOE, the board of education's out.

Edward T. Schoefield, president of the National Film Library Assn. and assistant supervisor, department of libraries, visual aids and radio, Newark board of education, related future expanded effectiveness of film libraries through TV.

Bevis Appearance

On Thursday, Howard L. Bevis, Ohio State TV president, appeared before the Joint Committee and Grant Colleges and the National Assn. of State Universities to support the JCET position. He said a survey of 12 institutions was made to learn which plans immediate entry into TV station operation. Of 49 replies he said 15 planned station establishment now and the near future who plan November 31 do with the next 30 years—a "realistic" reflection of the slowness with which educational implications are accepted and put into practice.

To questioning, Mr. Bevis indicated education had ample warning of the educational TV issue spurred by "experiments" and were pleased, 11, 1949, but Comr. Hennock noted only a month's notice was given as to the exact starting date of the hearing.

Others appearing Thursday to support the JCET proposal included: Constance Warren, National Education Committee of American Assn. of University Women; Grace Rawlings, principal of Luber School, representing the Dept. of Elementary School Principals, NEA; Maurice G. Blair, associate superintendent of schools, M. R. Traube, dean, School of Education, Pennsylvania State College, representing American Assn. of Colleges for Teacher Education; Pearl A. Warner, state superintendent of public instruction and president of National Council of Chief State School Officers; George E. Watson, superintendent of public instruction, Wis-consin; John J. Desmond Jr., Massachusetts commissioner.
specialized activities of interest to special member classes entirely, or almost entirely, outside the association. It plans to retain only the services of interest to all members so long as member fees are not required to pay part of their dues to support activities in which they have no direct interest.

NAB TV Committee will start out with its own officers and board, but NAB President Justin Miller and General Manager Ryan will execute the policies and directives of the NAB TV board.

The NAB and NAB TV boards may meet at the same time, and at the same place, though this is one of the problems to be worked out by the committees and the January convention.

With creation of an NAB TV board the NAB by-laws would be amended to delete the two TV directors-at-large (Messrs. Swezy and Thomas). NAB’s staff would be available to NAB TV and would provide government and public relations, engineering, labor, research, legal and similar services.

Betie Doolittle, AWB executive secretary, will also act as assistant to Charles A. Batson, director of the NAB TV Dept. Presumably the department personnel would provide the framework for the NAB TV staff.

NAB’s Position

NAB board members and headquarters officials are convinced TV stations need a free, competitive operation. They believe NAB will provide the answer. The first year of operation, assuming NAB TV is launched early next year, will be one of trial and error. The video association will be free to spend money as it sees fit and probably will be in a position to do much of the basic promotion work the industry needs.

Members of AWB’s District 2 learned of the A WB separation plan Saturday when Mr. Fay addressed the Syracuse convention. AWB members have contended for some time that they have been the Orphan Annie of the NAB, getting pushed around more and more through the years.

General Chairman of A WB is Katherine Fox, WLW Cincinnati.
SOUTHERN CALIF.'S SPONSOR ADVANTAGES

Cited by Hilly Sanders of Dan B. Miner Co.

IF you're going into television in Southern California you are better off commercial-wise than in other sections regardless of whether you plan to assume the mantle of sponsor, agency representative or plain novice.

That's what Hilly Sanders, vice president of radio and television for Dan B. Miner Co., Los Angeles, declared at a recent gathering of members of the Southern California alumni chapter of Alpha Delta Sigma, national professional advertising fraternity. Also on hand were leading industrialists and undergraduate advertising students.

Hilly Sanders referred to the mass appeal of television which offers a great opportunity to manufacturers by lowering their cost per sale more than any other medium today.

Speaking of television commercials, she declared that the more action there was, the better, and the closer the commercial is integrated with the program, the better.

Other portions of Sanders' address included a prediction that profligate days of video would soon be over; the assertion that, unlike radio where the agent or producer must start with an idea, in video he must begin with a budget; the claim that motion picture knowledge in Los Angeles gave the Los Angeles advertiser better camera work on his show.

In conclusion, Miss Sanders declared that the best way to control a television show outside your own market is to put everything on film. "If the film is to be cut into a program, cut it yourself. Leave nothing to be done at the station except project the film, whenever possible."

Carlson Sworn In

REPUBLICAN Frank Carlson, former Kansas Governor, was formally sworn in as a U. S. Senator last Wednesday. Elected last November to a Senate term which expires next year, the Kansan has been mentioned as a possible GOP addition to the Senate Interstate & Foreign Commerce Committee in the 82d Congress [.Broadcasting * Telecasting, Nov. 13].

Parade Rating

SPECIAL C. E. Hooper rating reported that half of New York City's TV homes and 90% of the TV sets tuned in from 10-11:30 a.m., were tuned to WJZ-TV for Macy's Thanksgiving Day parade telecast, Thursday, Nov. 23 (10-11:55 a.m.). Hour-and-half show received an overall rating of 38.7% but the last half hour averaged 46.4% rating, indicating that 850,000 TV homes were viewing the telecast.

KUDNER

Cancels Two Shows For Lack of Class A Time

THE INCREASING scarcity of good Class A television time has resulted in a cancellation of plans by Kudner Agency in behalf of two of its national advertisers, suggesting a dilemma that may soon be faced by a wide segment of the industry.

The agency had arranged to put Cecil B. DeMille in an hour-long alternate week, television extravaganza for Goodyear Rubber Co., but was unable to clear station time through any of the networks it sought. Thus the entire deal has fallen through. Goodyear meanwhile will continue sponsorship of its Paul Whiteman Revue on ABC-

' DEALER' POLL

Godfrey Takes 3 Firsts

CBS' ARTHUR GODFREY won three first place awards in the 21st annual radio poll conducted by the Cleveland Plain Dealer, it was announced last week. Out of 13 categories for which readers cast votes, Mr. Godfrey won in the "favorite program," "favorite entertainer," and "best variety show" classes.

In the other categories, Lowell Thomas, CBS, was chosen "best network news program" while WTAM Cleveland's Bill Tomkins was selected for the "best local news program." Snapene, on CBS, was chosen "best mystery show," while Firestone Hour, NBC, was selected "best musical program." Lux Radio Theatre, CBS, was judged "best dramatic program." Guy Lombardo, MBS, was chosen "best orchestra."

The Ohio Story on WTAM was picked as "favorite Cleveland program" and Bill Randle of WERE Cleveland won the title of "best disc jockey." Jimmy Dudley, also WERE, was judged "best sports announcer." Fairy Tale Theatre, a local children's show on WGAR, was chosen "best juvenile program" over several network contenders.

The Plain Dealer stated that Mr. Godfrey won by substantial margins in 3 of the 13 categories: Jack Benny, CBS, trailed him in the "favorite program" category, followed by Bing Crosby, CBS, and Lux Radio Theatre, latter two tied for third. In the "favorite entertainer" class, Mr. Godfrey was followed by Bob Hope, NBC, second, and Jack Benny, third. Mr. Benny followed Mr. Godfrey in the "variety show" balloting, while Bing Crosby was third in that category.

LONG-CBS SUIT

Hearing Set for Dec. 15

W. E. LONG advertising agency and CBS Chicago's counter-suits will be reviewed by Master in Chancery Gerard Connor in an all-day hearing in Chicago Dec. 15. CBS originally sued the agency for $1 million, charging W. E. Long Co. used talent under exclusive contract to the network and its Chicago station, WBBM.

Long, in a counter-suit, seeks $2 million from CBS, $1 million in actual damages and $1 million as punitive damages because of alleged "libelous statements' made by CBS in court. The hearing slated for Nov. 13 was postponed. Last court session was Nov. 6.
Richards
(Continued from page 27)
diary citizen’s, and that neither does the Commission nor any members of the Commission.”

FCC General Counsel Benedict P. Cottonde rejected Mr. Fulto’s statement, labeling it “arrogant” and “presumptuous and insulting.” Examiner Cunningham sustained the objection.

Mr. Fultom then—“for the benefit of a court which should have to review it”—inquired as to “the experience, if any, with which you approach the position of saying that you do not feel that you need the assistance of any expert.”

Mr. Cottonde again objected, and Mr. Cunningham again sustained the objection. Mr. Fultom continued:

Well, I have here a request for supplemental hearings of the FCC for the purpose of establishing, if the subpoenas are granted, that they have no unusual experience that would enable the FCC to do its work in a more efficient field, so that it may be clear in any subsequent proceedings that we are seeking a hearing in a field in which we do not claim no unusual experience in the field of news.

Request Denied
Examiner Cunningham, denying the request, informed that FCC “itself is the body set up by Congress to determine this proceeding ultimately. . . . They shall make the final determination of the request of this kind, that they appear and testify as to their qualifications, is somewhat irregular and, I think, improper.”

In his review of the issues of the case, Examiner Cunningham said the “important” points included—aside from whether Mr. Richards ordered the subpoenas—whether the Commission had the question of whether his statements “performed a disservice rather than a service to the public” even if it did ask his employees to “handle the news in such a manner as to further promote his private political, social, economic views and his own personal interests.”

In a later point Examiner Cunningham said:

The Commission is not concerned in this proceeding, in any other proceeding that I know of as to whether the newscasts over any particular station are fair and objective. That, of course, rests with the broadcasters themselves.

Mr. Fulton continued this meant there was “no necessity” for the hearing.

Much of last week’s hearing was occupied by FCC cross-examination of representatives of Radio Reports Inc., which is monitoring records and notes on KMPC newscasts over a period of years. Counsel for Mr. Richards have charged that these records were “suppressed” by FCC, but Examiner Cunningham sustained the objection.

The agency would coordinate communications activities of FCC, Dept. of Defense, and radio-TV and other communications networks. Also suggested is the creation and direction of “secondary” channels of communication between federal, state, regional or local civil defense centers, as well as establishment of communications centers.

While there was no immediate estimate as to how much the agency project would cost, it is believed the amount would run into the hundreds of millions of dollars. The Budget Bureau reportedly has approved the sum requested by the President to set up the new agency.

There is speculation that Mr. Truman will wait until January before appointing an administrator, who would be subject to Senate confirmation. Most of the personnel now working in the NSRB civil defense office, including Robert Burton, who heads communications, would shift to the new agency. Other personnel, if any, would be needed, too, to put it on a fully operational basis.

Mr. Burton has been preparing a technical manual as a followup to the security board’s suggestions on use of communications, and said it is almost complete, lacking only 50% of details to be specified after the “new-line” agency is set up.

The manual will be similar to that issued during World War II, delving into the cost of equipment, number of personnel and other factors.

Mr. Burton also has been consulting with military authorities on the use of frequencies civil defense operation will require. Encompassed in the discussion are frequencies currently being used by amateur operators. Mr. Burton has been asked to furnish the exact frequency needs for civil defense [Broadcasting * Telecasting, Oct. 30]. Other talks involve a portion of FCC’s proposed 1750-1800 kc disaster network band for civil defense use.

No details were available as to time and place of the proposed communications “dress rehearsal” test, which was described by some government officials as “highly classified.”

FCC and the Continental Air Command are seeking to determine if certain stations can remain on the air without lending themselves as “homing devices” for enemy aircraft.

FCC has put licensees on notice that national-defense authorizations will be made periodically which may affect them but which cannot be divulged for security reasons. The Commission said stations directly affected would be notified “as fully as possible consistent with security regulations.”

Mr. Wilson

At the dedication ceremony Nov. 27, Mr. Wilson said: “This new transmitter is an expression of WCKY’s continued confidence in radio broadcasting in America, and the station’s extended effort to bring its listeners the best in entertainment and programming.” WCKY has an independent operation and has remained under the same management and operation for more than two decades.

This new GE unit is the sixth transmitter to be used by the station, according to Charles H. Topmill, station manager and chief engineer. When the outlet started in 1929 it had 5 kw. Power increased to 180 kw in 1936 and 50 kw in 1939. Two years ago a 10 kw transmitter was installed as emergency and auxiliary equipment.

IRE CONFERENCE
Southwestern Meet April 20-21

DALLAS-FORT WORTH Section of the Institute of Radio Engineers will announce their next Southwestern IRE Conference will be held April 20-21, 1951, at Southern Methodist U., Dallas.

The conference is to be sponsored jointly by the Dallas branch of IRE at SMU and the Dallas-Fort Worth section. Highlights of the conference are to be a keynote address by a well-known authority; papers presented by men of prominence in the industry; an Industrial Exposition, displaying the latest in electronic and radio components and equipment; a “Texas-style” banquet, and other special events.

Richard McLaughlin

FUNERAL services were conducted Friday in Chicago for Richard McLaughlin, 24, sportscaster and writer at WFRF Savannah, Ga. He was found dead in his room Nov. 25 beside a burning gas heater, and is believed to have died as a result of a diabetic coma complicated by a loss of oxygen absorbed by the heater. He previously was with WEAW (FM) Evanson, Ill., and was a writer on the news staff at ABC Chicago.

WCKY UNIT

EXPRESSING his faith in the future of radio broadcasting, L. B. Wilson, president and general manager of WCKY Cincinnati, last week dedicated a new 50 kw transmitter for the station. The old transmitter also will be retained so the station can maintain its 24-hour-a-day schedule at full power with a minimum of interruption.

EQUIPMENT

Mr. Wilson
Broadcasting

 Tears, Gold Star Mothers, Pilot Club, Women’s Chamber of Commerce. Club department of the Dallas Morning News, WFAA’s newspaper affiliate, helped to line up the various women’s organizations.

WFAA LENDS HAND
Aids Charity While Promoting Sponsor

PROMOTING public service as well as a program’s advertiser is a good way to win friends and keep them. With this in mind, WFAA Dallas successfully launched and climax a pre-Thanksgiving Day campaign in the Texas metropolis.

Some 30 women’s organizations were special guests on the 12:30 p.m. Monday - Friday half-hour studio participation show, Laugh with the Ladies, Nov. 1-21. The Thanksgiving note was added by daily giving two clubs a free case of Stokely’s Finest Foods. Stokely sponsors the program. The canned foods were used by the women for charity and other public service purposes. An extra case went to the club with the best turnout.

Station reports the idea was fruitful, as seen by a resulting 80% increase in audience attendance at WFAA’s Santa Fe Penthouse studios. Additionally, six women’s clubs sought to be scheduled but had to be turned down because of limited time, Harry Koeningsberg, WFAA publicity director, reported.

Average club member attendance per show ranged from 50 to 100, WFAA says, with a diversified turnout including such groups as Gigi Scouts, the Hadassah chapter, Dallas Sunshine Club, Pythian Sis-

Getting close-up look at Stokely’s foods are (l to r) Mrs. S. L. Brown of Order of Eastern Star; Don Valentine, show’s m.c.; Paul Colwell, national sales manager, Stokely-Van Camp Inc.; Ralph W. Nimmons, national sales manager, WFAA-AM-TV.

Maurice Unger, president Charles Mulch Co., Cincinnati, appointed manager West Coast operations Frederic W. Ziv Co., N. Y. and Cincinnati. Will take over under one manager and manage entire firm and its associated companies, Ziv Television Programs, World Broadcasting System and Cisco pictures, on West Coast.


Clifford M. Rigbee appointed manager radio-phonograph-television group RCA Service Co. Replaces Thomas Whitney, who becomes operations manager for government service in company’s government division.

Clifford E. Ogden, sales manager broadcast division Capitol Records Inc., Hollywood, appointed general manager.

Scott Radio Labs., Chicago, distributing new monthly publication for dealers’ sales personnel, Scott Notes. It contains articles and illustrations on selling methods, product features, effective sales approaches and other material.

Dr. Hans W. G. Salinger, research physicist Capehart-Farnsworth Corp., Fort Wayne, Ind., awarded degree of fellow in Institute of Radio Engineers. Presentation to be made at banquet during annual IRE convention in New York March 19. Degree awarded “for his original contributions in the theoretical approach to electron optics and to filter theory.”

Technical

Elmer S. Hall, field and studio supervisor, appointed assistant chief engineer WMAL-AM-FM-TV Washington. William Fowler, engineering staff, will replace him.

Jack E. Struthers, operator-announcer and record librarian WDNE Elkins, W. Va., will join Air Force in civilian capacity for overseas assignment.

Equipment

William E. Rudor appointed manager metallurgy and ceramics division General Electric Research Laboratory. Dr. John Herbert Holomom appointed assistant manager.


Magnetic Amplifiers Inc., Long Island City, N. Y., announces standard line magnetic amplifiers, saturable reactors, special transformers and other related devices for applications in servomechanism, computers, regulators and recorders. Also staff will render services on designs of special custom built units. Further information may be obtained by writing company’s engineering department at 11-54 44th Drive, Long Island City 1, N. Y.

Interviews with employees of a large paper mill are being aired four times weekly on CKFS Cornwall as part of public relations campaign of Howard Smith Paper Mills, Cornwall. Program is entitled CKSF Goes Selling.

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Role of RFD

(Continued from page 18) directed and represent only products "ace high from both quality and functional standpoint" and to deal with the farmer as a purchasing agent rather than as "an ordinary customer," Mr. Cashman said. "And we want to be sure the farm editor understands our distributive setup. He should know how the product is made, what makes it good, how it can be best used and how it gets to the ultimate buyer."

Reminding his audience that "you are not working for the BBC," Mr. Cashman said; "You will be on the air only so long as it pays off for the sponsor unless station management wants to put you back in that cloistered-non-commercial atmosphere. But no one wants to be a holy cow. All of us want to be big milkers."

'Intelligent Handling'

"No sponsor, regardless of how big, can spend a buck on radio unless he gets a buck back. We must weight the mail by getting the facts, and we can be sure the sponsor's mail is full of repeat business through careful, intelligent, smart handling of his product and his programs," he concluded.

Sunday's agenda also included a panel on "Farm Radio Works Because It Serves and Sells." Mr. Haeg of WCCO Minneapolis, moderator, talked with four farm directors: Mr. Evans, KMBC; Dix Harper, WIOU Kokomo; Bill MacInnis, KFAB Omaha, and Dallas McGinnis, KFXR, Waterloo, Iowa.

Station promotion as practiced at WOW Omaha was outlined by Bill Wiseman, promotion manager.

Harry Burke, general manager of WCCO Omaha, described RFD as "a valuable asset." He said the radio farm director "is worthy of more than passing interest to management" and is "unique in its ability" in three fields. These include: (1) the imparting of information to the farmer, in weather, news and service reports; (2) showing other than farm programs, and a d i v i s i n g on commercial copy; (3) assisting the sales department in strategy meetings before sales calls begin, and talking with clients.

Business Session

In addition, the RFD has a public relations value outside the station, developing consumer acceptance of the station's products, its shows, he said. The RFD has a "responsibility for his personal conduct and public behavior, to his station and the audience. Extracurricular activities are also on the agenda of any capable farm broadcaster, and radio farm directors have to "be in farming up to your eyebrows," Mr. Cashman said.

Saturday morning was given over to reports of committees and a general NARFD business session, after which the Sears, Roebuck Foundation entertained at luncheon, E. J. Condon, director of the foundation, commented the group as "the most influential in the country." He stated that agriculture's progress over the past 25 years has been equal to that of the previous 500 years, and credited farm radio with much of the achievement. Chief speaker at the luncheon was John L. Strohm, associate editor of Country Gentleman, who answered the question "How Far Will Russia Go?" with colored motion pictures showing the "primitive" state of Soviet agricultural equipment.

"Russia is not prepared for a full scale war. Its farm implements, for example, are almost primitive as compared with those of 20th Century America," he said. Mr. Strohm sees Japan as a "bright spot in our picture, whether we be at war or at peace." He urged a "firm American policy to deter Russian aggression."

Delivers News

At the Saturday afternoon session, W. Judd Wyatt, director of advertising for the Missouri Farmer's Assn. Mutual Insurance Co., described the RFD as "little editorial" newspaper editor of the air, who each day delivers over the farm radio the kind of material the farmer likes to find in his mailbox when he gets his rural papers.

"The wise sponsor of a farm program looks upon the RFD much the same as he looks upon the editor of a rural newspaper," he said. "The editor carries the sponsorship along with ads for his competitor. He can't expect the editor to show him favors that can't be shown other advertisers. The editor of the rural paper must make his paper interesting or people won't advertise. His paper must reflect himself. It must be full of stories about people. News is just the same old things happening to different people."

Mr. Wyatt warned the RFDs against selling out to one sponsor, noting "that in case you will lose much of your influence if your listeners becoming a radio house organ." He said the smart advertiser wants the RFD to know more than he himself does about the people in the area covered, as well as the types of farming and problems peculiar to the area. He asked that the RFD call attention of the sponsor to "anything out of line with respect to his locality or its people."

After praising Mr. Wyatt as "one who could talk to the agency men on Madison Avenue a thing or two about advertising," Maurice B. Mitchell, vice president of Associated Program Service, declared "dollar for dollar pound for pound there is more potential impact in farm advertising by radio and television than by any other medium."

'Reach More Farmers'

"You specialized local farm service programs reach far more farm listeners than the elaborate campaigns that some advertisers and agencies contrive to sweep across the country," he told the RFDs. "You give the listener a human voice with a personal recommendation—not a lot of announcements transcribed in some far away place."

Mr. Mitchell predicted that the initiative in radio will return to "those who had it in the first place—the local station men." He observed that no national advertising campaign can survive if local dealers and regional field representatives are again as "no advertising is local," he concluded.

Carl Byoir, head of the New York public relations firm by that name, was guest speaker at the Saturday supper sponsored by the Great Atlantic & Pacific Tea Co. He told the RFDs they "render a great service in a much too modest way." He hailed their "unusual opportunity—greater than that of any other single group—to maintain the highest standard of living ever created," but urged them to profit and politics behind if they are to preserve the American system. "You are a combined voice that can render a great service," he said. "The time is past when you may ask what you can get from your government. You must ask what you can do to serve your country, which has only one chance in two of survival."

Separate Radio-TV Panels

One of the most interesting features of the two-day convention was the assembling of separate radio and television panels, whose members dealt separately with their own activities. A fine cross-section of the RFD's AM operation was presented by these delegates: Emil Bill, WBMD Peoria; Phil Evans, KMBK Kansas City; Cliff Gray, WSFA Spartanburg, S. C.; Dix Harper, WIOU Kokomo, Ind.; Don Peach, KOA Denver; Grant Ritter, WCOL Janesville, Wis.; and Vallder WBCM Bay City, Mich., and Harold J. Schmitt, St. Joseph, Mo.

Serving on the TV panel were Phil Alampi, WJZ New York; Layne Beatty, WRAP Port Worth; and C. R. Elder, WOI-TV Ames, Iowa. In addition, Jerry Seaman of the Bert Gittins Advertising Agency, Milwaukee, and Maynard Speece of the U. S. Dept. of Agriculture TV Division, spoke briefly. The latter told of the USDA research project on television which is underway and promised that findings will be published by next spring. Mr. Alampi recommended that RFDs contemplating TV programs should keep in mind that interest in farm video is as great among city viewers as in rural areas.

Homer Martz, KDKA Pittsburgh, moderated the radio forum, and Mal Hansen, WOW Omaha, the television discussions.

WXQR New York has issued new rate cards with these minor changes: Sun. 12 noon-6 p.m. classified as B time, now listed under Class C with C time including 8 a.m.-6 p.m. and after 11 p.m.; additional discount given on spot announcements totaling $300-$600 or more a year; 20% discount on established symphonic and operatic show during Class C time.
'LES'T WE FORGET' ● ● ●
WTMJ Milwaukee, Lest We Forget, Sun., 1-1:30 p.m. started Dec. 3. First quarter hour of program is devoted to transcribed dramatizations of human rights problem.

COVERS INSPECTION ● ● ●
WJR Detroit covered annual inspection of Naval Air Station at Crosse Ile, Mich. Station's mobile unit taped interviews with officers in charge of Naval Air Reserve inspecting base. Dale McIntyre, of WJR's special events staff, handled interviews and coverage. Broadcast tied-in with radio-TV promotion relating to Naval and Marine Air Reserve program.

HOLEY BLANKET ● ● ● ●
WJW Cleveland sending clever mailing piece to advertisers, preceding calls by salesmen. Front of piece is made to resemble blanket with three cigarette burns in it, and is headed "The Blanket's Full of Holes..." Inside points out that there is no more "blanket regional coverage" by large stations because of small stations in small towns catering to local audience. It goes on to say: "Today, for maximum impact and penetration, you have to buy your markets one at a time...remember WJW..." On back is memo sheet with name of prospective buyer, along with message.

NEW CANADIAN SHOW ● ● ● ●
CJBC Toronto, Press Conference, aired Mon., and keyed to CBC Dominion network. Half-hour news commentary show interviews leading Canadian radio and newspaper personalities in Great Britain and Canada each week. Foreign correspondents outside Canada will be interviewed at various times during winter.

SCHOOL NOTICES ● ● ● ●
WCCO Minneapolis will broadcast school closing notices for 17th consecutive year. Station will use five morning shows for broadcasts during winter months. In January last year station broadcast announcements for 163 schools in three hours during morning programs. Station also has mailed out notices to 275 schools announcing service along with requests for names of persons authorized to phone or telegraph information of school closings to WCCO.

KOREAN FIGHTING ● ● ● ●
WTVR (TV) Richmond, Matinee Newsreel, Nov. 8. Interviewed Army sergeant who had just returned from Korean fighting. Sgt. James M. Brink, who was on Second for Army, described his personal combat experiences during fighting. It was his first interview since reaching Richmond area.

CITIZENSHIP FEATURE ● ● ● ●
WFIL AM-TV Philadelphia, What America Means To Me, started Nov. 25, five-minute series broadcasting three weekly. Program has distinguished men and women telling what America means to them. Recordings from radio and films from telecasts will be made and distributed to schools and colleges for use in teaching good citizenship.

BRIGHT PROMOTION ● ● ● ●
WTRF AM-FM Bellaire, Ohio, sending promotion piece to advertisers and trade. Cover of gold and green on white background headed: "...sure, FM has laid an egg! A Golden Egg!" Inside has facts and figures on coverage and selling by station. Also has small reproductions of letters from FM radio distributors and sponsors praising FM radio area.

LEAVE CARDS ● ● ● ●
WWDC Washington distributing 1951 edition annual and sick leave record cards for government employees. Carl Berger, chief of Government News, designed card to help government workers keep track of their leave. He has asked those writing in for card to enclose donation for March of Dimes campaign. Card was first published in 1946 and reportedly has had requests from as far distant as Okinawa and Berlin. Back of cards has pictures of three station entertainers.

DIRECT HIT ● ● ● ●
KSPO Spokane sending promotion piece to advertisers. Black, yellow and white cover has picture of bomb being aimed through bomb sight at city and is headed: "Let's suppose YOU'RE a bombardier with just one bomb to score a direct hit in the heart of a BILLION DOLLAR MARKET..." Inside gives facts on stations coverage and population increase along with statements from satisfied advertisers. On back is huge heart showing station coverage in yellow.
CIVIL DEFENSE
U.S. Canada Officials Meet
CIVIL defense officials of the United States and Canada met in Washington, Nov. 22 to discuss interchange of information and plans involving standardization of communications equipment and other topics, and proposed creation of a planning group to study the mutual problems of both countries.

Representing the U.S. were James J. Wadsworth, acting chairman of National Security Resources Board's Civil Defense Office; Col. Barnett Beers, assistant for civil defense liaison, Office of the Secretary of Defense, and officials of the State Dept., NSRB and other groups.

Conferences urged a planning group to study coordination of mutual aid, organization of personnel and procedures and communications blueprints envisioned in President Truman's master plan for

GETS IMPACT
Publisher Cites Radio
IMPACT of radio has been felt by Abridgdon-Cokesbury Press in a very effective promotion for its book, Poems With Power and unsolicited, promotion, at that, the firm reports.

It seems that Dudley McCaskill, m.c. of the early morning Merry-Go-Round on WSB Atlanta, Ga., was looking for a "snapper" two years ago—something with continuity and human interest to wind up his daily show of news and music. While mulling over the problem, he ran across Poems With Power, compiled by James Mudge, and the next day he used one of the verses to close his program.

Response was favorable and Mr. McCaskill continued reading one verse each day from the book until he had finished it. He is now about half way in the book for the second time around, and the published reports that sales of Poems With Power have maintained a high level in the Atlanta area since the feature began.

U.S. Civil Defense comprising communications and other facets... [Continued on page 111]

GOOD DEED
Quick action by the State Dept. through its Voice of America may have helped to save the life of an eight-year-old Austrian girl suffering from leukemia. An appeal from a Vienna hospital through Australian Radio for two newly-discovered drugs was transmitted by the Voice over its two-way radio network, reaching the Villa Ter Reed Hospital, Washington. An adequate quantity of the drugs was shipped by plane to Vienna.
Help Wanted

Salesmen

Representative firm offers established Chicago salesman or staff excellent opportunities in developing radio stations, commission basis. Must consider himself a salesman and be well-organized, willing to travel. Good salary, plus commission. Write for appointment.

New England 1000 watt independent. Good market wants solid salesman. Salary plus commission. Send complete resume. Box 656, BROADCASTING.

Salesman needed to handle expanding business and sell retail and small market daytime operation south central Ohio. Qualification: prefer a man with four years broadcasting and sales experience. Sales salaries based on achievements. Apply Radio Station, KACEO, Mexico, Missouri.

Salesman—Experience in constructively selling radio. Must be alert and quick on his feet. Good salary. Box 696, BROADCASTING.

Anchor

Wanted: Combination engineer—announcer, 10 years experience. Must have experience in announcing employment or training, for permanent, well-paid position with AM station near Chicago; excellent work conditions, fine opportunity. Box 459, BROADCASTING.

Anchor, first phone. Will use beginner & voice quality, plus references and satisfactory. South-southwest. Box 655, BROADCASTING.

Announcer

Farm director—announcer. Six months between $70 and $80 weekly, depending on man. Send details of employment experience and salary required. Box 943, BROADCASTING.

Wanted, mature, experienced, forceful announcer, strong on sports, news, commercials, public relations, top salary. Send complete resume and details of salary. Box 696, BROADCASTING.

Combination staff and sports announcer in New York State, 3-5 years experience in play-by-play baseball; some basketball and football experience helpful. Meet minimum dollar salary, plus expenses. Disc, photo and salary expected. Box 655, BROADCASTING.

NBC affiliate in eastern market wants AFJ for AM and FM. Salary $1200 per month. Disc, photo available. Box 645, BROADCASTING.

Wanted: Anchor, first phone, will use 600, 700, 800, first phone, could be first phone. Will not be held in that position. Box 398, BROADCASTING.

Collector


Help Wanted (Cont'd)

Experienced announcer with first ticket, excellent voice, 10 years experience. Preferred to fill small market daytime operation south central Ohio. Qualification: prefer a man who has overworked and succeeded. We offer decent working hours, good pay and a good living. Starting salary around $300 and up. Write full details of your experience and qualifications. Box 469, BROADCASTING.

Wanted: Experienced announcer with first class ticket. Good pay. Send complete resume. Box 459, BROADCASTING.

Help Wanted

Manager

Manager over 18 years experience net and netural stations. Box 365, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistent growth. Write us for a free spot, plus excellent working conditions, fine opportunity. Box 459, BROADCASTING.

Manager. Thoroughly capable to take full responsibility of your station. Character. Experienced salesman. Box 319, BROADCASTING.

Successful manager, well experienced, seeks change. Box 459, BROADCASTING.

Manager, 10 years broadcasting, 2½ years chief. Any make AM or FM to top. Prefer AM. Box 319, BROADCASTING.

Manager. Experience includes management, sales, programming, and special events. Box 459, BROADCASTING.

Management

Engineer, 10 years experience. Box 319, BROADCASTING.

Engineer, 10 years experience. Box 319, BROADCASTING.

Police

Junior police. Box 676, BROADCASTING.

Junior police. Box 676, BROADCASTING.

Publisher

Wanted: Experienced woman commentator desire advancement. Prefer southwest. Send complete resume. Box 648, BROADCASTING.

Technical

Women with at least 8 years combined experience in studio and on-air broadcasting. Prefer a person who has served as studio manager and has excellent voice. Prefer one who is experienced and willing to take full responsibility with good pay. Box 459, BROADCASTING.

Station manager. Experience includes management, sales, programming, and special events. Box 459, BROADCASTING.

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Station manager. Experience includes management, sales, programming, and special events. Box 459, BROADCASTING.

Manager

Engineer, 10 years experience. Box 319, BROADCASTING.

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Manager, 10 years experience. Box 319, BROAD
Situations Wanted (Cont'd)

Nobody likes me but the listeners. I present good music (records) on a down-to-earth level. A desire for dignity and an increase in audience.

January First on or 3 weeks notice to present employer. Box 121H, BROADCASTING.

Competent, experienced, licensed, draft exempt, heating engineer, has served as a maintenance engineer, presently employed, looking for better paying position in a larger station in pleasant community. Above average annuity. Box 104H, BROADCASTING.

Chief engineer: Due to the station which I own becoming unionized I have a non-union, draft exempt, chief desiring permanent position whom I highly recommend. Experienced and will work at a nominal price. Reference shall be obtained. Box 121H, BROADCASTING.

First class phone, draft exempt, college graduate wants broadcast position. Box 121H, BROADCASTING.

Technician, 1st license, 15+ years experience, transmitter, control board, general shop work, detailed record. Box 121H, BROADCASTING.

First class phone, age 27, married, desires experience, willing to travel. Box 121H, BROADCASTING.

First class phone license. No broadcast experience. Anxious to learn broadcasting. Box 121H, BROADCASTING.

Chief engineer-announcer, plenty of experience, reliable, hard worker. Draft exempt. Box 121H, BROADCASTING.

For sale, basic network affiliate in major market. Profitable operation in exceptionally good city. Pleasant year-round clime. Good in summer, winter. Annual gross $150,000. Priced to sell as owner needs to liquidate to engage in development of new, larger property. Priced to sell as a complete package. Box 101H, BROADCASTING.

Equipment, etc.

3 unused American Plate transformers of type OISO 220 volts low, 7800V high 75 KVA cont. 60 Hz. 2 phases. 362H, BROADCASTING.

1 Webster Electric ekotope recorder, excellent condition. Equipment is one and same as above, fair condition, needs some additions. Priced to sell to owner who needs to liquidate to engage in development of another similar business. Model HK401, excellent condition. $200.00. Box 108H, BROADCASTING.

Hard to get broadcast, television equipment. Make offer for condition, quantity and prices. 148H, BROADCASTING.

Make offer FM WE 50EB-2 complete, spare 10 kw transmitter. New. Never used. 59H, EDMOND, WILMINGTON, Delaware.

Have several used guys Wincharger and transmitter. Will trade. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-7671.

Wanted to Buy

Equipment, etc.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 364H, BROADCASTING.

FM or 2 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 141H, BROADCASTING.

Desired, good condition, used REL, Col, or similar. Ge or GE 3 kw transmitter, GE or Hewlett-Packard mod-freq monitor. 4 section Collins a.m.d.f.m. antenna, In good condition. Model 870A, $12000.00. Box 454H, BROADCASTING.

Wanted—Two turntables, type 780D or equivalent. Must be in good condition. KICD, Spencer, Iowa.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State conditions. Box 454H, Greenfield, Indiana.

Miscellaneous

TO ALL STATION MANAGERS

CTS offers a new, urgently needed service. Proven network announcers transcribe spot copy from the creators of the most popular programs for local sponsors at minimum cost. CTS insures greater radio station promotion, ease of information and rates variation on request.

Commercial Trans-Service

143 W. 41st St. N. Y. C.


de FOREST BOOK

Autobiography Published


INVENTOR of the electron tube and pioneer in communications devices, Dr. Lee de Forest is one of radio's outstanding pioneers. In the introduction to his book, Dr. de Forest recalls "the thrill of significant achievement which possessed me on that sunny afternoon in early October 1906" when he set out to test his new "grid Audion". From the test set he was the first, it was successful. Dr. de Forest was able to receive wireless messages over greater distances than had been possible before, but he said, "I little realized that I held in my hand the long-sought Aladdin's lamp of our new world."

Dr. de Forest tells of his early experiments and developments, his rivalry with Marconi, his invention and development of basic instruments of radio broadcasting and his battle with the legal battles over the validity of his many radio patents.

The book also enumerates the many inventors of the tube which also are claimed as de Forest "firsts," such as the "first transmission of wireless overload"; the first radio broadcast; the first broadcast of grand opera; the first broadcast from an airplane in flight; the first theatrical presentation of sound-on-film motion pictures" and many others.

DEFENSE LOANS

Forms Now Available

FORMS for private firms who desire to apply for direct government loans under terms of the 1950 Loan Defenses Production Act are now available at various government departments and agencies, the National Security Resources Board has announced. They may be obtained from the Depts. of Commerce, Agriculture or Interior, or NSRB.

NSRB Chairman Stuart Szymon pointed out the funds must be used for expansion of capacity, development of technological processes or production of essential materials. Funds will be granted only in cases where speedy delivery or production is indicated, or where loans are unavailable from private financial sources. More of applications will be judged on basis of project's feasibility, absence of eco-
Radio-TV Handbook

A "NON-TECHNICAL" guide for the home owner of radio, TV sets or other electronic devices, this book is particularly illustrated and authored in the Popular Mechanics style by the magazine's F. L. Brittin, radio-TV and electronics editor. It is a member of the Institute of Radio Engineers. Book gives detailed drawings, diagrams and action photographs. Also included are alphabets of commonly used radio parts, radio-TV terms, schematic symbols for circuit diagrams, color codes and other pertinent information for the electronics-minded amateur or for the professional at home.

R. D. HEINL

Radio Letter Operator Dies

ROBERT D. HEINL, 70, for 26 years operator of the Heinl News Service, was stricken suddenly Nov. 26. He was stricken with a coronary seizure while dining out with Mrs. Heinl.

In journalism for four decades, Mr. Heinl worked for the New York City News Assn. in 1905 after graduation from Rose Polytechnic Institute at his native Terre Haute, Ind. A year later he joined the New York Sun. After four years with the Sun he moved to Washington, D. C., as Leslie's Weekly correspondent.

Other journalism activities included an associate editorship of Nation's Business; service with the Emergency Fleet Corp. in World War I; two years with National Geographic magazine. In 1924 he started his radio news service and at the same time was radio editor of the Washington Post for 12 years.

Serving Mr. Heinl was a member of the White House Correspondents Assn., National Press Club, Overseas Writers Club. Surviving are Mrs. Heinl and a son, Lt. Col. Robert D. Heinl Jr., USMC. Funeral services were held Wednesday with interment in Oak Hill Cemetery near Washington.

MARS MEMBERS

Civilian Bids Now Accepted

CIVILIAN applications for membership in the Military Amateur Radio System (MARS), operated under joint Army-Air Force policy, are now being accepted, the Dept. of Defense announced Nov. 25. Members must be aged 21 and hold an FCC amateur radio station license.

Simultaneously, the Army Dept. announced plans for expansion of MARS to provide information and technical advice in fields of radio and electronics communications. MARS also hopes to (1) provide an instantly mobilized and flexible communication service for military-civilian user at community level; (2) organize and operate emergency activities relating to civil defense; (3) provide training facilities for individuals interested in communication and other electronic fields and inducements to affiliate themselves with MARS.

DEFENSE PLANS

Senate Group Assails Agencies

FOUR government agencies—all of which touch on some facet of defense planning involving the communications-electronics industry—were roundly assailed for night by the Senate Armed Services Preparedness Subcommittee.

In an interim report of its inquiry into the nation's defense program, the subcommittee charged that two agencies in particular, the Munitions Board, which determines military electronics and other needs, and the General Services Administration, had been guilty of "costly blunders" and complacency.

The Commerce Dept. and U. S. Air Force also were cited in a report reviewing the subcommittee's inquiry into the government's surplus disposal program and the national rubber situation. The report was issued by Sen. Lyndon B. Johnson (D-Tex.), chairman of the subcommittee, whose wife, Claudia, is president of Texas Broadcasting Corp., licensee of KTBC Austin.

The group said it "is not at all satisfied that Munitions Board policy (on surplus) is yet satisfactory," and urged that the agencies should adopt a policy of disproving further disposal of industrial facilities capable of production items needed now for the peace effort. The Commerce Dept., whose NPA is charged with allocation of basic metals like cobalt, aluminum, copper, etc.—all used in electronics production—was scored for placing limitations on use of rubber and then nullifying the order through "exemptions."

Charges Blume

FURTHER charges were made against FCC Examiner Jack P. Blume for the night by Greina & Lower Coast Radio & Broadcasting Co., loser in an initial decision by Mr. Blume. The initial decision favored WLMR New Orleans' application to switch from 990 kc to 250 w, day time only, to 1450 kc with 250 w full time, and would deny Greina & Lower Coast's mutually exclusive application. FCC authorities said it was the first instance they could recall in which the loser of an initial decision personally asked the examiner who made it. The FCC General Counsel has pending a motion to strike portions of the earlier charges on grounds that they are "sham and scandalous."

JUDY DODDSON, KFH Wichita account executive, discusses election night work with Ed F. Arn (l), governor-elect of Kansas, and Tom Seed, who won his race for county attorney. Over 500 people reportedly spent election night as guests of KFH and its sponsor of the returns, Wheeler-Kelly-Hogay Trust Co.

Florida

$100,000.00

Important interest in top network station located in one of Florida's best and larger markets. This is a solid investment in which purchaser can be either active or inactive.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn


Sterling 434-2

CHICAGO

Harold H. Murphy

235 Montgomery St.

Exbrook 2-5672

Walters 20th

SAN FRANCISCO

Ray V. Hamilton

Randolph 6-4556

HOLLYWOOD 38, CALIFORNIA

Page 10 * December 4, 1950

BROADCASTING • Televesting

Midwest

$55,000.00

Ideal combined network operation located in a single station market. Long established, this property is showing good profits on a gross in excess of $5000.00 monthly with very low operating costs. Liberal financing arranged.

CIVILIAN applications for membership in the Military Amateur Radio System (MARS), operated under joint Army-Air Force policy, are now being accepted, the Dept. of Defense announced Nov. 25. Members must be aged 21 and hold an FCC amateur radio station license.

Simultaneously, the Army Dept. announced plans for expansion of MARS to provide information and technical advice in fields of radio and electronics communications. MARS also hopes to (1) provide an instantly mobilized and flexible communication service for military-civilian user at community level; (2) organize and operate emergency activities relating to civil defense; (3) provide training facilities for individuals interested in communication and other electronic fields and inducements to affiliate themselves with MARS.

Compares Prices

LOW PRICE of Canadian radio advertising, based on a competitive "circulation" basis. With Canadian newspapers, was understood to have been shown in charts prepared by Pat Freeman, sales director of Canadian Assn. of Broadcasters, at a closed meeting of the board of governors of the Canadian Broadcasting Corp. in Ottawa Nov. 21. CAB for some months has been making a detailed prototype study showing daily radio listening on a comparative basis with daily readership of newspapers. The study is expected to be enlarged to cover all Canada.

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FCC Actions
(Continued from page 106)

Decisions Cont.: make changes in ground system and install new power, 100 kw for new
New Cathode Ray Tube, Dec. 17.
WDEL Wilmington, Del.—Granted li-

ence change DA-2 and mount FM and PC antennas on top of AM tower.

WCFM-FM Frederick, Md.—Same to
3-1-51.

WREX Erie, Pa.—Granted license change
frequency, increase in power, install new trans and DA-2 and change trans-

for return to 1600 kc. from proposed

446000 PERSONS WHO PAY
$285,550,000 ANNUALLY IN TOTAL SALES

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash
revenue of from $200 to $1,000 per week,
Wire, Call or Write

Edgar L. Bill

** NATIONAL RADIO PERSONALITIES **

Peoria, Illinois — Phone 64-4607

Phone

— We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

BROADCASTING • Telecasting

December 4, 1950 • Page 111

FCC roundup

New Grants, Transfers, Changes

Box Score

SUMMARY TO NOVEMBER 28

venue Owners, Stations On The Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>CFS</th>
<th>Grants Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>219</td>
<td>105</td>
<td>59</td>
<td>55</td>
<td>16</td>
</tr>
<tr>
<td>FM Stations</td>
<td>671</td>
<td>519</td>
<td>292</td>
<td>15</td>
<td>6</td>
</tr>
</tbody>
</table>

TOTAL
101* 32 57 269 171

* On the air.

Docket Actions...

AM GRANTS

KBBS Hargrave, Tex.—Announced initial decision by Hearing Examiner J. D. Bond to grant application of KBBS to change facilities from 1249 kc, 250 w fulltime to 850 kc, 5 kw full-
time, directional. Decision Nov. 21.

KXLA Long Beach, Calif.—Arranged initial decision by Hearing Examiner R. R. Huston to grant application of KXLA to increase power from 1500 w to 1 kw daily on 1380 kc. Subject to station satisfying all reasonable com-

plainits which may arise due to blanket technical engineering matters. By Examiner Leo Reck.

KIKO Everett, Wash. and KSBV Onta-
tario, Calif.—Applications to amend application of KIKO to increase power from 2500 w to 1 kw daily on 1360 kc. By Examiner R. R. Huston.

KFXD Fannin Camellia Bestg., Tex.—Granted continu-
ance of decision to May 1, 1951.

WERC Vicksburg, Miss.—Granted continu-
ance of decision to December 31, 1951.

KSLU Jacksonville, Fla.—Granted continu-
ance of decision to December 31, 1951.

WARG Wilmington, Del.—Same to
3-1-51.

AM GRANTS

Sidney, Neb.—Sidney Bestg., Co., new

station on 1540 kc, 250 w day. Estimated construction cost $16,500. Principals include: William C. Groe, general

manager and 16% owner KFCE Chey-

enne, Wyo., 11%, Interest KCJJ Pueblo, Colo., 25%, KRAL Rawlins, Wyo., and application pending for new station at Denver, Colo., 50%, Lewis W. Grove, manager Denver branch of Mine and Smelter Supply Co. and one for stock-

holder, 50%. Granted Nov. 24.

WESB Milwaukee, Wisc.—Granted

switch in facilities from 969 kc to 11,000.

extension of time to Dec. 4, in which
to show cause for removal of ex-

tention of time to Dec. 4, in which
to show cause for removal of ex-

summary of applications for the

month.

October 22.

WABC New York City.—12,000 w to 15,000 w on 690 kc.

WNYC New York City.—15,000 w to 15,000 w on 830 kc.

WJZ Baltimore, Md.—15,000 w to 15,000 w on 1260 kc.

WOR New York City.—Same.

WJRE-J FM Jacksonville, Fla.—10,000 w to 15,000 w on 88.3 kc.

WJFK Miami, Fla.—15,000 w to 15,000 w on 106.5 kc.

We do not think the above statements are accurate. However, we are not going to challenge them. We will just say that the above statements are not accurate.

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Baseball Curbs (Continued from page 27)

ment to the forthcoming meeting without recommendation.

The suggestion, involving such cities as Philadelphia, Boston, New York, Chicago and St. Louis, would, if accepted, have as example, broadcasts of St. Louis Cards' road games in St. Louis while the Browns are playing at home. Under present FCC rules, there is no authority to grant broadcasts or telecasts of home or road games by stations within the home clubs' territory. It does forbid without consent, however, the broadcast of road games by stations outside home territory and within home area of another club while the other club is playing a home game.

For broadcasts of games, the

FCC Roundup (Continued from page 111)

Decision Cont.: contriv. of Cleveland Bistle Co. Inc. to Tel./radio WJCL, Atlanta, and Lowery Times for $3,158.61 for 51% of WCL. WCLD is assigned $100,000, 5 cents W fee time. Granted Nov. 24.


New Applications . . . TV APPLICATIONS Montgomery, Ala.-Montgomery Bistle Co., Inc. Ch. 6 (48-18 mc) ERP 53,000 kw vis. 16,1 kw aur. int. 770 ft. above average terrain. Estimated construction cost: $200,000, estimated revenue at 12% return (AM operation) $160,000. Applicant is Hiller.

KUFK-AM-FM Franklin, Calif.-Kcura Inc. Ch. 6 (52-38 mc) ERP 25,000 kw vis. 19,000 kw aur. 300 ft. above average terrain. Estimated construction cost: $150,000, estimated revenue $100,000. Applicant is Hiller.

KTSR-AM-FM Sacramento, Calif. Ch. 6 (52-38 mc) ERP 25,000 kw vis. 19,000 kw aur. 300 ft. above average terrain. Estimated construction cost: $150,000, estimated revenue $100,000. Applicant is Hiller.

KNTS-AM-FM Phoenix, Ariz. Ch. 4 (48-72 mc) ERP 11,4 kw vis. 8,0 kw aur. 300 ft. above average terrain. Estimated construction cost: $50,000, estimated revenue $50,000. E. R. Young relations and kms. of WKS Silver Club, N. M., National Octobers day. He is 54 yr. old KOSA Odeza, Tex. Filed Nov. 28.

WHLI CRUSADE

Seeks L. I. Train Changes

COLLISION of two Long Island Railroad commuter trains at the height of the Thanksgiving rush hour, which took 78 lives and injured more than 300 persons, launched WHLI Hempstead, Long Island's No. 1 station, last week to be a telling editorial campaign to have the bankrupt railroad reorganized.

While mentioning the night of the accident, the station has kept up a series of daily editorials interspersed with spot announcements. These editorials:

(1) Called upon listeners to telegraph Congressmen Leonard W. Hall and urge legislation to require the railroad to install automatic safety-stop devices on all trains.

(2) Called for the ouster of the two trustees of the bankrupt railroad, and subsequently both the Nassau County executive, J. Russel Spink, and the Governor, Thomas Dewey, made similar demands.

(3) Urged creation of a long Island Railroad Authority by New York State, supervised by the Port of New York Authority. Gov. Dewey appointed a three-man commission to consider what should be done.

Boston Braves already have decided to cut night home game telecasts from 33 to 14.

Clark Griffith, president of the Washington Nationals, reports he will not본, sponsor rights from $100,000 to 200,000 next season on grounds telecasts keep fans away from the park. Mr. Griffith also has expressed interest in having more broadcasts of minor-league games. The West Coast group, in particular, has been reported, has decided not to take up the telecast issue at this time and has relegated the matter to individual club owners.

Major League magnates appear divided on the video controversy. Fred Swig, president of the N. L. Cards, has expressed hope that network rights be barred in 1951 on the grounds the "competition it provides is terrible." On the other hand, Cleveland Indians president, announced that all 77 Indian home games will be telecast next year. He attributed an attendance decrease to inclement weather. The

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BROADCASTING • Telecasting

SPINGARN POST

Senate Hearing Date Set

NOMINATION of Stephen J. Spingarn to serve as chairman of the Federal Trade Commission for a term expiring in 1953 will be heard by the full Senate Interstate & Foreign Commerce Committee Dec. 13, it was announced last week. He is currently serving on the commission under an interim appointment.

In government service since 1934, Mr. Spingarn was nominated by President Truman for the post Sept. 22. The New York Democrat and is a member of the FTC, was appointed to fill out the unexpired term of the late Conr. Ewen L. Davis. Previously, Conr. Spingarn was assisted by President Truman's administrative assistant, a position concerned with legislative activities.

At the same time, the Senate Armed Services Committee reported favorably the nomination of John D. Small, vice president and executive assistant to the president, for the post of Pres. & Exec. Dir. of the Network Corp., New York, to be chairman of the Munitions Board.

Mr. Small succeeds Hubert How-ard, who resigned two months ago. Also a recess appointee, Mr. Small was sworn in as chairman of the Defense Dept's. unit Nov. 16.

The Redleg president felt that night telecasts reflected a more "adverse" effect on attendance than did daytime telecasts.

Meanwhile, there were reports that Baseball Commissioner A. B. (Happy) Chandler has received a bid of $85 million for television rights to World Series games from 1951 through 1955. Mr. Chandler recently was tendered a new seven-year contract by club owners.

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Frequency Plan
(Continued from page 18)

extremely sole point for private industry, which feels the military in particular has been allowed to usurp far more spectrum space than it uses or requires.

The temporary board has concerned itself primarily with telecommunications problems, steering clear of broadcasting and telecasting questions. Observers felt, however, that any permanent high-level agency's assignment must inevitably deal with broad policy matters affecting allocations for these mass communications media.

Present thinking, it was understood, inclines toward a membership of three persons for the permanent agency.

Dr. Stewart's board, which met Monday through early Wednesday afternoon, in the meantime announced it has engaged the New York engineering firm of Ford, Bacon & Davis to make a survey of the economics of the communications industry. The firm's report is due in January.

To assist in the drafting of the board's reports, Winkler, Thomas, and McFarland, two "writing specialists" have been engaged: Charles Schwarz, former information director of the National Security Resources Board, and Frederick Fassett, of Carnegie Institution.

Board Members

Appointed last February, the temporary board is composed of Dr. Stewart, chairman; Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co., and chairman of the board of directors for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also sits on the board of the Condon Committee on color television; and Dr. James R. Killian, Jr., president of Massachusetts Institute of Technology [BROADCASTING * TELICASTING, Feb. 27].

The board's assignments include preparation of recommendations on:
(a) Policies for the most effective use of radio frequencies by governmental and non-governmental users and alternative administrative arrangements in the federal government for the sound effectuation of such policies;
(b) Policies with respect to international radio and wire communications;
(c) The relationship of government communications to non-government communications, and
(d) Such related policy matters as the board may determine.

Next board meeting is scheduled for Dec. 14-15.

Authority felt the appointment of an Assistant Secretary of State for Communications, as proposed by Sen. McFarland, would have a particularly beneficial effect in international radio and communications negotiations. In the recent NARBA conferences — making available a top-ranking official whose entire energies would be devoted to this technical, highly specialized field.

"Fulltime Attention"

Sen. McFarland's letter to Dr. Stewart said in part:

I feel sure that your studies and investigation of our communications problems must have convinced you that communications is big enough and important enough to have full-time attention of an experienced and thoroughly competent individual with authority enough to deal with his field at the very highest levels. To do so long as we adopt the practice of State Dept. leadership and control on all matters involving relations with other countries, we must strengthen the Department's leadership and control making possible for it to give communications the time, attention and competence that communications deserves and at the same time see to it that the president heads this division has both the authority and the expert knowledge to perform his job fully in the public interest and in the interest of this country.

In expressing this viewpoint I believe I am echoing the sentiments of many of my colleagues who are familiar with the problem as well as the viewpoint of other competent authorities.

Some time ago I had the opportunity to briefly mention this matter to our Secretary of State, and I am hopeful that it may well have his sympathetic support.

In sending Secretary Acheson a copy of the letter, Sen. McFarland emphasized:

"More than eight years of close experience with our domestic and international communications problems convinces me that one of the things that ought to be done and which can be done with relative ease is for the State Department to give full communications the attention it deserves by the appointment of an Assistant Secretary whose responsibility would be solely that of communications and whose competence and devotion to the public interest would be acknowledged."

Hit TV Ads

EDITOR, BROADCASTING:

An AP story dated Nov. 19 states: "Television dealers have decided to abandon in future all advertising that malign the theme that children feel socially inferior without a television set in their homes."

Just for the record, the transcribed announcements using this copy were discussed by WLS Program Director Harold Safford and General Manager Glenn Snyder the first week they were received—and all announcements using the "child inferiority" copy were banned from WLS, although this meant a substantial reduction in the advertising scheduled. . . .

John C. Drake

Direction of Promotion
WLS Chicago

EDITOR, BROADCASTING:

Some of us were discussing the recent television advertising at the Advertising Committee meeting of the Chamber of Commerce of the United States. . . .

I think that a great disservice was rendered to all advertising, to say nothing of radio and television advertising.

Certainly, we in the business should have enough sense to use good taste and intelligence.

R. T. Mason

General Manager

WMRN Marion, Ohio

EDITOR, BROADCASTING:

... The peak of disgusting "gimmick" is now being used by the American Television Dealers & Manufacturers . . .

The public is now being told that no home is complete without television reception; no child can be properly educated without its intellectual influence; children feel hurt if there is no TV at home, and are left out of television-conversation at school . . .

. . . There are several instances where—because of this advertising home-owners now have TV, but the children in those homes who now "are mentally improved" do not have sufficient clothing . . . I have nothing against TV as compared to other entertainment media, however, my children shall receive a TV set when they are capable of separating the wheat from the chaff.

Les Boret

Program Director

WRMN Elgin, Ill.

Defends Baseballicasts

EDITOR, BROADCASTING:

I fail to see how Jerry N. Jordan's report on "Baseball Attendance" can be taken as anything but a slam at the radio industry's desire to give the American public what they wish to hear . . .

. . . . Gordon McLeod's rebuttal in your Nov. 27 issue answers Mr. Jordan . . . ably . . .

Baseball interest was whipped to fever pitch in this town by both MBS and LBS broadcasts last year . . .

Baseball is America's national game, but I doubt if one in ten Americans understand it. What better way could there be for them to learn to understand it than through radio?

W. J. Page

General Manager

WABZ Alhambra, N. C.

Coes Injured

DEE COE, general manager of WWCA Gary, Ind., and Mrs. Coe are confined to St. Elizabetht's Hospital in Lafayette, Ind., as a result of an automobile accident Thanksgiving Day near Lafayette. The Coes' three children, also passengers in the car, were uninjured.

SOMETHING NEW IN CINCINNATI

> See Pages 44 & 45 This Issue <

ON THE AIR EVERYWHERE 24 HOURS A DAY

L B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

December 4, 1950 • Page 113
Operation Emergency
(Continued from page 21)

equipment as power supply deteriorated. Maternity cases were taken to hospitals and milk was sent to babies as radio spread word of hardships cases. Stranded motorists were helped and civic employees directed through radio-station clearing houses. Employees were told not to attempt to report for work. Church and school officials kept the public informed on their plans.

Only a skeleton story can be narrated of the services performed by over a thousand AM, FM and TV stations. Following are some of the accounts received by BROADCASTING • TELECASTING:

Hit by winds of hurricane force, sections of New England suffered severely but people and public officials alike were kept informed by radio.

WPRO Towers Down
WPRO Providence lost two 380-ft. towers the night of Nov. 25 but a rugged antenna was operating five hours later. This tower had been erected the 1944 hurricane and WPRO said it adequately covered its principal markets.

WTIC and WDRC Hartford, along with other stations, went into emergency service. WTIC was off the air momentarily several times as the result of power failure. WDRC's emergency lines to police headquarters were used by the chief of police. Due to noise and radio activities, an inserted vice room was converted into a studio and engineers doubled in mopping water blown into the control room.

Flood waters surrounded the building in which WMNB North Adams, Mass., is located but the station was able to perform emergency service without interruption.

WICC Bridgeport lost only a few minutes of air time before its emergency generator was put in operation. Floyd Jones, transmitter engineer, was rescued on an island when a bridge was washed out. Island residents were evacuated from homes and ordered to the transmitter house via radio. Power failures threw WNB and WLIZ off the air for a time.

WLIZ, a daytimer, secured FCC permission to operate overnight, and its General Manager Philip Menyenyi, Commercial Manager Manning Slater, and other executives as well as newsmen worked continuously for 19 hours without sleep or food. The station, itself off the air for a short time due to a feeder line failure, cancelled all commercial programs during the emergency in order to relay bulletins and other weather programs, including remote.

WNAB's staff stayed until the transmitter became flooded Saturday afternoon, and were back on the air when repairs were completed and the Bridgeport station resumed broadcasting Sunday afternoon.

WELI New Haven handled public service programming during the emergency, with utilities providing data on fallen lines. The Red Cross was directed to 10 men stranded on a dock and rescued them when the waves were up. The air staff was on the air Tuesday morning, bringing many tear-jerking stories from flooded areas.

WCOO Waterbury, Conn., managed to stay on the air as WBR and WATR were crippled temporarily. At one time the floor of the control room was covered with water driven through the walls by the wind.

Towers of WOSC Fulton, N. Y., withstood high-velocity winds and lost only two hours while a power line was being replaced. In Stamford, Conn., WSTC-AM-FM lost only 45 seconds air time during the switch to auxiliary power. WLKN Norwalk went out of service. Roofing contractors bought up every available spot on WSTC-AM-FM. WNNY-FM Watertown, N. Y., lost its pylons connection and went off the air Saturday morning.

WTTM Trenton, N. J., used a set of auto batteries and 40 gal. of gasoline to keep the air, weather cooperating with state and local police. Batteries were used to operate tape recorder, turntable and one light bulb. WTTM and WCTC New Brunswick fed each other direct from stations via emergency lines, received reports from WJLK Asbury Park, on the Jersey coast. WTTM lost about 30 minutes air time during the storm.

WCTC used a 3kw generator, acquired recently as part of its civil defense program, to stay on the air. Flood waters were within 18 in. of base of the transmitter shack but equipment was set on concrete stands 5 feet above known high-water level and was not damaged.

WKDN Camden, N. J., remained on the air after dark Sunday when WCAM, city-owned station, went off the air, and ceased operation only when state police said the station could endanger life. WFLP Atlantic City and other New Jersey outlets joined in the disaster service. WFFG abandoned all regular programs. Its program manager Fred Weber put the mayor and other officials on the air.

Philadelphia radio and TV stations took the emergency in stride. AM-L-AM-TV warned residents to call the fire bureau direct instead of using alarms since over half of the alarm boxes were out of order. WIP-FM went off the air before power failure and then its auxiliary antenna was ripped loose. WIP-FM remained in operation but several hours of AM time were lost.

Philadelphia Story

WCAU-TV Philadelphia interrupted programs with storm service and used films to show damage. WIBG used auxiliary transmitter and generator but the FM station went off the air. WYAD-TV went off the air. WFLS-TV Philadelphia and WIP-FM handled large volumes of emergency programming. WDEL-AM-TV Wilmington, Del., escaped with little damage other than a shorted line to a fire alarm. When a tower was twisted.

WTUX Wilmington, with 15 inches of water in the transmitter house, was off the air until Tuesday morning. A new transmitter was flown from Waltham, Mass., by Raytheon.

In Western Pennsylvania the greatest damage came from a record blizzard that paralyzed Pittsburgh and surrounding areas. Daily papers were unable to circulate in Pittsburgh. They had just resummed publication following a 47-day strike. KVQ, KDKA, WCAE, WJAS and WSSW threw out regular programming. Loyal staff members worked the stations through lack of transportation. A KVQ broadcast sent volunteer firemen to the rescue of 17 Boy Scouts stranded during their camping trip.

WJAS staff members able to reach the station made the Hotel William Penn their home but some employees were stranded in the suburbs.

For KDKA it was the fifth major snow storm in the pioneer station's

STAYING ON AIR overnight, WWCQ Waterbury, Conn., presented bulletins during a special Stormy Weather Serenade. At Mike is Announcer Gene Valantine, while Jim Logan (l) and Bob Coner compare retype copy.

30-year-old history. Joseph E. Baudino, general manager, supervised the emergency service.

Buffalo was not hit as hard as the area to the south, but Hamilton, Ont., had the worst storm on record. WKBW Buffalo broadcast a tribute to CHML Hamilton for its work during the crisis. CHML raised $12,000 in one night for relief purposes.

All eight Cleveland stations went on emergency basis starting the morning of Nov. 25. Even as late as last Thursday the area was suffering from storm paralysis. Announcers could reach WJW Saturday morning so two engineers and Jerry Roberts, chief engineer, got three announcers the 15-hour emergency, picking their voices off the telephone. They relayed teletype news to the announcers. Finally Program Director Charles V. Hunter went on to the station on foot and was joined later by others.

Dick Hatton, announcer, and Wally Scholz, engineer, set up an amateur network in the Cleveland-Canton-Akron area.

Cleveland's three TV stations—WWBK, WXELE, WJES—joined aural broadcasts in the public service work. WSSR personnel answered over 40,000 calls through Tuesday and many went sleepless for more than 24 hours at a time. WSSR was non-commercial for 48 hours. It received credit for sav-
ing a life besides giving the usual ambulance information and similar activities.

Low gas pressure created an emergency, with stations persuading the public to keep down consumption to a minimum. Cleveland stations received reports from many surrounding cities, and even a direct report from Miami. WORS alone said it carried 15,000 emergency messages in a 48-hour period.

WGAR Cleveland had 10 employees on hand Saturday, with another 10 making it to the station Sunday. George Price, enterprising, Abbey Albert and members of the Albert band helped man WGAR telephones. The Statler Hotel fed WGAR employees in its employe cafeteria. Newspapers could not publish Saturday and operated on a limited basis Sunday.

WXEL (TV) carried over 20 hours of public service programming, though unreported by location of studios and transmitter 10 miles from downtown Cleveland.

Radio and television won editorial plaudits from the Cleveland Plain Dealer (WKH-AM-FM Cleveland) for "a magnificent job in keeping the public informed on the details of the crisis and in maintaining a system of communications which greatly facilitated the brutal task of digging out of the blizzard. The people living in the areas paralyzed by this unprecedented storm will forever be grateful to the men and women of radio and television."

WCUR Receives Praise

WCUR Akron, daytimer, operated fulltime until the crisis was over. It received thousands of letters praising the service, including messages from other stations and a local newspaper.

WHBC Canton went on the air only six minutes late despite the snowbound streets and highways. Maternity cases and other emergency items were handled as public service took precedence. By Saturday evening nine persons were out at the same time. Bakewell, assistant news editor, used snowshoes to get to work. Marilyn Surber, secretary, drove in on a tractor.

Nearby farmers supplied baskets of food to the marooned WHBC transmitter crew. The WHBC "Ski Party," as it was called, was still in full operation as late as Tuesday.

When 27 inches of snow blanketed Youngstown, the Ohio city had only radio to keep it informed as the only newspaper suspended publication for three days. Warren P. Williamson Jr., WKBN president, trudged out to the transmitter Saturday morning to put the station on the air. Bernard Wilkins, chief engineer, walked three miles through hip-high snow on downtown streets. Hugh Schaffer, western band fiddler, served as solo announcer and signed on the station. Engineer Ralph Shingleton walked 11 miles in four hours, bringing along a bag of clothing and sandwiches. Manager Dutch Morehouse reached a ride downtown in a funeral coach.

Reporters on WMJ

The Youngstown Vindicator, unable to circulate three days, put its reporters and correspondents on the affiliated WMJ with a radio newspaper. Bud Manuel, managing editor, and George Kelly, his assistant, supervised the program.

WSTV Steubenville, Ohio, operated continuously through the crisis with a skeleton crew. Fred Marshall, news editor, arranged 137 minutes of beep-recorded phone interviews, including one from Midway, Pa., where 21 people were stranded in a coal mine. Engineer Warren Hallam was at the transmitter 28 hours without relief.

Cincinnati stations were on the job. They broadcast appeals to use gas sparingly. Arrival of Santa Claus at the airport, which WCPO-TV had planned to carry Sunday morning, was deferred because of the storm.

WCHS Charleston, W. Va., cancelled commercial shows and participated in announcements when necessary to keep listeners informed. The station carried many special weather and emergency information programs on the first three days and continued the same general procedure on Monday and Tuesday while Charleston was still digging out.

WSAZ-TV Huntington, W. Va., with a 120-mile relay from Cincinnati, fed the Penn-Cornell football game by using an emergency receiver 90 miles from the pickup point. Jackson Dougherty lost his car in a 10-foot drift and had to walk five miles against the storm. Gerald Frazier injured his leg walking through the snow Saturday night. Jack Jurska, studio supervisor, started for Portsmouth in a Jeep and four-wheel chains. En route he rescued a marooned ambulancer containing an expectant mother. He led the way to the hospital, comforting the stork a scant two minutes. Then he managed to repair his hilltop relay.

Monday a farmer's bulldozer opened 12 miles of road in eight hours so Mr. Jurska and Gerald Cunningham could reach their patients. Mr. Jurska, who drove a Jeep retrofitted to a relief vehicle for foodless families marooned in the snow. The staff performed heroically in guiding the TV station through its first emergency.

IMPROVISED blizzard clothing was the order of the day at WKNY Youngstown. Arriving at work are (l to r): Engineer Ralph Sherman; Ellomene Costeol, women's editor; J. L. (Dutch) Bowden, station manager.

An alert engineer at WWDC Washington was credited with saving Bethesda, Md., residents vast sums in damage to electrical equipment. Jean McPherson, engineer, received a phone call from a friend who remarked that he had measured voltage and found it down to 30 volts. A blast at the Bethesda substation had caused the low voltage, with danger that appliances would be set on fire. Dennis Sarra, news editor, urged Bethesda residents to turn off all motors. The announcements were repeated until voltage was restored. Announcements were also carried on transit by WWDC-FM.

TV service in the Carolinas was disrupted when a transformer froze at WBT TV (TV) Charlotte, keeping the station off the air most of Sunday. Service was restored Monday.

WBZP on 45 Hours

In Lock Haven, Pa., WBZP turned its facilities to emergency service starting at 4 p.m. Nov. 29, in the face of flood waters which struck the Central Pennsylvania area. The station operated for 45 hours without a break and Thursday was still relaying emergency messages. Dispatches from the Red Cross, city and state police and rescue headquarters were carried. General Manager Harris Lopez estimated that over 10,000 messages were relayed through the station, virtually all of communications left in the town. Radio-equipped rescue boats, with sets tuned to WBZP, were dispatched to pick up numerous stranded citizens.

In the face of rising water, station operations were moved to the transmitter on the evening of Nov. 29. Power and telephone service later failed at the studios but were maintained throughout the emergency at the transmitter. Rescue operations were made more difficult when high winds later struck the area, but WBZP was able to remain on the air.

California Coverage

California stations were receiving praise for their service in flooded areas. KUBA Marysville covered the flood with an airplane pilot by C. V. Ullom, part owner of the station. Mr. Ullom related information back to the station. KUBA covered rescue of 8,000 evacuees from stricken areas. Appearances for clothing brought large quantities of help. Roger R. Hunt, manager, and Wynsper handed the broadcasts from the sheriff's office, aided by Mr. Ullom's plane messages.

The tower of WALD Walterboro, S. C., was frozen when a tree hit a guy wire. The station was back on the air in 2½ hours with temporary rig. Reports of coverage were good. Work was started at once on a new tower.

To the Rescue

NAB's station relations director, Jack Hardesty, was a minor victim of the Western New York blizzard. Driving from Buffalo to Jamestown on a snow-covered country road, he hit a car wound up in a roadside snow drift. He phoned the nearest town and persuaded the police department to extricate his car. Then with Cleveland as a target, he decided police officials stationed at roadblocks weren't interested in the immediate status of NAB's membership drive.
N. Y. Weathers Wind
(Continued from page 21)
of the building, it is reported.
WMCA vice president and pro-
gram director, Leon Goldstein, set
out Saturday afternoon to find his
son, who had gone camping with a
Scout Troop in the Alpine woods
above the Palisades in New Jersey.
That evening, a 16-year-old
with a forest ranger was finding
and helping from the woods every-
one but his son, the boy turned up
safe at home. Whereupon the sta-
tion, frustrated by the rule against
direct communication, repeatedly
broadcast news of the return of
the scout in an unsuccessful at-
tempt to call its program director.
WVRL went off the air at 11:28 a.m.
Saturday, when power failed
at the transmitter site, but it was
able to resume a half hour later,
at 11:58 a.m., from its old 250 w
transmitter located in Woodside,
N. J., after wiring for and receiv-
ing permission from the FCC. Mon-
tday morning the station resumed
its normal 5 kw operation.
Shifts to Auxiliary
WHOM shifted to power from
auxiliary generators at 2:30 p.m.
Saturday, following public service
power failure. Saturday morning
commencing later that afternoon in
complete failure which left the
station off the air until 12:15 p.m.
Monday. Its towers, the shortest in
the vicinity, were undamaged.
Stations reporting as unaffected
by the storm included WNYC, New
York's municipally-owned station;
WXQR, WABD (TV), WEVD
(FM), WFDR (FM) and WGHF
(FM).
After leaving the air Saturday
morning, WPAT Paterson, N. J.,
resumed at 6 a.m. Sunday and
operated on a 24-hour basis.
A mobile diesel generator was set up
after the transmitter plant and
towers had been damaged. The
FM tower crashed. WPAT broad-
cast public service messages all
through the emergency, with full
power available.
WILL Hempstead, Long Island,
operated three days on its auxiliary
power, providing both AM and FM
service.
As the storm reached New York,
broadcasters throughout the area
made it bulletin news, along with
the warnings issued by public au-
thorities and the announcement
Saturday afternoon of the Mayor's
Civil Defense Alert, automatically
making WNYC the center for
emergency communications. Mem-
bers of the Civil Defense Commit-
tee, under chairman Arthur W.
Wallander, met in session at the
City Hall.
Both NBC-TV and CBS-TV sent
out cameramen to bring scenes of
the damage the storm was wreak-
ing in the metropolitan area to
their viewers. From the balcony of
the NBC offices at 106th St. in
Manhattan, Bob Wilson supple-
mented the camera picture of the
scene on George Washington Bridge
and the Hudson River below, to-
gether with films of the Essex fire at
Linden, N. J.
Ben Grauer, speaking to NBC
listeners from a taxicab going up
Broadway and around Columbus
Circle, described what the wind and
rain were doing to the city's plate
glass and pedestrians.

WCBC VIEW
Related to FCC
LETTER was sent FCC last week
by WCBC Anderson, Ind., explain-
ing it has been put at a "competi-
tive disadvantage" respecting fu-
ture television plans by local pub-
licity on the merger of the license
of WBLU Anderson with those of
WISH Indianapolis, WHOT South
Bend, and WANE Fort Wayne.
BROADCASTING, TELECASTING,
Nov. 27.
The letter stated:
We feel the Commission should be
advised of our position that the im-
lications regarding the television plans
of WBLU in the opinion of the
epaper article were not in the public interest,
and that the consideration has been made by
any group for the local TV channel
allocated to Anderson.
This not only puts us at a competitive
disadvantage, but prejudices our posi-
tion in the public mind on any future
radio plans.

WGDY NEWSMAN
Hit Stride in Twin Cities
"WHAT NEXT?" is the question
being asked by residents of Min-
nepolis-St. Paul following the
planned news operations of WGDY
of the Twin Cities. It all started
when Harry Puck took over man-
agership of the station and turned
it over to his nieces Edie and
Jim McGovern, out on the town
with tape recorders.
First break came when the re-
corders were taken into an investi-
ation of the local transit situation.
Testimony was edited, transition
narrative inserted and when the
programs went on the air, comment
from listeners was termed highly
gratifying. Messrs. Leslie and
McGovern hit the jackpot again when
they taped an interview with a
former Ku Klux Klan official, re-
portedly wanted in Indiana. After
airing the program on WGDY, the
tape was dubbed out and sent to
Indiana stations.
On Dec. 8, Leslie is now pro-
ducer-director and Mr. McGovern
news director but they are both bend-
ing every effort to cover all the Twin
Cities' news for WGDY listeners.

VOICE BLDG.
GSA To Buy N. Y. Structure
FOLLOWING on the heels of State
Dept. clearance, officials of the
General Services Administration
last Wednesday made known the
stipulations for purchase of a 20-story
office building in New York City
to house Voice of America and
other information headquarters
personnel.
GSA is completing arrangements
for a $3 million building at 15-19
E. 28th St. in New York under
funds provided by Congress in
the past session. The $3 million
outlay was set aside for purchase and
remodeling of new building facil-
ities after the department's cleared
the project Nov. 22.
While negotiations were under-
way for the new structure, the
Voice also hoped to expand over-
seas operation to reach every radio
receiver behind the Iron Curtain
within the next two years. Edward
W. Barrett, Assistant Secretary of
State for Public Affairs, told the
Export Managers' Club in Wash-
ington last Wednesday that the
Voice hopes to mushroom into a
worldwide network far beyond op-
eration in the 30 transmitters now
functioning.
The Voice, operated by the de-
partment's International Broad-
casting Division, also announced it
had made no tangible progress with
West Coast transmitters to the
UN so its debates can be carried
to China and other Asiatic coun-
tries. Transmitting facilities in
Honolulu also are being built up by
the UN.

COVIDEO Inc. (manufacturer coin-
operated TV sets) starts full produc-
tion of 14-inch set which had first
showing last spring.

VIKING NETWORK
New Oregon Hookup Starts
A NEW regional network, the
Viking Network, last week
announced a new addition operat-
ing on a five-station hookup in Oregon.
Key station of the new network is
KPPM (FM) Portland. Affiliates
now carrying network programs
are KJQM McMinnville, KRCO
Prineville, KASH Eugene
and KRLJ Corvallis. Several new af-
rilates will be announced later this
month, network officials reported.
S. M. Goard, manager of KPPM,
is technical director of Viking,
in charge of expanding the chain's
direct feeds. Tom Hootchkin is
manager of network operations
and Alvin C. Yantiss is program
director.
Stations within effective range of
KPPM are fed programs by FM
link. Those outside the FM range
are provided sustaining and com-
mercial programs by tape, with
plans for an extended FM relay
system.

Proceedings of the Oregon Farm
Bureau Federation were aired to
three million who attended its mid-
century convention last month by
the Viking Network, which played
tape-recorded highlights. Co-spon-
sors of the hour-long program
Nov. 10 were the First National Bank
of Portland and the OBFP. Program
was released at various times of
the day on different stations of the
Viking Network.

The bureau, which plans to buy
a similar program each year on the
network, said that the broadcasts
cover every area where it has
membership.
The Viking Network produced
and released the program and re-
corded some 5,000 feet of tape from
which excerpts were selected.

In addition to Viking member
stations, supplemental coverage
was given by KHR Redwood,
KGGN Oregon, KMPL Medford,
KPFN Klamath Falls, KBBK Baker,
KJLB La Grande and KSRV Oregon.

SHORTWAVE broadcasts in Finnish
start over CBC shortwave transmitters
at Savonlinna and Tampere in
June and December. Half-hour programs
will be beamed weekly in both Finnish
and Swedish.

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

Page 116 • December 4, 1950

Broadcasting • Telecasting
CREDIT CURBS

Joint Probe Group Named
A JOINT Senate-House Committee was organized last Thursday to look into complaints growing out of new credit regulations imposed by the Federal Reserve Board on purchase of radio TV sets, automobiles and real estate.

Sen. Burnet R. Maybank (D.- S.C.), chairman of the Senate Banking Committee, was named to head the man group, with Rep. Paul D. Brown (D-Ga.) as vice chairman. Initial hearings, slated to get underway this Wednesday and Thursday, will look into protests dealing with the automotive and real estate fields.

The committee also will take up other phases of Regulations W and X touching on the entire scope of credit controls, including installment restrictions on radio and television appliances. All groups who wish to appear during the hearings will have opportunity to present their case, Sen. Maybank added.

While installment credits to on receiver purchases has provoked widespread protests among dealers and retailers, it was understood that there would be no concerted stand by the set manufacturing industry. Radio-Television Mfrs. Assn. had no plans Wednesday to appear before the committee.

Spokesmen pointed out that the question of credit curbs is really academic since the industry now faces substantial curtailment of basic metals, thus further reducing supply that already falls far short of civilian demands.

Craig in N. Y.

TO SUPERVISE Procter & Gamble's growing activities in television production in New York, W. W. (Bill) Craig of Procter & Gamble Productions Inc., Cincinnati, will make his headquarters in New York for a number of months. He will occupy offices at 22 E. 40th St. P&G is sponsoring Musical Comedy Time on NBC and The First Hundred Years on CBS, both of which will be Mr. Craig's chief occupations.

New Business (Continued from page 8)


HUDSON MOTOR CAR Co., Detroit, renews The Billy Rose Show over ABC-TV, 9-9:30 p.m. Tues. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.


PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to sponsor two telecasts of 10th annual All-Star Bowling Tournament, Chicago Coliseum, over ABC-TV Dec. 14, 11:30-12 p.m. Agency: Warwick & Legler, N. Y.

Adpeople...

WALTER S. SHELDON appointed advertising manager Cory Corp., Chicago. Was with Hotpoint merchandising staff, same city.

JEFF WILLIAMSON, sales supervisor Hunt Foods Inc., Fullerton, Calif., named assistant district sales manager of firm's Southern California sales division.

NBC Names Herbert
(Continued from page 2)

president and director of public relations, now NBC vice president in charge of the Western Division.

In anticipation of the reorganization and the separation of NBC into three operating divisions radio, television and owned-operated stations - Sylvester L. (Pat) Weaver Jr. was hired last year from Young & Rubicon, where he had been vice president in charge of radio and television, to be NBC vice president in charge of TV.

There is still one top level NBC job that remains unfilled with a permanent occupant. The top operating executive position for the radio network is now occupied on an acting basis by Charles R. Dugan who is also executive vice president.

Mr. Shoverman is the fourth NBC veteran executive to quit the network during the reorganized period. In addition to him and Mr. Elwood, Sidney N. Strotz resigned as vice president in charge of the Western Division, and Eastern C. Woolley resigned as director of radio station relations.

Mr. Herbert joined NBC last Sept. 5 after serving Hearst Magazines Inc. for 12 years, recently as vice president and general advertising manager. Before his Hearst service he was with Esquire magazine and before that was with Socony Vacuum Oil Corp. and was a cotton broker with the firm of Jones, Gardner & Beal.

Mr. Kopf joined NBC on the Chicago sales staff in 1931. Before that he served two years on the advertising staff of The New York Digest and previously was in advertising sales for the Hearst organization in Chicago.

MYSTERY ADS

KVOO Promotes Late Show

KVOO Tulsa, Okla., has made use of a "mystery" newspaper promotion campaign to announce the sale of its late hour Sleeperer's Serenade to Fred Jones Ford, same city. The ads ran in a series for four days.

Four small newspaper ads, mentioning neither the program, station nor sponsor, were inserted for three days. On the fourth day, a half page ad was carried in the Tulsa Daily World, explaining the preceding ads and naming the station and sponsor.

The smaller ads consisted of cartoon-style drawings of sleepwalkers with only "Saturday Midnight till 2:30 a.m. (and every night)" printed across the bottom. On the fourth day, the same ads appeared with an additional reference to the half page ad. KVOO announced that Fred Jones Ford was the first to buy the late hour listening time.

ANTI-RED BILL

Congress Probe Proposed

A RESOLUTION calling for a probe of the administration, operation and enforcement of the anti-subversive law, requiring Communist action groups to identify sponsors of radio-TV broadcast and printed material was thrown into the congressional hopper last Thursday by a bi-partisan group of six Senators.

The resolution, sponsored by three Republicans and three Democrats of the Senate Judiciary Committee, would empower the committee to launch an inquiry into the new Communist bill, as well as alleged subversive activities in and out of government departments. It also would examine laws relating to espionage, sabotage, security and "protection of internal security of the United States."

The proposal is subject to approval of the Senate Rules Committee and the full Senate membership. Heading the list of six Senatorial co-sponsors is Chairman Pat McCarran (D.- Nev.) of the Judiciary Committee, co-author of the McCarran-Mundt-Ferguson control law which Congress passed over President Truman's veto before it recessed.

There also was sentiment for repeal of the anti-subversive bill, with Rep. Adolph Sabath (D.-III.) drafting legislation which he promised to introduce momentarily.

Meanwhile the Subversive Activities Board, charged with the responsibility of determining whether any organization is a Communist front or action group, has announced its rules of procedure for hearings it plans to conduct on the Communist issue. The new law requires the Justice Dept. to ask the board to compel Communist organizations to register if they fail to comply with the law. Appointees have not been confirmed by the Senate, with Republicans threatening to press for thorough hearings. All are serving under recess appointments.
LUBBOCK BROADCASTING FAVORED IN FCC ACTION

LESSER concentration of control of mass communications resulted from initial decision by FCC Hearing Examiner Basil P. Cooper as reason for preferring grant of new AM station at Lubbock, Texas, on 790 kc with 5 kw day, 1 kw night directional, to Lubbock County Broadcasting Co., and to deny bid of KFYO Lubbock from switch to 250 w on 1340 kc to 5 kw on 790 kc, directional night. KFYO proposal was also found to not conform to FCC's standards on amount of interference it would receive.

Lubbock County Broadcasting is owned 43% by G. C. Woodson, 50% owner KWOX Austin, Tex., and I GHE El Reno, Okla.; 45% by Wendell Mayes, 40% owner KOWS and 25% owner KBBW Brownwood, Tex.; 12.5% by G. H. Nelson, attorney. Mr. Woodson has extensive Texas newspaper interests but not at Lubbock. KFYO is identified with Lubbock publishing interests as well as publishing and radio interests elsewhere in Texas.

ABC NEW YORK STAFF DIVIDES SPOT ACTIVITY

ABC New York spot sales staff split into radio and television sales on Friday, with Ralph E. Dennis as manager of ABC television spot sales and Earl B. Salmon as manager of ABC radio spot sales.

Reporting to Mr. Dennis will be H. B. Day, Guy Capper, W. L. Libby, C. E. Maxwell, T. H. Black and John Fenster. Under Mr. Salmon will be H. C. Watson, George Dietrich, T. H. Walworth Jr., John Donaldson Jr., Edward Pape, Michael A. Benaud and Warren Jenninges.

FRANK F. CROOK

FRANK F. CROOK, 48, majority owner WFCI Pawtucket, R. I., was reported fataly injured early Friday morning in an auto accident near North Attleboro, Mass. FCC records show he was secretary-treasurer, director and owner of 33 of total 70 shares in Pawtucket Broadcast Co., WFCI Licensee, and at one time was tentatively associated with Rhode Island group of broadcasters and businessmen which acquired WNEW New York early this year (Broadcasting * Telecasting, Feb. 6). Mr. Crook also was business associate of Attorney General J. Howard McGrath.

CASPER, WYO., TV PETITION

NEW TV station at Casper, Wyo., on Channel 8 (186-186 mc) with ERP of 2.48 kw visual and 1.24 kw aural received application to Bill M. Tomberlin, oil investor, in bid filed Friday with FCC. Estimated construction cost was given as $18,000. first year operating cost $85,000; revenue $70,000.

ABERDEEN STATION SOLD

SALE OF KKBW Aberdeen, Wash., by Ben K. Weatherwax for $47,885 to Archie Jr. Tscht, assistant manager KOL Seattle and 49% owner KRCO Everett, reported in application filed Friday at FCC. KKBW assigned 250 w on 1460 kc.

DECLINE IN PRODUCTION OF RADIO, TV SETS NOTED

TOTAL INDUSTRY production of radio and TV sets fell off Week of Nov. 17 compared to two previous weeks, according to Radio-Television Mfrs. Assn. industry estimate. Nov. 17 figure of 512,694 compares with 556,234 week of Nov. 10 and 584,129 week of Nov. 3.

Breakdown of Nov. 17 figure shows 198,623 radios, 14,637 portables, 107,070 auto, or 311,330 radio sets. TV output totaled 201,364 for week, exceeding previous week total of 184,133 but below Nov. 3 TV total of 218,578 sets.

TV set makers bought 5,254,301 TV picture tubes in first 10 months of 1950, according to RTMA. October sales totaled 484,387 picture tubes valued at $23,513,580 compared to $764,917 tubes valued at $253,413 in September. Trend to large-type tubes continued, with tubes 16 inches and larger representing 92% of month's sales. Rectangular tubes comprised 58% of sales.

EMANUEL SACKS ELECTED STAFF V-P OF RCA

EMANUEL (Manie) SACKS, who joined RCA last February as director of artists relations for RCA Victor Division after proving 10 years with Columbia Records Inc., latterly in charge of artists and repertoire, Friday elected staff vice president of RCA.

Other actions of RCA board at Friday meeting included election of Ernest B. Gorin, RCA treasurer, as director of RCA Communications Inc. and declaration by board of regular dividend of 50 cents per share and extra dividend of 20 cents per share on RCA common stock, payable Dec. 26 to stockholders of record at close of business Dec. 8.

Board also declared dividend of 87% cents per share on RCA preferred stock for period Oct. 1-Dec. 31, payable Jan. 2 to stockholders of record at close of business Dec. 21.

LEGISLATORS SEE COLOR

DURING three-day New York visit, 12 members of House Interstate and Foreign Commerce Committee were shown NBC and CBS television operations, including CBS color television demonstration, by top executives of respective networks. Party included Reps. Lindley Beckworth (D-Tex.); Dwight L. Rogers (D-Wyo.); Eugene J. Roegh (D-N.Y.); Arthur G. Klein (D-N.Y.); John A. McGuire (D-Conn.); Neil J. Lineham (D-Ill.); Charles A. Wolverton (R-N.J.); Joseph P. O'Hara (R-Minn.); James J. Dolliver (R-Iowa); John W. Heselton (R-Mass.); Hugo D. Scott Jr. (R-Pa.); John B. Bennett (R-Mich.), and Elton J. Layton, clerk of the committee.

JOINS Cecil & PRESBREY

ROBERT MAYER, former account executive of McCann-Erickson, New York, named to executive staff of Cecil & Presbrey, New York.

O. A. SAUNDERS, former advertising manager of Nestle Co., appointed vice president and account executive for Hewitt, Ogilvy, Benson & Mather, New York.

Closed Circuit

(Continued from page 1)

liaison with Pentagon and National Production Authority. NPA officials regularly are consulting FCC on material aspects. It's expected, however, that if all-out war comes, high-level board will be promptly resurrected, following World War II pattern.

THAT "important radio executive" who's behind campaign to combat teaching of "collectivism" in our school system through present-day textbooks is William B. Dolph, executive vice president of WMT Cedar Rapids, Iowa, and owner of several other stations. His project, published both by Fulton Lewis Jr. and Ray Henle, editor-in-chief of NBC's Three Star Extra, contemplates regular network program to further crusade.

FATE of annual equipment exposition at NAB convention in April hinges on war developments, but present plans are on business-as-usual basis. Remotely possible, of course, is shift to war conference format for convention, or even cancellation altogether.

TOP CHEWING GUM (Frank Buck bubble gum) starting on Dec. 11-two-week campaign in 15 radio markets through Cecil & Presbrey, New York.

PROCTOR & GAMBLE understood to be switching product sponsorship on its Oxjodol Show, five times weekly on CBS, from Oxjodol and Drift to Tide. Changeover would entail billing moving from Dancer-Fingerlal-Sample, New York, to Benton & Bowles, New York.

TO PROMOTE winter cruises, Cunard White Star Line through Cecil & Presbrey, New York, preparing spot announcement campaign to start mid-December in seven major cities, for six weeks.

BASEBALL CONFERENCE

NAB and Radio-Television Mfrs. Assn. officials met Friday at NAB headquarters with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who conducted extensive research into effect of TV and radio on sports attendance. NAB to appear before baseball club owners at Florida meeting (early story page 27). Jerry Jordan to be in St. Petersburg during meetings. Attending Friday meeting were William B. Ryan, Robert K. Richards, Charles A. Batson and Kenneth B. Baker, of NAB; Hugh Higgins, Broadcast Advertising Bureau; James D. Secrest and John Keopf, RTMA; Frank U. Fletcher, attorney and member of NAB board.

FRED ALLEN LEAVING TV

FRED ALLEN will leave television, probably for rest of season, after his performance Sunday, Dec. 17, because of ill health. Length of vacation indefinite, probably being he will return in fall with new half-hour TV format. Mr. Allen's departure leaves hole in stars line-up on Sunday night comedy hour, which he shares in rotating basis with Eddie Cantor, Martha Lewis and Jimmy Clark, who in turn rotate with Bob Hope.

PET MAY SHIFT TO TV

PET MILK expected to spend perhaps $50,000 for sponsorship of Four Star Revue on NBC-TV for every show each third week, Wed., 9 to 10 p.m. (CT) after taking money from black-and-white budget at Gardner Adv., St. Louis. Show sponsorship begins Jan. 17.
The Kansas City Market
Does Not Run in Circles!

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."

Daytime half-millivolt contours shown in black.
TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiter's tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.