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  Campaigns Set
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  or d-Con's Success
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  Changes in '51
  Page 24

TELECASTING
Begin on Page 7

The Newsweekly
of Radio and
Television.

20TH
year

$7.00 Annually,
25 cents weekly

COMING ATTRACTION!

50,000 watts
for KCBS
San Francisco

... giving KCBS ten times more power
... offering advertisers far greater
coverage, far greater intensity and
clarity for their sales messages
... making "Columbia's Key to the Golden
Gate" the sales key to virtually
all of Northern California Soon!

KCBS
Now 5,000 watts - Columbia Owned
Represented by Radio Sales
3 WHAS-TV
Afternoon Programs especially for Participating Sponsors

"THE BUD ABBOTT SHOW" is a television disc jockey program...casual and unorthodox in format...built around the "personality" of Bud Abbott. As top platter spinner in this area (Radio Best, 1949), Abbott was a well-known "character" even before his television show...one reason his show was a hit with Louisville viewers from the start.

"GOOD LIVING" features the popular husband and wife team of Marian and Sam Griford in their living room and in the completely modern WHAS-TV kitchen. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dogwood into the stew, fumbling awkwardly with the piping hot sauce pans.

"T-BAR-V RANCH", the most popular small fry show on the Louisville video range, guarantees to keep the youngsters out of mischief for 55 minutes (a welcome "relaxation" for Mother). Singing cowboy Randy Atcher and "Cactus", his ranch cook, provide singing, adventure and fun with the children. A rip-roaring serial is included in the period.

Her time for relaxing is Your time for selling!

Serving a market of more than 65,000 television homes

The Afternoon Lineup

GARRY MOORE (CBS)
ROBERT O. LEWIS (CBS)
SHOWCASE
FASHION MAGIC (CBS)
VANITY FAIR (CBS)
HOMEMAKER'S EXCHANGE (CBS)
GOOD LIVING
BUD ABBOTT SHOW
T-BAR-V RANCH

WHAS-TV
Louisville, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  * ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Providence, R. I.
1000 watts - 1110 kc
Independent

Announces
The Appointment Of

HEADLEY-REED COMPANY
as
National Representatives

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

Effective Immediately
EXECUTIVE COMMUNICATIONS, New York City, is understood to have held a two-hour session with John H. Short, Jr., Baltimore Sun, regarding the future of television in the Baltimore market. 

SHORT, in an address to the New York Advertising Club, stated that television in Baltimore is in a state of transition, with many changes expected in the near future. He also indicated that the Baltimore Sun is interested in exploring ways to improve the advertising potential of television in the area.

President Nields is expected to make a formal announcement regarding these plans in the near future.
Here's a Roster of Dallas Retailers and Local Advertisers using KRLD-TV Regularly and PROFITABLY!

### MAJOR DEPARTMENT STORES
- **Sanger Bros.**: 30 minutes daily.
- **W. A. Green Co.**: 30 minutes.
- **2 programs weekly**
- **Tilts-Goet gente**: football games and 3 15-minute shows per week.

### WOMEN'S STORES
- **Swartz Department Stores**: 2 10-minute shows per week.
- **Gotham Millinery**

### MEN'S STORES
- **Jas. R. Wilson Co.**
- **E. M. Rahn & Co.**
- **Reynolds-Penland**
- **Bell Clothing**
- **Kimbry Men's Wear**
- **Clad Dobard**

### AUTOMOBILE
- **Bansten-Hall (Ford)**
- **Sewell Motors (Lincoln and Mercury)**
- **Johnson Bros., Chevrolet**
- **Davis Nash Co.,**
- **Lone Star Olds-Cadillac**
- **Van Winkle (Olds-Pontiac)**
- **Roeckele-Verne (Dodge-Plymouth)**
- **Grand Buick Co.**

### FINANCIAL
- **First National Bank**
- **Republic National Bank**
- **Farm & Home Hdg. Loan**

### FOOD STORES AND CAFES
- **Cabot's**
- **7-11 Food Stores**
- **Wynn Food Stores**
- **Mexico City Cafe**
- **Youngwood's**
- **Luna's Tortillas Factory**
- **El Cazo Rest. & Foods**
- **Burrison Honey**
- **Pretz-Hite Foods**
- **Pittos Co.**
- **Oak Cliff Baking Co.**
- **Party Pritschn**
- **Pi-Do**

### HOUSEHOLD FURN.-BLDG.
- **Hart Furniture Co.**
- **Fulton Furniture Co.**
- **Highland Furniture Co.**
- **Contemporary House**
- **Texas Lawn Sprinkler**
- **Contour Chairs**
- **Taylor Bedding**
- **Hotpoint Sales**
- **Mason Awning**
- **Matthew's Eng. Co. (Air-Con.)**

### BEVERAGES
- **Dr. Pepper Company**
- **Grand Prize Beer**

### JEWELERS
- **Linz Jewelers**

### COSMETIC-BEAUTY SHOPS
- **Henri's Beauty Shop**
- **Herbold Cosmetic Bar**

### SPORTS
- **Dale's Toyland**
- **Callum & Storen**

### GENERAL
- **Interstate Theatres**
- **Dallas Power & Light**
- **National Van Lines**
- **Barrett Distributors**
- **Graham Brown Shoes**
- **Furtick Stevens Studio**
- **Perma-Stone**
- **Stewart Office Supply**
- **Wilkins Luggage**
- **Padgett Bros. - Luggage**
- **Grove Hill Cemetery**
- **Hillcrest Memorial**
- **Restaurant Memorial**

---

The CBS Station for DALLAS and FT. WORTH
85,000 Plus, More TV Receiving Sets Than Any Other Market In United States of Comparable Size.

Owners and Operators of

KRLD-TV 50,000 WATTS FULL TIME

This is why KRLD-TV Channel 4 ALSO HAS 78 OF THE NATION'S LARGEST NATIONAL ADVERTISERS

The TIMES HERALD Station
The BRANHAM COMPANY—Exclusive Representatives

John W. Runyan, President

Clyde W. Rembert, Man. Dir.
E. E. E E E E E E E

December 11, 1950

MANAGEMENT

Since 1946, Cisco Kid has proved to be one of America's greatest salesmen... says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business building performance!

SENSATIONAL PROMOTION CAMPAIGN

From button to gun—
is breaking traffic records!

LOW PRICED!

1/4-Hour Western Adventure Program... Available: 1-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!
PULSE CONFIRMS

WHLI Has More Listeners in
Long Island’s Major Market
Daytime Than 3 New York City
Network Stations...More Than
All 5 Leading New York City
Independent Stations Put Together.

Local Programming Establishes Domination!

Data Source:
PULSE, November 1950
Monday Through Friday,
7 A.M. to 4:30 P.M.
Hempstead Town

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Represented by RAMBEAU
LIBERTY SCORES AGAIN
THIS TIME IT'S BASKETBALL...

with GORDON McLENDON & JERRY DOGGETT

Look on the opposite page for the most exciting basketball schedules you have ever seen.

Brought to you by LBS, the same network that brings you:

- RAYMOND SWING—well-known commentator
- TED HUSING—Football
- ELOISE McELHONE—New York Woman's program
- OMAR GARRISON—Hollywood Gossip program
- ARTHUR McARTHUR—Washington Newscaster
- UPTON CLOSE—Well-known commentator and authority on Far Eastern affairs
- BOB KELLY—Sportscaster of the LBS West Coast Game of the week
- JIMMIE JEFFERIES—MC of Liberty Minstrels
— and many other well-known radio personalities
## BASKETBALL SCHEDULE FOR LBS

### All Times are Eastern Standard Time

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Game</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 11</td>
<td>9:00 PM</td>
<td>Minnesota vs. Oklahoma at Norman, Okla.</td>
</tr>
<tr>
<td>Dec. 12</td>
<td>8:00 PM</td>
<td>Kentucky vs. Xavier at Cincinnati, Ohio</td>
</tr>
<tr>
<td>Dec. 13</td>
<td>9:25 PM</td>
<td>Bradley vs. Purdue at Peoria, Illinois</td>
</tr>
<tr>
<td>Dec. 14</td>
<td>9:00 PM</td>
<td>Florida vs. Kentucky at Lexington, Ky.</td>
</tr>
<tr>
<td>Dec. 15</td>
<td>9:00 PM</td>
<td>Tulane vs. 'O' Mississippi at Oxford, Mississippi</td>
</tr>
<tr>
<td>Dec. 16</td>
<td>9:00 PM</td>
<td>Kentucky vs. Kansas at Lexington, Ky.</td>
</tr>
<tr>
<td>Dec. 18</td>
<td>9:00 PM</td>
<td>Notre Dame vs. Iowa, Iowa City, Iowa</td>
</tr>
<tr>
<td>Dec. 19</td>
<td>9:25 PM</td>
<td>Bradley vs. UCLA at Peoria, Illinois</td>
</tr>
<tr>
<td>Dec. 20</td>
<td>9:10 PM</td>
<td>Northwestern vs. Rice at Houston, Texas</td>
</tr>
<tr>
<td>Dec. 22</td>
<td>8:30 PM</td>
<td>SMU vs. Alabama at San Antonio, Texas</td>
</tr>
<tr>
<td></td>
<td>10:00 PM</td>
<td>LSU vs. Texas at San Antonio, Texas</td>
</tr>
<tr>
<td>Dec. 23</td>
<td>8:30 PM</td>
<td>San Antonio Tournament Finals</td>
</tr>
<tr>
<td>Dec. 26</td>
<td>9:00 PM</td>
<td>Syracuse vs. Boston (Professional)</td>
</tr>
<tr>
<td>Dec. 27</td>
<td>9:25 PM</td>
<td>Bradley vs. Indiana at Peoria, Illinois</td>
</tr>
<tr>
<td>Dec. 28</td>
<td>9:00 PM</td>
<td>SMU vs. North Texas at Dallas, Texas</td>
</tr>
<tr>
<td>Dec. 29</td>
<td>9:00 PM</td>
<td>SMU vs. Texas Tech at Dallas, Texas</td>
</tr>
<tr>
<td>Dec. 30</td>
<td>9:00 PM</td>
<td>Notre Dame vs. Northwestern at Evanston, Illinois</td>
</tr>
<tr>
<td>Jan. 2</td>
<td>9:00 PM</td>
<td>Rice vs. Georgia Tech at Houston, Texas</td>
</tr>
<tr>
<td>Jan. 3</td>
<td>9:00 PM</td>
<td>St. Louis vs. Notre Dame at St. Louis, Mo.</td>
</tr>
<tr>
<td>Jan. 4</td>
<td>9:00 PM</td>
<td>Bradley vs. Detroit at Detroit, Michigan</td>
</tr>
<tr>
<td>Jan. 5</td>
<td>9:00 PM</td>
<td>Kentucky vs. Auburn, Lexington, Kentucky</td>
</tr>
<tr>
<td>Jan. 6</td>
<td>9:00 PM</td>
<td>SMU vs. Baylor at Waco, Texas</td>
</tr>
<tr>
<td>Jan. 8</td>
<td>9:00 PM</td>
<td>Kentucky vs. DePaul at Lexington, Ky.</td>
</tr>
<tr>
<td>Jan. 9</td>
<td>9:00 PM</td>
<td>Loyola vs. Notre Dame, South Bend, Ind.</td>
</tr>
<tr>
<td>Jan. 10</td>
<td>9:15 PM</td>
<td>Rochester at Baltimore (Professional)</td>
</tr>
<tr>
<td>Jan. 11</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Tulsa, at Tulsa, Okla.</td>
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<tr>
<td>Jan. 12</td>
<td>9:00 PM</td>
<td>SMU vs. Texas at Austin, Texas</td>
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<tr>
<td>Jan. 13</td>
<td>9:00 PM</td>
<td>Alabama vs. Kentuck at Lexington, Ky.</td>
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<tr>
<td>Jan. 15</td>
<td>9:00 PM</td>
<td>Kentucky vs. Notre Dame, Lexington, Ky.</td>
</tr>
<tr>
<td>Jan. 16</td>
<td>9:00 PM</td>
<td>SMU vs. Texas A&amp;M at Dallas, Texas</td>
</tr>
<tr>
<td>Jan. 17</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. St. Louis at Stillwater</td>
</tr>
<tr>
<td>Jan. 18</td>
<td>9:00 PM</td>
<td>Tri Cities at Boston, Mass. (Professional)</td>
</tr>
<tr>
<td>Jan. 19</td>
<td>2:30 PM</td>
<td>Navy vs. Catholic University</td>
</tr>
<tr>
<td>Jan. 20</td>
<td>8:00 PM</td>
<td>Kentucky vs. Tennessee at Knoxville, Tenn.</td>
</tr>
<tr>
<td>Jan. 22</td>
<td>8:00 PM</td>
<td>Kentucky vs. Georgia Tech, Athens, Ga.</td>
</tr>
<tr>
<td>Jan. 23</td>
<td>9:00 PM</td>
<td>Kentucky vs. Oklahoma City at Oklahoma City, Okla.</td>
</tr>
<tr>
<td>Jan. 25</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Bradley at Peoria, Ill.</td>
</tr>
<tr>
<td>Jan. 26</td>
<td>9:00 PM</td>
<td>Kentucky vs. Vanderbilt at Nashville, Tenn.</td>
</tr>
<tr>
<td>Jan. 27</td>
<td>2:30 PM</td>
<td>Navy vs. American U. at Annapolis, Maryland</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>9:00 PM</td>
<td>Kentucky vs. Tulane at New Orleans, La.</td>
</tr>
<tr>
<td>Jan. 30</td>
<td>9:00 PM</td>
<td>Notre Dame vs. Butler, Indianapolis, Ind.</td>
</tr>
<tr>
<td>Jan. 31</td>
<td>9:00 PM</td>
<td>Kentucky vs. LSU at Baton Rouge, La.</td>
</tr>
<tr>
<td>Feb. 1</td>
<td>9:00 PM</td>
<td>Baltimore at Philadelphia (Professional)</td>
</tr>
<tr>
<td>Feb. 2</td>
<td>9:00 PM</td>
<td>Kentucky vs. Mississippi State at Starkville, Miss.</td>
</tr>
<tr>
<td>Feb. 3</td>
<td>9:00 PM</td>
<td>Kentucky vs. Mississippi at Memphis, Tenn.</td>
</tr>
<tr>
<td>Feb. 5</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Kansas, Lawrence, Kansas</td>
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<tr>
<td>Feb. 6</td>
<td>9:00 PM</td>
<td>Houston vs. Bradley at Houston, Texas</td>
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<tr>
<td>Feb. 7</td>
<td>8:45 PM</td>
<td>Tri Cities at Washington (Professional)</td>
</tr>
<tr>
<td>Feb. 8</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Oklahoma at Stillwater</td>
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<tr>
<td>Feb. 9</td>
<td>9:00 PM</td>
<td>Kentucky vs. Georgia Tech at Lexington, Ky.</td>
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<tr>
<td>Feb. 10</td>
<td>9:00 PM</td>
<td>Bradley vs. St. Louis at St. Louis, Missouri</td>
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<tr>
<td>Feb. 12</td>
<td>9:00 PM</td>
<td>Bradley vs. Wichita at Peoria, Illinois</td>
</tr>
<tr>
<td>Feb. 13</td>
<td>9:00 PM</td>
<td>Notre Dame vs. St. Louis, South Bend, Ind.</td>
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<tr>
<td>Feb. 14</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Tulsa, Stillwater, Okla.</td>
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<tr>
<td>Feb. 15</td>
<td>9:00 PM</td>
<td>Boston at Syracuse (Professional)</td>
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<td>Feb. 16</td>
<td>9:00 PM</td>
<td>Notre Dame vs. DePaul, South Bend, Ind.</td>
</tr>
<tr>
<td>Feb. 17</td>
<td>9:00 PM</td>
<td>Kentucky vs. Tennessee, at Lexington, Ky.</td>
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<tr>
<td>Feb. 19</td>
<td>9:00 PM</td>
<td>'Notre Dame vs. Michigan State at South Bend, Ind.</td>
</tr>
<tr>
<td>Feb. 20</td>
<td>9:00 PM</td>
<td>Bradley vs. St. Louis, Peoria, Illinois</td>
</tr>
<tr>
<td>Feb. 21</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Houston at Houston</td>
</tr>
<tr>
<td>Feb. 22</td>
<td>9:00 PM</td>
<td>Washington at Philadelphia (Professional)</td>
</tr>
<tr>
<td>Feb. 23</td>
<td>9:00 PM</td>
<td>TCU vs. SMU at Dallas, Texas</td>
</tr>
<tr>
<td>Feb. 24</td>
<td>9:00 PM</td>
<td>Kentucky vs. Vanderbilt at Lexington, Ky.</td>
</tr>
<tr>
<td>Feb. 26</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Bradley at Stillwater</td>
</tr>
<tr>
<td>Feb. 27</td>
<td>8:30 PM</td>
<td>Notre Dame vs. Pennsylvania at Philadelphia</td>
</tr>
<tr>
<td>Feb. 28</td>
<td>8:45 PM</td>
<td>Syracuse at Washington (Professional)</td>
</tr>
<tr>
<td>Mar. 1</td>
<td>8:30 PM</td>
<td>Southeastern Conference Tournament at Louisville, Ky.</td>
</tr>
<tr>
<td>Mar. 2</td>
<td>8:30 PM</td>
<td>Southeastern Conference Tournament at Louisville, Ky.</td>
</tr>
<tr>
<td>Mar. 3</td>
<td>8:30 PM</td>
<td>Southeastern Conference Tournament at Louisville, Ky.</td>
</tr>
<tr>
<td>Mar. 5</td>
<td>8:00 PM</td>
<td>Army vs. Navy, Annapolis, Maryland</td>
</tr>
<tr>
<td>Mar. 6</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Detroit at Detroit, Mich.</td>
</tr>
<tr>
<td>Mar. 7</td>
<td>9:00 PM</td>
<td>New York at Philadelphia (Professional)</td>
</tr>
<tr>
<td>Mar. 8</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Houston, Stillwater, Okla.</td>
</tr>
<tr>
<td>Mar. 10</td>
<td>9:00 PM</td>
<td>Rochester at Syracuse (Professional)</td>
</tr>
<tr>
<td>Mar. 12</td>
<td>9:00 PM</td>
<td>Oklahoma A&amp;M vs. Kansas, Stillwater, Okla.</td>
</tr>
</tbody>
</table>
WDSU-TV is very much "in the swim" when it comes to television...in fact we're way out front. Underwater telecasts (the first in the nation) take place regularly from our custom-built studio pool.

*Designed and built by Fitzgerald Advertising Agency.*

**NEW BUSINESS**


**HUNT FOODS Inc.**, Fullerton, Calif., will sponsor 15-minute segment across board of hour-long Kate Smith Show starting Jan. 1 on approximately 49 NBC-TV stations. Total includes about 20 interconnected stations and 10 non-interconnected outlets. Hunt will sponsor 4:45-5 p.m. (PST) portion of show which runs 4:15-5:15 p.m. (PST). Contract to run for 32 weeks. Agency: Young & Rubicam, Hollywood.

**THE 27th National Flower & Garden Show**, Baltimore (March 31-April 7), appoints Kai, Ehrlich & Merrick, Washington, to direct advertising. Radio and TV will be used.

**MISSISSIPPI Valley Grain & Feed Co.**, Muscatine, Iowa (Kent Feeds), appoints W. D. Lyon Co., Cedar Rapids, to direct advertising. Spot radio will be used in midwest. Robert H. Schubert account executive.


**ALL AMERICAN AIRWAYS Inc.**, scheduled feeder airline, names Buchanan & Co., N. Y., to handle its advertising and promotion effective Jan. 1. Spot radio will be used.

**CHEMICALS Inc.**, Oakland (Vano products), through Sidney Garfield & Assoc., S. F., extends advertising to Pacific Northwest and Southern California. Radio and TV will be used.

**BEAUTY INDUSTRIES Ltd.**, Hamilton (children's wear), starts spot announcements and five-minute programs from three to five times weekly on nine Canadian stations. Agency: Metropolitan Broadcast Sales, Toronto.

**Network Accounts . . .**


**TONI Co.,** Chicago, Dec. 25 begins 10 a.m. (EST) segment of Arthur Godfrey Show, Mon.-Fri., on CBS. Company also will sponsor half-hour of Arthur Godfrey & His Friends, 6 p.m. (EST) CBS-TV, on alternate Wednesdays.

**NORGE, Div. of Borg Warner Corp.,** signs as third sponsor of Four Star Revue, NBC-TV, Wed. 9-10 p.m. CST. Norge takes every third show from Dec. 27 through July 11. Agency: J. Walter Thompson, Chicago. Other advertisers are Motorola and Pet Milk.

**MENNEN CO.,** Newark (shaving, baby care products), Jan. 1 renews for 52 weeks Mon.-Wed., Fri. Frank Goss News on full Columbia Pacific Network, 7:30-7:45 a.m. PST. Agency: Duane Jones Co., N. Y.

**GOODYEAR TIRE & RUBBER Co.** renews Paul Whiteman Revue over ABC-TV, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

**GOSPEL BROADCASTING Assoc.,** L. A., currently sponsoring Old Fashioned Revival Hour on coast-to-coast ABC network and approximately 275 spot stations throughout country, extends program to three

(Continued on page 97)
It's impossible...

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

Never underestimate the size of the Beeline. It takes in all of inland California plus the Reno corner of Nevada. It has more people than Los Angeles... more buying power than Detroit... higher total retail sales than Philadelphia.*

And never overestimate the selling power of outside radio. Beeliners, remember, are independent inlanders. They seldom listen to outside stations because they naturally prefer their own, on-the-spot stations.

Those are the five BEELINE stations — each located right in a major Beeline city. Together, they blanket the entire market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about

**KMJ Fresno**

Reaches 327,690 radio families in its 16-county 1½-billion-dollar orbit. BMB home-county total weekly audience is 93% daytime, 95% at night — with home-city Hooper twice as high as next closest station for Mon. thru Fri. 12 Noon - 6 PM period. (And Fresno, according to Sales Management’s new test market survey, ranks 1st in the West, 2nd in the entire country among cities of the 75,000 to 150,000 population group!)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

<table>
<thead>
<tr>
<th>KFBK</th>
<th>Koh</th>
<th>Kern</th>
<th>Kmg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento (ABC)</td>
<td>Reno (NBC)</td>
<td>Bakersfield (CBS)</td>
<td>Fresno (NBC)</td>
</tr>
<tr>
<td>50,000 watts 1530 kc.</td>
<td>5000 watts, day: 1000 watts, night 630 kc.</td>
<td>1000 watts 1410 kc.</td>
<td>5000 watts 580 kc.</td>
</tr>
</tbody>
</table>

*Sales Management's 1950 Copyrighted Survey

**Broadcasting**  •  **Television**

December 11, 1950  •  Page 11
Who's on the loose with a moose?

Why, it's "Skip Skipper with Miss Sally and all the Boys!" And they've got a noon-day moose pulled tight around the Mid-South listening audience.

As part of the High Noon Roundup—biggest live talent studio show in the Memphis area—Skip Skipper and company have, in a few short months, won the hearts of their listeners with their toe-tapping hillbilly rhythm, laugh-getting comedy and good old-fashioned hymns.

So popular are "The Skippers" that Stokely's Finest Foods sponsor a full fifteen minutes of this outstanding variety show.

FOR PARTICIPATION DETAILS
Contact
RADIO REPRESENTATIVES, INC.
WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

Joe Fox, media buyer McCann-Erickson Inc., S. F., appointed supervisor radio and TV buying. Burton Granicher will retain supervision of radio and TV production. He will be assisted by Alden Nye. Richard Tyler continues as radio and TV timebuyer.

Dorothy L. Hill elected vice president of New York division of Al Paul Lefton Co., Phila.


James Lovick & Co., Toronto, moves to British American Oil Bldg., College and Bay Sts.

Kenneth Moore, assistant media director Erwin, Wasey & Co., L. A., appointed assistant account executive on Carnation Evaporated Milk account. Frank McMahon, who held latter position, takes over as assistant media director.

Bob Singer to account staff Olian Adv., Chicago, after working as writer for Esquire magazine, same city.

On all accounts

HE LEARNED to swim in the "ole swimmin' hole" immortalized by Indiana's famous James Whitcomb Riley. He carried papers for the Delphi (Indiana) Citizen, once published by FCC Chairman Wayne Coy. But Thomas H. Lathrop, president of Lathrop Advertising & Sales Promotion Co., Sioux City, in recent years has transferred his allegiance from the Hoosier to the Tall Corn state.

Not that Tom Lathrop couldn't find work in his native Indiana. Leaving Wabash College in 1927, he worked for a newspaper survey company, sold art and plates for an engraver, was production manager of an advertising agency, ran a dealer help and promotional sales outfit, and claims to have produced the first high school annual with planograph printing. But not until he joined Cowles Broadcasting as regional account executive of WNAX in Sioux City did Tom really click. That's why—after nearly a decade of selling the "Big Aggie" station to Siouxland advertisers—Tom set up his own shop there and made Sioux City his permanent home, as of Aug. 1, 1949.

"Selling radio time convinced me you have to be a walking agency to do any business anyway, so my transition hasn't been too great a change of pace," he says. Tom Lathrop was born in Delphi, Ind., 44 years ago. Both his mother's and father's families were prominent in that section of the Hoosier state.

"My grandad on my mother's side has his name on the cornerstone of the Presbyterian church and the Carroll County jail there," he recalls. "My grandad on my father's side had played in Queen Victoria's band, and after he passed on over here George Ade had a story in Cosmopolitan mentioning that "a parade in Indianapolis doesn't seem the same any more without Capt'n Johnny Lathrop and his Cornet Band."

Tom's mother, who was widowed when he was less than a year old, was a music and art director in the Indiana public schools. She takes pride in having taught music to WLS Chicago's famous "Hoosier Hotshots" when they were growing up in Noblesville, Ind.

Tom went through the grade schools of Delphi, but attended Winchester, Ind., high school, where he published the school (Continued on page 35)
WALTER HOLLAND appointed public relations director Lewis Edwin Ryan Adv., Washington. Was with Riplinger newsletter. He replaces WILLIAM J. GREEN, who will devote fulltime to duties as radio and TV director.

KAUFMAN & Assoc., Chicago, opens new office in N. Y. at 229 West 42d St. OLIVER A. UNGER and HAROLD GOLDMAN will be in charge.

EDWARD McGIBBON, J. J. Gibbons Ltd., Montreal, to E. W. Reynolds Ltd., Montreal, radio production staff.

JAMES R. FOX, Nelson Chesman Co., Chattanooga, to Charles Tombras & Assoc., Knoxville, as account executive. He will continue to serve accounts in Chattanooga.

CAROL HUTTER, merchandising editor Drug Topics, to William D. Murdock Adv., Washington, as copy chief.

CHARLES L. DEATON to copy department Kal, Ehrlich & Merrick Adv., Washington. He is founder of The Prism, literary magazine.

HOELKE-MARTINE Advertising Agency Inc., St. Louis, changes name to HOELKE-MARTINE-FLAUGHER. GILBERT E. FLAUGHER has been associated with agency since 1940 and is vice president.

CARSON MAGILL, Harrington-Richards, S. F., to McCann-Erickson Inc., S. F., as account executive.

N. RAY KELLY appointed business manager radio and TV department William H. Weintraub, N. Y.

DICK SLADE to copywriting and contact work on Standard Oil of Indiana account, radio division, McCann-Erickson, Chicago. Formerly worked on radio for International Harvester and Swift & Co. at same agency.

JAMES K. MALONEY, Young & Rubicam, N. Y., to Lennen & Mitchell, N. Y., as art director succeeding the late SANFORD E. GERARD.

ROBERT YOUNG BROWN, vice president in charge of copy Ward Wheelock Co., N. Y., to Kenyon & Eckhardt, N. Y., in copy supervisory capacity.

ED IRWIN, publicity and public relations director The Fishery Council, to Brooke, Smith, French & Dorrance, N. Y., as specialist in public relations for agency's seafood accounts.

A. P. WARD, market research specialist, to James Lovick Co. Ltd., Toronto.

LAWSON PAYNER, McCann-Erickson, N. Y., to TV department Erwin, Wasey Co., N. Y., in creative capacity.

Personals

CHARLES E. MURPHY Jr. appointed chairman, and CLAUDE G. BRODHECKER co-chairman of Advertising Essay Contest Committee. Contest being held in secondary schools in New York as part of national contest of Advertising Federation of America.

Broadcasting • Telecasting

ON THE
WASHINGTON SCENE

Participating Shows

THAT Sell ON WMAL!

Jim Gibbons
The Town Clock
Now broadcast from Jim's Christmas "Country Store" which collected over 45,000 items for needy families last Christmas!
MONDAY THRU SATURDAY—6 to 9 A.M.

Ruth Crane
The Modern Woman
Favorite of Washington women for seven years— in a program that moves merchandise because she has earned the complete confidence of her large and loyal audience.
MONDAY THRU FRIDAY—11:30 A.M.

Rudy Vallee
In a short period of time, this has become one of Washington's most popular afternoon shows.
MONDAY THRU FRIDAY—1:15 to 1:45 P.M.

Mr. Music
Frank Harden encores this fifteen minutes of popular music... music with a man who KNOWS music!
MONDAY THRU FRIDAY—1:45 P.M.

Zeb & Joby
"Country boy meets city girl in song" when famous singer and composer of Western ballads Zeb Turner combines talents with 'pop' singer Joby Reynolds.
MONDAY THRU FRIDAY—4 to 4:30 P.M.

Gloria Swanson
A new feature on WMAL—glamorous Gloria Swanson gives listeners a glimpse of her fascinating daily life. Guest stars and singer Johnny Thompson also appear.
MONDAY THRU FRIDAY—5 to 5:30 P.M.

Cisco Kid
This classic western is a real sales and audience winner. It is scheduled on WMAL five times weekly!
MONDAY THRU FRIDAY—6:30 to 7 P.M.

For Availabilities

CALL OR WIRE ABC SPOT SALES

WMAL-TV
WMAL
WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

December 11, 1950 • Page 13
Requests Reprints

EDITOR:
This is a request to reprint and distribute to our customers the article entitled "Set Manufacturer's Replies to FCC Proposal for Production of 'Bracket Sets'" published in Broadcasting - Telecasting. We feel that it will help our customers to better understand the confused "color" picture as it stands today.

Louis Ozlander
Cincinnati, Ohio

Knight Praises

EDITOR:
...You are producing a wonderful magazine and I am reading it with renewed interest. ...
John S. Knight
Editor and Publisher
Chicago Daily News
Chicago

Defends Radio-TV

EDITOR:
As national secretary of the National Exchange Club, which with the 1,200 local Exchange Clubs of the United States sponsors National Crime Prevention Week each year, I want to side with J. Edgar Hoover and others who refute the charges that radio and television programs contribute to juvenile crime [Broadcasting - Telecasting, Nov. 27]. It is my opinion that, by and large, the shows dealing with crime help in the effort to prevent lawlessness.

Too many people look for simple solutions to the crime problem. In the final analysis, it is the public, aroused to the menace of crime, which must demand needed reforms and progress in all phases of life, thereby eradicating the manifold causes of crime.

It was for the purpose of alerting the American people to the need for year-round efforts to eliminate lawlessness that National Crime Prevention Week was initiated by the National Exchange Club. I am happy to acknowledge the contributions which radio and television shows dealing with crime are making along this line by keeping the problem of crime constantly before the public.

Harold M. Harter
National Secretary
The National Exchange Club
Toledo, Ohio.

Class Use Cited

EDITOR:
..."How the Buyers' Market Can Mean Business for Broadcasting" will be put to very good use in our radio advertising classes. ...
Leo Martin
Department of Radio
U. of Alabama
University, Ala.

European Outlets

EDITOR:
...I read with great interest the article by Harry C. Wilder in your Nov. 27 issue. ...
However, one might get the erroneous impression that there is but one commercial broadcasting station in Europe. ...
Besides Radio Luxembourg, which commands all the respect that Mr. Wilder pays it, there is also Radio Monte-Carlo, located in Monaco, which transmits with 150,000 watts on standard wave and simultaneously broadcasts programs over two 25,000 watt shortwave transmitters.
Radio Andorra, located in the Pyrenees, is a third commercial outlet transmitting only on shortwave.
Italy has two commercial networks, the Red and the Blue, each of which consists of a goodly number of stations in the most important cities of the country. ...
Portugal is another country that now has commercial broadcasting. Its neighbor, Spain, has more commercial radio stations than you could shake a stick at.
Just across the bay is Radio International of Tangier, rightfully not in Europe, but which nevertheless throws a very strong signal into the southern portions of Europe.
Austria has three networks which permit commercial broadcasting, and Germany is slated to follow suit shortly over certain of its stations on a limited basis.
Even behind the Iron Curtain there is commercialism, notably in Hungary where we were authorized at one time to obtain business for the government outlets. ...
In most cases we act as the U.S. office or representative for the various outlets mentioned above. ...
Eugene Bernald
Vice President
Pan American Broadcasting Co.
New York

'Impressive' Series

EDITOR:
...Your "Business of Broadcasting" radio series stories as pre-
(Continued on page 68)

WNAX Sells More Because It Tells More

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 MB-county area known as Big Aggie Land. It's a major market with an after-tax buying income of $3.9-billion greater than San Francisco, Philadelphia or Washington, D. C. Retail sales in this richest of all agricultural areas run to $2.9-billion greater than Los Angeles, Detroit or St. Louis.
A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours. 84% of all evening quarter-hours.
You gotta tell 'em to tell 'em... and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm.
Most likely there is one for your type of product of service. Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.

WNAX-570
YANKTON - SIOUX CITY
570 Kc. - 5,000 Watts
REPRESENTED BY KATZ
AFFILIATED WITH A.B.C.
We're hoarding transcriptions...

The Capitol Custom Library service makes it possible for us to hoard transcriptions.

Makes it possible for you to save program dollars by paying only for the library portion you need—we keep the rest.

Makes it possible for you to save space by eliminating unused transcriptions and cabinets.

Makes it possible for you to save transportation costs on library transcriptions you don't want.

Yet you receive:

A generous, selected transcribed music library that expands and rotates.

You know your requirements better than anybody. Since you select your original Capitol Custom Library—and all additions and exchanges, it meets your requirements as well or better than a library of double the quantity.

and you pay...

Only $75 per month the first year and just $50 per month thereafter—regardless of station or market

Get the details on the Capitol Custom Library service. You'll agree it's the library you want at the price you want to pay.

Write or wire...

CAPITOL RECORDS, Inc.
BROADCAST DIVISION
Sunset and Vine
Hollywood 28, Calif.
Point of Sale...

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

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts - 980 KC

Represented by NBC Spot Sales

feature of the week

RESHAPING of established news programming three years ago, under the supervision of News Director Dick Oberlin, has paid handsome dividends for the radio-TV operations of the Louisville Courier Journal and Louisville Times.

While complete coverage of news had been a tradition of WHAS aural programming for a number of years (the 50 kw outlet is now in its 28th year of broadcasting), Victor Sholis, WHAS' news-conscious station director, laid the groundwork for news programming that enabled the station to win the National Assn. of Radio News Directors' award for radio news coverage in 1949 and, just recently, the TV accolade for 1950.

Mr. Sholis turned the newsroom over to Mr. Oberlin, a veteran of 12 years newspaper and four years radio experience, on the theory that a thoroughly trained newsmen should handle the station's programming.

The choice of Mr. Oberlin was a fortuitous one and it wasn't long before there was tangible evidence of the vital job being done by WHAS newsmen Pete French, Paul Clark, Pete Hackes and Mr. Oberlin himself.

The Louisville Radio Council soon recommended the station's news shows in its "Guide to Good Listening." Last year NARND noted the WHAS newsroom the best in broadcasting with a citation for service to the community. At its recent convention NARND cited WHAS-TV with an award for outstanding programming in the TV news field.

The transition that took place (Continued on page 55)

strictly business

THE INFANCY of Sterling B. Beeson, vice president in charge of AM radio for Headley-Reed Co., New York, coincided roughly with that of modern advertising. He was born in Toledo, Sept. 9, 1908, the same year his father entered advertising, and he was reared in a copy-and-layout home atmosphere.

His earliest advertising recollection is a campaign to elect one Ralph Oakes president of the eighth grade, a task accomplished with the aid of oak trees outside the school-house and the slogan, "The Biggest Oak Is Right Here in Class!"

Finishing the Toledo public schools, he attended Miami Military Institute, Germantown, Ohio; the Georgia Military Academy, College Park, Ga.; and Columbia U., New York.

All the way through with hardly an exception, he gravitated into business managing of the school newspaper. Once, at College Park, Ga., he sold a two-page spread to the Central of Georgia Railroad, by first filling two of its cars with cadet reservations.

At the end of his second year in Columbia, a job opened in his father's firm, the Beeson, Fuller, Reichert Agency of Detroit. As an office boy earning $12.50 a week to begin with, he used his spare time to prepare copy and layouts for the elder Mr. Beeson's inspection and criticism.

When the depression moved in, Young Beeson was an account executive for two small trade paper automotive accounts. In the deepening economic gloom, he decided to get some selling experience and became a door-to-door vacuum salesperson (Continued on page 50)
15,000 cps • 7½ inches per sec. HALF TRACK!

... also available with FULL TRACK HEADS

REVOLUTIONARY ADVANCE IN TAPE RECORDING EFFICIENCY

- At 7½ inches per second Model 400 plays music essentially flat to 15,000 cps!
- Half-track record, erase, playback at 15 and 7½ i.p.s. Plays back full-track recorded tape.
- Has built-in record and playback amplifiers as well as a 4-inch "VU" meter.
- Fast forward and rewind require but 90 seconds for a full 2400-foot reel!
- Tape cost savings of 4 to 1 over any 15 i.p.s. single-track recorder of comparable fidelity!

FOR THE FIRST TIME IN TAPE RECORDING HISTORY... 7½ i.p.s. HALF-TRACK PERFORMANCE THAT EQUALS OR EXCEEDS ORDINARY 15 i.p.s. FULL-TRACK RECORDING! A full 132 minutes of playing time on a single 2400-foot reel!

Greatest PORTABLE of them all!

WEIGHT APPROX. 62 POUNDS

in single portable case

MODEL 400

STANDARD OF THE GREAT RADIO SHOWS

AMPEX

MAGNETIC TAPE RECORDERS

AMPEX ELECTRIC CORPORATION
SAN CARLOS, CALIFORNIA

WRITE TODAY!
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
RADIO must alert itself to the critical role the medium will occupy in the nation's defense—a role that may make it the No. 1 means of preventing panic and saving civilian lives.

This warning was given by Charter Heslep, chief of the Radio-Television Branch, Public Information, Atomic Energy Commission, at the Dec. 6 meeting of the Tennessee Broadcasters Assn. at Nashville (see separate story page 24). Mr. Heslep was chief radio censor during World War II under Byron Price, director, and J. Harold Ryan, assistant director, Office of Censorship.

While they are preparing to meet this responsibility, he added, broadcasters should diligently:

1. Insist with all possible force on voluntary, civilian censorship as perhaps their most vital defense role.

2. Demand their share if government or private industry decide to use paid advertising in connection with defense matters.

Radio must respond instantly in preventing panic, or allaying panic if it comes, Mr. Heslep said. He spoke as a radio newsman and executive rather than as a member of the AEC staff.

Suggested Measures

One of the best ways of meeting the problem is to give the public reassuring words from a familiar voice, according to Mr. Heslep. He suggested such defense measures as maintaining a financially strong broadcast station; checking plant equipment; providing standby power; building strong staff of trained newsman; protecting plants from possible sabotage; solidifying radio organizations.

The address provided a rundown of facts from government and private agencies on the part broadcasting and television will take as the international horizon darkens. Subject was “Radio's Role in Defense.”

One of the most effective ways of preventing panic is to hear reassuring words from a familiar voice,” Mr. Heslep said. “The response is as primitive as that of a baby or frightened child whose fears are banished by the comforting voice of its mother.

“There is a suggestion that you can evaluate perhaps better than its author. Use the ‘personalities’ on your station to fight panic. Use the people—the popular newscaster, the disc jockey, the women who give daily with the recipes and the participating commercials, your position and the voices that are familiar to large segments of your listeners.

“Be Prepared”

Have all these familiar voices on your station read carefully the civil defense and Red Cross literature and each one build a standby program around it. Seek advice from your local civil defense people in planning the shows. Record these programs, have the entire station personnel hear them privately, and be sure and keep the platters where anyone can get at them.

“When the emergency comes, don’t use the platters if you can understand, perhaps, the emergency. Official instructions from civil defense authorities may not come instantly. A sample program might open with:

The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, suppose we just talk over a few fundamental things we learned in our civil defense training.

News Burden

“A tremendous burden rests on your newsmens and the announcers who read the news. I asked the National Security Resources Board what message I should bring to you. James A. Swenson, special assist.

(Continued on page 44)

AUTO SPONSORS

By FLORENCE SMALL

THE “bullet campaign” is emerging as the newest trend in radio network selling, with CBS offering its sustaining shows to automotive clients for their seasonal advertising.

Three automobile companies are understood to have contracted for this target approach to selling. Chrysler, Pontiac and Plymouth have each negotiated to sponsor four half-hour network shows on CBS over a two-week period to coincide with the introduction of their 1951 models.

Automotive executives hail this new approach by radio as offering the most economical concentrated use for their advertising dollar. Estimated cost of the two-week bullet campaign is $180,000 for each advertiser.

Plymouth Div. of Chrysler Motors is expected to be the first to utilize the new technique, starting some time in December with its two week schedule through its agency, N. W. Ayer & Son, New York. The programs that Plymouth is expected to sponsor are Dollar A Minute, Tuesday, 10-10:30 p.m.; Harold Perry Show, Wednesday, 9-9:30; The Line Up, Thursday, 10-10:30 p.m., and part of Songs For Sale, 8-9 p.m. Friday.

Pontiac Plans

Early in January, Pontiac Motor Div. of General Motors is scheduled to sponsor a somewhat similar list of radio network shows. Specific programs are currently being decided upon. Agency is MacManus, John & Adams, Detroit.

Chrysler, through McCann-Erickson, New York, early in February is slated to sponsor the same four programs that Plymouth will underwrite in December.

From the network point of view, the short term policy promises to give new vitality to its sustaining schedule, instantly reducing the financial burden of these “investment” programs, and promising ideally to make each of them “self sustaining” rather than sustaining.

Precedent for the new principle was established two of these familiar voices live on your mike. But if a bomb is dropped late at night or at 6:20 a.m., even the platters might go a long way to quiet down a terrified community.

“There will be gaps in the onrush of news bulletins. Official instructions from civil defense authorities may not come instantly. A sample program might open with:

The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, suppose we just talk over a few fundamental things we learned in our civil defense training.

News Burden

“A tremendous burden rests on your newsmens and the announcers who read the news. I asked the National Security Resources Board what message I should bring to you. James A. Swenson, special assist.

(Continued on page 44)
CCBS ACTION

Takes Steps to Defeat NARBA

CLEAR CHANNEL Broadcasting Service in a meeting in Chicago last Monday went formally on record authorizing its representatives to "take all proper steps" to defeat ratification of the new NARBA treaty [CLOSED CIRCUIT, Dec. 4].

The action came as FCC and State Dept. authorities were nearing completion of preparations to submit the new North American AM treaty to the Senate for approval. It is slated for submission shortly, but officials thought it unlikely to get action in the Senate during the new Congress, which opens in January.

CCBS, which opened its attack on the agreement several weeks ago when its terms were reached [BROADCASTING • TELECASTING, Nov. 20, 13], charged in its resolution that the treaty:

...threatens interference to important rural populations and areas in the U.S. and blocks improvement of radio service to those areas, as well as threatens deterioration of service elsewhere in this country, and--

...due to unjustifiable and unreasonable concessions made to other countries, the treaty constitutes a deplorable surrender of a vital national resource, namely, avenues of communications to the general public...

Under custom procedure, the Senate will refer the treaty to the Foreign Relations Committee for a report before bringing it up for a vote.

Hough Presides

In the absence of CCBS Chairman Edwin Craig of WSM Nashville Harold Hough of WBAP Ft. Worth, treasurer, presided over the Chicago meeting. The following representatives attended in addition to Mr. Hough:


Because of conflicting company meetings at home WSB Atlanta, KFI Los Angeles, and WFAA Dallas were unable to send representatives.

## Carnation Renewal Set

CARNATION Co., Los Angeles, has renewed sponsorship of "Contended Hour" for 52 weeks over CBS, Sunday, 10-10:30 p.m., effective Jan. 7. Agency is Erwin, Weiss & Co., Los Angeles.

### ANDERSON & CAIRNS

ANDERSON, DAVIS & PLATTE Inc. and John A. Cairns & Co., both of New York, will merge Jan. 1 and will be known as Anderson & Cairns. Firm will be located at 488 Madison Ave.


Officers of the new agency will be Mr. Anderson, chairman of the board; Mr. Cairns, president; Joseph Smith, executive vice president; Mr. Cumming, Mr. Jackson, Mr. Knipe, Mr. Thurlby and Mr. Van Akin, corporate vice presidents; Mr. Fisher, treasurer, and George De Sola, secretary.

### Canadian Head

In addition to heading the creative department of the new agency, Harvey Smith also will serve as president of Anderson, Cairns & Smith Ltd., Canadian subsidiary. Victoria Seydel will be director of television and radio.

Among the radio and television clients that the new firm will handle are C. H. Masland & Sons, Root Motors, Rollins-Razor, Alden Dairy, J. Middleton Tobacco, Friendly Shoes and National Household Furniture Show.

WESTINGHOUSE Junket

Nearly 100 Broadcasters Flown to Bermuda

WESTINGHOUSE Radio Stations Inc., flew nearly 100 broadcasting and agency executives to Bermuda for week-end in commemoration of the 30th anniversary of KDKA Pittsburgh's beginning commercial broadcasting. KDKA was the first commercially licensed station. Walter Evans, president of Westinghouse Radio Stations; Walter E. Benoit, vice president, and Edwin R. Boroff, general sales manager, headed the party that left New York aboard two airliners last Saturday morning and was scheduled to return Sunday night (Dec. 10). Wayne Coy, FCC chairman, was to make principal address during Bermuda celebration. Members of party were:


(Continued on page 95)
in operation since 1946, and a public service counsel has been employed since 1947, the majority continued.

They conceded that "the substantial improvements in programming" may have been influenced by the Blue Book, by FCC's designating the renewal application for hearing, or by the filing of the competing application. But, the decision continued:

... We do find on the basis of its recent programs that WBAL has made every effort to develop a well-rounded program presentation covering substantially the major needs of its service area, and of its ability and bona fide intention to improve upon such service by the judicious use of its trained personnel and by utilizing all of machinery established by it to encourage and develop balanced programming. The continuity of its long programs, and the further development and improvement of such programs as proposed by the applicant would appear to be in the public interest.

Although we find that the proposed programs of both applicants are meritorious and would be satisfactory, we must prefer WBAL in this connection on the basis of its actual performance during 1947, and the probability of the continuation and improvement of its program structure.

Chairman Coy in his dissent cited FCC decisions to support his claim that "the operation of an existing station does not automatically weigh the balance in favor of the existing station," but instead "may, and frequently does, have exactly the opposite result."

Program Proposal

He noted that the majority adjudged that the proposal of WBAL was not as "merit and desirability." Against this, he said, "even the majority concedes [WBAL's program record] was not at all well-balanced or satisfactory until after the application for renewal of this license was designated for hearing."

He continued:

To me the conclusion from this record is that this improvement [of WBAL programming] was not generated out of the li-

**NETWORK BILLINGS**

Many Accounts Increase

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<td>102,046</td>
<td>976,091</td>
<td>102,406</td>
<td>976,991</td>
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<td>976,991</td>
<td>102,406</td>
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ACTING in one of its older and more incendiary cases, FCC proposed by a 4-2 vote last week to renew WBAL Baltimore's license and deny the application of Commission Vice Chairman William H. H. Allen and Robert S. Allen seeking WBAL's 50-kw, 1-B clear-channel facilities.

The Commission thus broke a 3-3 stand for months had tied up action on the four-year-old case. [CLOSED CIRCUIT, Feb. 6]. The seventh Commissioner, Robert F. Jones, whose FCC nomination was sought by Mr. Pearson, did not participate in the decision.

If made final the decision, unless successfully appealed, would write "finis" to one of FCC's original "Blue Book" cases. The Commission's 1946 statement of "Public Service Responsibility of Broadcast Licensees," commonly known as the Pearson-Allen application, was scored WBAL for alleged over-commercialism and was credited with inspiring, at least partially, the rival Pearson-Allen application.

Representatives of Cohn & Marks, Washington counsel for Public Service Radio Corp., the Pearson-Allen applicant company, said they would file exceptions and ask for oral argument as provided in FCC rules. WBAL, a Hearst Radio station, is represented by the Washington law firm of Dempsey & Konvis.

The Commission majority was composed of Comrs. Paul A. Walker (who at one point reportedly had favored the Pearson-Allen application, leaving voting at a stalemate), Rosel H. Hyde (who conducted the lengthy hearings in 1947-48); George E. Sterling, and Frieda R. Hennock.

Coy, Webster Dissent

Chairman Wayne Coy and Comr. E. E. Rehberg issued strongly worded dissents.

The majority based its decision primarily on two factors: (1) Its preference for continuing "the established and desirable service now furnished by WBAL" as against "the risks attendant on the execution" of the proposed programming of the rival applicant; and (2) preference of the "existing and known staff of WBAL with its proved ability to provide a service meeting the needs of the area," as compared to that of the rival's proposed and mostly unidentifiable personnel.

The majority pointed out that WBAL had strived toward better program balance between the 1945-46 period, when it was listed as more than 85% commercial, and the time of the hearing, when the figure had dropped to 70%. Quality of agricultural programs has improved, commercial religious programs have been discontinued, new non-entertainment programs have been started, a program supervisory council has been

**BROADCASTING**

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expenditures were $670,411 in 1950 and $580,245 for September 1949. Mileage placed third with purchases of $655,611, compared to last year's total of $463,148. Fourth place fell to General Mills who bought $3,557,294 worth of gross radio time in 1950 and $643,883 in 1949. Sterling Drug Co. this year placed fifth by spending $556,868, although its last year total of $644,872 gained second place at that time.

Top 10 Change

(The only advertiser not to appear in this year's top 10 billboards is Radio-Television Stores. It was replaced by American Home Products Co. with billing of $579,025.) The Food & Food Products led all other categories in September with $3,831,794 in amount of gross time purchased, followed by the Toiletries & Toilet Goods manufacturers who spent $2,016,388 during the month of September. Although these groups showed a slight decrease in billing (see Table 1), the third and fourth categories, Drugs & Remedies and Soaps & Cleaners added their September expenditures, with totals of $1,863,299 and $1,683,922, respectively.

Within the food group, General Foods led the other network sponsors by spending $656,468. Procter & Gamble marketed the toilet goods manufacturers with expenditures of $405,581. Top purchaser in the Drugs & (Continued on page 98)
They Built a Better Mousetrap

. . . . And Used Radio to Sell It

IN THREE MONTHS, a Chicago manufacturer of rodent eliminator has accomplished what others in his field have tried to do for 30 years.

And there is no mystery behind the success of 31-year-old Lee Ratner, who has glamorized and created a nationwide demand for the new rodent control compound—d-CON (for decontaminate). It's the old story of one man's faith in radio.

Last Sept. 5, shortly after he had been authorized by the U. of Wisconsin Alumni Research Foundation to market an anti-rodent preparation produced from the foundation's exclusive "warfarin" formula, Mr. Ratner invested $1,000 in a one-week mail order test campaign over WIBW Topeka and WLW Cincinnati. A quarter-hour was purchased daily across-the-board.

Daily Strips Bought On Additional Stations

So spontaneous was the demand for d-CON from listeners in surrounding farm areas that, following the week's test, Mr. Ratner purchased three strips daily on WIBW and WLW. Within a fortnight, record-breaking mail orders justified the addition of such stations as WLS Chicago, WRVA Richmond, WWVA Wheeling and WCKY Cincinnati.

Last week, 425 stations from coast-to-coast were carrying d-CON shows at a cost to the sponsor of more than $30,000 weekly. This is well over 75% of d-CON's overall advertising appropriation.

Mr. Ratner's horizon is not limited to a mail order operation, however. Recently McKesson & Robbins became a distributor and other equally large companies are interested.

"We followed the pattern of other successful exploitations by using mail order at the outset," he told Broadcasting * Telecasting. "Our ultimate goal is to have d-CON available in grain and feed, drug, seed, lumber, hardware and grocery stores throughout the country. Cooperative advertising will be a logical development. But we will always be enthusiastic about mail order advertising because we are convinced that, in addition to launching our product on a national scale, it will also build retail sales across the country."

Although a young man, Mr. Ratner has had a long experience with mail order radio. Such products as stainless steel tabletop sets, pocket adding machines and glow-in-the-dark gardenias, manufactured by his United Enterprises Inc., parent organization of d-CON Co. Inc., have attracted millions of orders from radio listeners. Mr. Ratner founded United Enterprises in 1940.

d-CON Experiment Held In Middleton, Wis.

Aiding d-CON's rapid advance was a 15-day experiment conducted last month in Middleton, Wis., where rats and mice had been out of control for several years. At Mr. Ratner's expense, bait stations were set out Nov. 4 throughout Middleton township. Members of the city's rodent control committee, the local boy scout troop and other civic organizations cooperated. By Nov. 19 there were no longer any signs of rats in the entire area and there has been no indication of a return of the menace. However, the d-CON company has recommended to Middleton residents, as well as to all of its customers, that they set out fresh bait periodically to insure against rodent infestation.

Less than $3 buys a 4-ounce can of d-CON, a light green powder, which, when mixed with grain or ground meat makes six pounds of bait—enough to clear an average size farm, home or business place of rodents. The mixture acts as a blood anti-coagulant on rodents that take cumulative dosages. It is relatively safe for farm and domestic animals because the chances of their taking cumulative dosages is slight, particularly when the bait used is not appetizing to such animals.

Advertising Not Confined To Farm Shows Alone

In addition to broadcasting the fact that d-CON is made from a formula developed at one of the nation's leading universities, Mr. Ratner has dozens of recommendations from such agencies as the U. S. Public Health Service and the U. S. Fish and Wildlife Service, as well as county agents in the 48 states. Letters from hundreds of customers, who for years spent upwards of $20 monthly for rodent control, also come in handy. While radio farm shows logically give the product its biggest boost (Mr. Ratner tendered a reception to NARFD members during their recent Chicago convention), other programs, many in the evening, are sponsored
Chicago's Mr. with college. United Mont., Mr. Eicoff manager Marfree's Saturday Night Party; and the Old Dominion Barn Dance at WRVA Richmond and WBT Charlotte.

The d-CON agency is Marfree Advertising, New York, headed by Harry A. Friedenberg, who has been active in radio representation for 11 years. However, Marfree's Chicago vice president, 29-year-old Alvin Eicoff, is account executive and works closely with Mr. Ratner. A former commercial manager of KXLO Lewiston, Mont., Mr. Eicoff later was associated with Mr. Friedenberg's station representative firm in New York. He started on the d-CON account with one assistant and now has 10.

Garland Heads Sales Organization

Heading d-CON's sales organization is Vice President Jerome S. Garland, former sales manager of the Symphonette Corp., Chicago. He is setting up a permanent retail sales organization and export division. Mr. Garland reports that one of the most interesting orders brought to his attention since his recent association with the company was a $5,200 reservation for d-CON from an Indian reservation. Joe I. Abrams, previously director of public relations of the quartermaster Food & Container Institute, Chicago, is in charge of public relations for d-CON.

The rise of Lee Leonard Ratner in Chicago is one of the city's most amazing industrial success stories. As a school boy, he worked part-time at various jobs and his first business was on Chicago's West Side, and also distributed merchandise cards to stores, civic organizations and churches. After graduating from Manual High School in 1927, he entered Northwestern U's School of Commerce where he studied accounting. He organized United Enterprises while still in college.

Last summer, Mr. Ratner hired four men to help him get the d-CON project started. The company now has 50 employees. It claims to sell more rodent killer in one week than any other manufacturer in the field sells in one year.

SPEECH ASSN.
Radio Speakers Slated

Many members of the radio and TV industries will be featured speakers at the Mid-Century Conference of the Speech Assn. of America, which will be held at the Hotels Commodore and Roosevelt, New York, Dec. 27-30.


BASEBALL

A COURSE to "regulate" major league baseball network broadcasts, with the aim of curbing "saturation" of smaller league circuit areas, was charted by major league officials meeting last week for their annual convention in St. Petersburg, Fla.

The National Association, representing some 57 minor leagues, promised to lay baseball's radio-TV problem before major league officials, scheduled to convene this week.

In so doing, George Trautman, minor leagues president, asserted that the "matter must be settled by the major league clubs individually," not the league as a whole, and without recourse to the Justice Dept. [Broadcasting * Telecasting, Dec. 1].

"The Dept. of Justice will not interfere as long as there is no collusion," Mr. Trautman stated at the meetings. He revealed that he had conferred fortnight ago with Attorney General J. Howard McGrath and "was cordially received." He declined to disclose any more details.

Three-Point Program

The National Association president last Thursday outlined a three-point program for presentation to the combined American and National League meeting this week. NAB also will be officially represented by General Manager William Ryan, it was revealed. Robert K. Richards, NAB public affairs director, sat in as an observer last week.

The proposal calls on the major leagues to (1) individually curtail broadcasts of their games by networks which fan out into minor league territory; (2) limit their television broadcast to "home" territory; and (3) better "supervise" the conduct of stations carrying baseball broadcasts. Stations may be asked to vitalize promotion of their major league home teams, with a view to encouraging fans to attend the contests rather than listen to ballcasts, as a token gesture for being permitted to air them.

An amendment to ban outright all baseball broadcasts and televcasts, save World Series and All Star games, was offered by Frank Lawrence, head of the Portsmouth Club of the Piedmont League, but was beaten down in floor discussion as too "draconian." A step.

Few TV Protests

Opposition to televcasts was almost negligible during last week's meeting, it was understood, aside from a scattering of protests.

Mr. Trautman said he had threshed out the subject in discussions with Baseball Commissioner A. B. (Happy) Chandler and the major-minor league committees. Consensus of the group, he said, is that "fundamentally the solution rests with individual major league clubs." Mr. Trautman added there is "evidence of a sympathetic attitude by the big league representatives."

The NA proxy pointed out that, last season, all major league clubs but the St. Louis Browns had their own "networks," and noted that the Browns have completed negotiations for 1951 coverage of their games by the Liberty Broadcasting System.

Alluding to complaints that network broadcasts have adversely affected minor league—and to a lesser degree, major circuit—attendance, Mr. Trautman said the minor leagues do not object vigorously to MBS Game of the Day broadcasts from different major league parks since they do not saturate minor league territory like other network broadcasts. The minors claimed a 19% attendance dip in 1950.

Both MBS and LBS have stoutly contended that nationwide network coverage is better than hinderers minor league games [Broadcasting * Telecasting, Nov. 6, 27]. "The major clubs' networks, for the most part, are in our own territory," Mr. Trautman said. "Some of our towns are exposed to them 11 hours a day. That is not necessarily true of the Game of the Day.

In his annual report to the National Association, Mr. Trautman warned that "both the majors and the minors are at the crossroads." Acknowledging that other factors—poor weather conditions, fewest recreational dollars and the international situation—were involved in the decline of box office receipts, he added:

"Unrestricted broadcast and telecast of major league games from stations located in minor league territory has contributed much more to the decline of attendance than by all other factors combined. More than 2,000 stations located from coast to coast engaged in 1950 in broadcasting major league games."

Meanwhile, Sporting News reported that many radio-TV commitments for 1951 contain clauses permitting modification of the contracts dependent on the course finally taken by the major league clubs and any action which conceivably may be taken by the Justice Dept.

TOP executives of d-CON Co. and its agency, Marfree Advertising (1 to r): Jerome S. Garland, d-CON vice president in charge of sales; Joseph Abrams, director of public relations of company; Les Ratner, d-CON president; Alvin Eicoff, vice president of Marfree.

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EXCESS TAX SPEEDUP

War Spurs Action

The TV Market Today
(Chart Presented to Senate Finance Committee)
Each family symbol denotes 5 million families.

THE HAVES (at left)
Ten million families own TV sets and 20 million families, or 46% of all families in the United States, are within range of TV broadcasting.

THE HAVE NOTS (at right)
Thirty-three million families do not own TV sets and 23 million families in the United States are outside the present range of TV broadcasting.

MILITARY reverses abroad and an accompanying speedup in the defense program last week signaled a quickening Congress on excess profits. Stirred into action, the outgoing 81st Congress swiftly:
- Passed an excess profits tax bill in the House.
- Concluded hearings in the Senate Friday after a week's session by the Finance Committee, which scheduled closed meetings over the weekend.
- Rejected in the House a GOP "substitute" tax bill.

Radio-TV spokesmen, while supporting the need of increased revenue for defense, stuck by their guns in attacks on certain provisions of the House bill (HR 9827) which they claimed were inadequate to assure a continued and healthy industry growth.

Broadcasters' arguments, along with briefs of industry manufacturers, again were presented to Congress during the week (BROADCASTING • TELECASTING, Nov. 27, 28). Radio Television Mfrs. Assn., Television Broadcasters Assn., TV Excess Profits Tax Committee, the National Conference of Growth Companies and Philco Corp. reiterated arguments which had been presented to the House Ways & Means Committee a fortnight ago. NAB, which also had appeared before the House group, filed a statement with the Senate finance unit.

Bill Outlined

Briefly the bill would (1) credit a firm with 85% of its three best years of the 1946-49 period, (2) limit the tax to profits plus the normal corporate income levy total to 67%, (3) make the tax retroactive to July 1, 1950, and (4) exempt certain corporations less than $25,000. Also included are provisions designed to aid growth companies (BROADCASTING • TELECASTING, Dec. 4).

Reaction to the sudden turn of events in Korea threw new spark in the administration's tax drive. Treasury Secretary John Snyder, addressing the Senate members Monday, warned of more and higher taxes to come. He pointed out the deficit estimate of $2 millio for this fiscal year, which was made last November, "may prove too low" and said prospects for fiscal 1950 and the years following were even more serious.

Lawmakers in Washington reflected this mood. The prevailing response to renewed effort on the defense line, permeated Congressional chambers and was partly responsible for the speeded-up railroad of "yeas" which pushed through the bill in the House after only a two-day debate. Earlier the Representatives lined up against a Republican move to send the bill to the committee for softening amendments. The Republicans had posed a moderate profits tax on corporations' earnings above a pre-determined normal average with an increase from 45 to 60% on regular corporate income and surtaxes.

Key members of the Senate committee, however, predicted that while an excess profits tax is certain to be reported to the upper chamber for debate, the bill would undergo a number of amendments.

A tentative timetable as seen by Capitol Hill observers sets future action on the tax as: (1) Reporting of a bill by the Senate committee probably sometime this week, (2) Senate debate which may slow procedure temporarily, (3) joint House-Senate conference on the two versions submitted by each chamber, and (4) a completed bill sent to both houses by Dec. 29-30.

On Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs and chairman of the National Conference of Growth Companies, and William Balderston, president of Philco Corp., testified before the Senate Committee.

Dr. DuMont reiterated his contentions which he had presented on the House side. Calling the growth companies the "dynamic segment" —those companies "whose growing and expanding productivity are adding to the strength of our nation," Dr. DuMont presented recommendations for amendments to the bill.

They included (1) consideration of new capital in computing the credit (which, Dr. DuMont told the committee, is pretty well handled in the House bill), (2) 100% credit in base period net income, (3) broadening of relief to prohibit pioneering, (4) research expenditures from reducing the base, (4) revision of administrative procedure in granting special relief to hardship cases, and (5) liberalization of the growth formula.

Dr. DuMont said the conference of companies urged an emergency profits tax (flat rate levy on corporate income) or amendment of the House bill in order to retain incentives to growth and expansion "so that we may keep America strong."

Growth Problem

"The worst single feature of the bill as applied to growth companies is that which attempts to distinguish between normal and excess profits," Dr. DuMont told the committee. "In doing so, it assumes that no growth company would have continued to grow in 1950 except for the tax.

He pointed out to the committee that DuMont had been earmarking about 10% of its product to the armed forces prior to last July and that about the same amount was prevailing now. A heavy increase is expected in defense work by DuMont in January or February, Dr. DuMont told the Senators.

Mr. Balderston launched into his committee appearance by immediately putting Philco on record as not "believing" in the profits proposal. But, he said, if such legislation is deemed necessary then he wished to suggest means for its imposition.

Sen. Tom Connally (D-Tex.) asked the Philco head whether he wanted "profits tax dehydrated." Mr. Balderston said it was his position although "without too much discrimination against (Continued on page 99).

THE YEAR 1951 will be a turning point for broadcasters, a year in which they will find the lush days disappearing in favor of lower-cost programs and facilities which will pay off for advertisers, according to J. H. Davis, vice president of Potter, Cone & Belding, Chicago.

Addressing the Tennessee Assn. of Broadcasters meeting in Nashville last Wednesday Mr. Davis warned that while 1951 "will be a fine year for radio," it will be "the year when the dollars will start swinging more and more to television."

"Sure, television may be Mr. Big," Mr. Davis concluded, "but profitable radio can be here to stay. I do not think radio is going to die—maybe it will shrivel a little, but not die."

Celebrating its second birthday, the TAB met at the Andrew Jackson Hotel, in Nashville, with President F. C. Sowell, WLAC Nashville, presiding. Mr. Sowell reviewed the year's activities, including the successful effort to bring deletion of a rule forbidding liquor advertising in newspapers as an infringement of free speech. He said harmonious relations had been worked out with newspapers.

John H. DeWitt, president of the circulation of WSM and WSM-TV, Nashville, spoke on trials of a new video station, saying costs were 10 to 1 over radio. It cost $5,000 just to paint a TV tower, he said. He recommended all TV personnel be pre-trained via dry runs long before the station goes on the air. Income is better than expected, he said. Nashville TV sales have been hurt by the FCC color decision, he explained.

Hoyt B. Wooten, WREC Memphis, spoke on the Voice of America, criticizing some operations.

Hugh M. F. Higgins, acting director of Broadcast Advertising Bureau, presented the BAB slide film, "How to Pick a Winner." He offered figures which contested some of Mr. Davis' statements about radio circulation.

Chatter Healey, chief of the Radio-Television Branch, A tomic Energy Commission, discussed radio's responsibility in the national defense (see story page 18).

Frank S. Proctor, WTJS, was (Continued on page 95)

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BROADCASTING • TELECASTING
ALARM over shortages of cobalt, copper and other basic electronics materials, and confusion over how much the government should curtail commercial use of strategic metals were evident on Capitol Hill last week, as Congress debated the President's new $17 billion-plus defense supplemental request.

There also was evidence that billions of dollars in new military contracts would be needed soon to ease electronics - communications and other manufacturers, thus speeding up the tempo of current defense production and allaying some industry concern over possible industry disruption.

President Truman asked for $16.8 billion in additional funds for the Defense Dept. this current fiscal year. He specified that about $5 billion would be used for major military procurement, and to expand facilities.

On the basis of allotments set aside in previous defense outlays, electronics appeared earmarked for between $500 million and $1 billion—or roughly 10% of defense funds, according to military authorities.

Emphasizing that his request, submitted Dec. 1 to Congress, is "not a wish, but a demand," the Chief Executive said the appropriations would "permit us to go ahead at once to increase rapidly the rate of production of planes, tanks, and other military equipment."

"...If the situation improves, we can level off...the rate of production of military goods as may be appropriate. In any case, we must be prepared to endure a long period of tension."

President's Plea

The President told Congress that the "gravity of the world situation requires that these funds be made available with the utmost speed."

A Senate Armed Services Stockpiling subcommittee heard testimony, in closed session, from W. Stuart Symington, chairman, National Resources Board, and others, on the government's program on the stockpiling of metals used in electronics output. A House Armed Services subcommittee held similar hearings.

Earlier, Mr. Symington predicted that the impact of civilian controls would be felt by consumers around April 1, 1951. He told Congress he felt that full-scale price controls are not necessary now and said present curbs should be given more time to do the job.

But at the same time, the Senate Banking & Currency Committee approved the nomination of Michael V. Di Salle, former mayor of Toledo, Ohio, to head stabilization under Alan Valentine, Economic Stabilization Administrator. Both were confirmed.

The appointments were regarded by many authorities as indicative of imminent controls, probably by early 1951. In any event, a new flush of defense orders for electronics equipment would serve to allay industry fears that the lag in military orders and sag in civilian business (because of metal shortages) would cause general unemployment in communications and electronics pursuits.

With advent of price controls, prices for civilian materials would probably be frozen to retard inflation in defense production costs, some authorities felt.

While the Senate Armed Services subcommittee was weighing the stockpiling issue, a House Appropriations subcommittee held closed executive sessions with defense authorities on the new supplemental request.

In the face of growing international tension, there was speculation that cutbacks in civilian production had only begun. Sen. Lester C. Hunt (D-Wyo.), chairman of the stockpiling group, warned industry leaders:

"Business as usual is out the window and it doesn't make a damn bit of difference whose business it is. Our necks are all in the same noose."

Sen. Hunt said his group is "alarmed" at the sparse supply of copper, cobalt, rubber and manganese. He added the situation would prevail until the military decided definitely on its needs.

The National Production Authority, responsible for allocation of metals as between defense and non-defense uses on the basis of Munitions Board recommendations for the military, has been proceeding on the premise that stringent curtailments must be made now (see table).

Latest metals to be trimmed for civilian use are nickel and zinc [Broadcasting * Telecasting, Dec. 4, Nov. 27].

Steel also commanded the NPA spotlight in a meeting Tuesday between members of the Steel Products Advisory Committee and government officials.

Steel Cutbacks

Steel towers and other equipment uses for electronics would be seriously curtailed under tentative arrangements concluded last week. NPA officials cited the increasing defense requirements in emphasizing the need for expanded steel production, conservation measures and use of less steel for non-defense purposes.

Official at Radio-Television Mfrs. Assn. pointed out, however, that manufacturers do not use as much steel in electronics equipment and components as other strategic materials. Steel is used chiefly in towers and transmitters.

With the current freeze on television stations, they felt, any substantial curtailments would not greatly affect production of television transmitters.

RTMA said, however, it has received complaints of shortages from suppliers of stainless steel, which is used in the manufacture of cathode ray tubes for television. They stressed that, until the government actually evolved a set of percentages for different steel products, it would be difficult to appraise the effects of steel cuts.

Officials as well as curtailment of the NPA's most "important" metals, however, that a number of advisory committees would be named to assist in planning and developing future regulations and controls. Present controls are working "satisfactorily," NPA added.

NPA cut back commercial consumption of "primary" nickel to 85% of pre-war levels during the first six months of 1950, with the order to take effect over the first quarter of 1951. Use of nickel for maintenance, repair and operating supplies would not be affected.

In issuing the order Dec. 2, NPA stressed the importance of achieving "maximum conservation of nickel" and said studies are underway at NPA "looking toward specific conservation measures."

The directive also provides that inventories of primary nickel (electrolytic, ingots, pig, rolled and cast anodes, etc.) in the hands of users are limited to a 30-day supply, "or a practical and working inventory, whichever is less."

At the same time, NPA also relaxed its limitations on commercial use of aluminum which it had tabulated last week at a 35% margin effective next Jan. 1. In an amended order, the production authority specified 20% and 25% drops for January and February, and the full 35% for the next four months of 1951. Originally it had ordered 35% decreases over the entire six months [Broadcasting * Telecasting, Nov. 20].

Metal Restrictions

In previous directives NPA cut back copper consumption to 85% for January and February, and 80% for March, and eased limitations of primary nickel (35%) by taking away the 5% which now call for a supply of 30% for November and of 50% for December [Broadcasting * Telecasting, Nov. 20].

NPA has also trimmed non-defense production and use of zinc, also vital in electronics equipment, to 85% of the base period, with a Jan. 1 effective date.

NPA has stressed throughout that in any case where it may be deemed that a hardship is worked on certain industries by curtailment of any metal, it would weigh possibility of "adjustments or exceptions." A unified front by electronics manufacturers in meetings with NPA Administrator William H. Harrison was credited largely with laying the groundwork for easing of curtailment in cobalt.

Meanwhile, John D. Small, chairman of the Munitions Board, has asked the Army, Navy and Air Forces to watch for "any abuses" of the radio-telephone priority system which would cause "unwarranted disruption in the flow of materials to essential uses."

SERVING as hosts at a cocktail party given by Westinghouse, dedicating its new Washington offices, are Walter Evans (l), president of Westinghouse Radio Stations Inc., and Mrs. Evans, who chat with FCC Chairman Wayne Coy. Reception was held at the Carlton Hotel in Washington Dec. 1.
CD COMMUNICATIONS

THE "missing link" in national security—an expansive civil defense program calling for an independent agency and a $32 million outlay for communications "nerve system"—equipment—took shape on Capitol Hill this week.

On the heels of President Truman's executive order creating a Federal Civil Defense Administration, legislators trained their collective sites on a $3.1 billion program which would implement recommendations of the late Russell J. Hovey, proponent of the president's "test plan," to govern future emergency communications and other operations.

The Congressional spotlight focused on a earmark of $32 million for the administration of the program for emergency communications, which was last week.

In a new dimension war the old issue of government vs. state responsibility, Administration leaders of the "lame duck" 81st Congress promised to give the President's proposal top "emergency" priority.

The administration settled on a 54%-46% ratio, with government bearing the greater share.

Earlier, President Truman had set up a Federal Civil Defense Administration (FCD) in the Office of Emergency Management within the Executive Office of the President, and had appointed Millard F. Caldwell, former governor of Florida, as administrator.

The action took the present civil defense structure out of the National Security Resources Board, which had been coordinating many agencies, and placed it on an operating basis. Congressional approval would give it full legislative status.

A system of communications and command control centers designed to convey warnings of enemy attacks was outlined last week before the Senate and House Armed Services subcommittees and the Joint Atomic Energy Committee by James W. Waddsworth, former acting civil defense head and now deputy administrator.

Estimating the cost at about $32 million, Mr. Waddsworth said the plan would be extended over a three-year period.

One Congress has approved funds, he said, the administration will begin negotiating contracts for communications equipment. He was unable to say when procurement may get underway or when.

To that end, the office will ask Congress for about $38 million for funds to cover cost up to June 30, 1951.

Mr. Waddsworth testified Monday before the Joint Atomic Energy Committee, which indicated it wanted to hear the complete civil defense blueprint, though it had no jurisdiction on that legislation; on

against the storm

Earmark $32 Million

Tuesday before the House Armed Services Committee, holding hearings on bills (HR 9841 HR 9788) sponsored by Reps. Melvin Price (D-III.) and Carl T. Durham (D-N. C.); and on Wednesday before the Senate Services Committee, considering legislation (S 4219 S 4217) introduced by Sens. Estes Kefauver (D-Tenn.) and Bryan Moss (D-Conn.).

Four Proposals

The four proposals, almost identical in content, are designed to authorize a civil defense program and agency, with an administrator to be salaried at $17,500 annually [BROADCASTING • TELECASTING, Dec. 4]. Mr. Caldwell was sworn in Wednesday but still must be confirmed by the Senate.

The master civil defense plan calls on the federal government to finance about 54%—or $1,670,000,000—of the estimated $3.1 billion. Outlining the plan to legislators, Mr. Waddsworth stressed the importance of an air-raid warning program now being operated as an interim measure by the Defense Dept. through the Continental Air Command.

The Continental Air Command has been cooperating with FCC, through the Defense Dept., on tests involving "electronics emissions" (radio silence) and the use of the system. Certain techniques, touching on use of coded or sub-audible frequencies, are under study by both agencies in pursuit of a system which would itself the "homing" effect of radio signals.

Mr. Waddsworth singled out the President's appeal for "United States Civil Defense," which recognized communications as the "nerve system" of defense, as one result of the "intensive planning" by American defense and military leaders.

The Civil Defense Administration also will finance equipment for emergency communication in Cleveland, Wilming , D. C. The budget already sets aside about $100,000 for communications equipment.

Controversy arose during the week (Continued on page 26)

Radio Praised Further

Over 8,900 requests were received for assistance. Only President John Cherpack Jr. and General Manager Gene Trace operated the mobile unit.

At Piqua, Ohio, WPTW blanketed its area with public service messages. Branch studio managers in Troy, Greeneville and Sidney braved snowdrifts to man their remote studios and provide pickups. In all, 8,237 announcements were carried during the three-day period.

WRFD Worthington, Ohio, stayed on the air 24 hours through the emergency, bringing direct reports from highway patrol and other officials.

WDTV (TV) Pittsburgh, DuMont outlet, operated without loss of time through the cooperation of a crew of 20 staff members who were able to reach the station. Peter Barker, executive producer, supervised operations.

Residents of Huntington, W. Va., were offered free digging-out and towing services by Hersey Wabco Agency, cooperating with WSZ.

When a party of WJPA Washington, Pa., announcers and engineers en route to Buffalo to cover a Buffalo-WJF basketball game braved a storm which brought power knocked off the main tower, Chief Engineer Emile Hill got the station back on the air in an hour-and-a-half. A man on a ladder was able to restore WOV off the air until Monday morning.

WIBX Utica, N. Y., fell back on its new emergency power plant and continued to serve the emergency as other local outlets were inoperative due to a power breakdown. WMGQ Mendival, Pa., carried over 1,000 public service announcements. Melvin A. Blair, managing secretary of the Meadville Chamber of Commerce, wrote WMGQ Manager Robert Trautman that "this is one instance of the highly valuable service that intelligent management of radio can perform to the public, and brings out in bold relief the value of such a station to the community."

WCUO (FM) Cleveland returned to the air Nov. 26 at 2 p. m. after technicians had worked as far as 15 miles through drifts. Public service programming was aired 35 hours without a break. Manager R. M. Wallace drove his car while shoveling snow away from his car.

WBW Youngstown, Ohio, threw out its commercial schedule and was on the air 75 consecutive hours.

Page 26 • December 11, 1950

Charles G. Ross 1950

CHARLES G. ROSS, 65, press-radio secretary to President Truman and White House contact for broadcasting and television news on Wednesday at his desk. He had just given reporters data on the conference of President Truman and Prime Minister Attlee, of Great Britain.

Mr. Ross left the office Mr. Ross prepared to repeat the statement for an NBC recording. Myrtle Bergheim, his secretary, called the President's physician who pronounced him dead at 5:50 p.m.
THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be Multiplied to Determine True Audience!

<table>
<thead>
<tr>
<th>PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE</th>
<th>WEEKDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Quarter-Hours, Sets-In-Use</td>
<td>38,760</td>
<td>4,035</td>
<td>5,906</td>
</tr>
<tr>
<td>Proportion of Total Listening Time When a Set-In-Use was Heard By:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One person</td>
<td>40.0%</td>
<td>29.0%</td>
<td>20.3%</td>
</tr>
<tr>
<td>Two persons</td>
<td>35.6</td>
<td>40.7</td>
<td>35.0</td>
</tr>
<tr>
<td>Three persons</td>
<td>14.5</td>
<td>16.7</td>
<td>20.5</td>
</tr>
<tr>
<td>Four persons</td>
<td>6.2</td>
<td>8.2</td>
<td>12.3</td>
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<tr>
<td>Five persons</td>
<td>2.4</td>
<td>1.8</td>
<td>4.8</td>
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<tr>
<td>Six persons</td>
<td>0.8</td>
<td>1.7</td>
<td>2.5</td>
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<tr>
<td>More than six persons</td>
<td>0.5</td>
<td>1.9</td>
<td>4.6</td>
</tr>
<tr>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
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</tbody>
</table>

In Iowa, does the average “tuned-in” radio set have just one listener, or is it more apt to have two or three? What’s the difference on Saturday and Sunday... on farms and in the city?

The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a “set-in-use” has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!

The above table tells the story... proves that in Iowa, the “single listener” is the exception rather than the rule!

When broken down into urban, village and farm categories, the “sets-in-use” audience varies in some respects... remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that Iowa listening is at an all-time high! Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, today. Write direct, or ask Free & Peters.

* The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa’s cities, towns, villages and farms. It is a “must” for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.
Anybody with good eyes can give you all the standard market statistics you want, and more, for all the markets listed at the right. But Old Colonel F&P has a lot of vital information that doesn't appear in the data books—facts about the area's listening habits, buying habits, merchandising opportunities. Even though much of this material is not "statistical", it is highly valuable and useful. If you want it, say when!

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

ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO

NEW YORK   CHICAGO
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
<td>5,000</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WGH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
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### MIDWEST, SOUTHWEST

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<th>Station</th>
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<th>Network</th>
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<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
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<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000</td>
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<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
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<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>NBC</td>
<td>10,000</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
<td>5,000</td>
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<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KFAB</td>
<td>Omaha</td>
<td>CBS</td>
<td>50,000</td>
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<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KSD</td>
<td>St. Louis</td>
<td>NBC</td>
<td>5,000</td>
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<td>KFDM</td>
<td>Beaumont</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
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<tr>
<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KTSU</td>
<td>San Antonio</td>
<td>CBS</td>
<td>5,000</td>
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### MOUNTAIN AND WEST

<table>
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<tr>
<th>Station</th>
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<th>Network</th>
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<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
Richards Case Now in Detroit

Jack White, WJR news editor, said he had had "three or four" conversations with Mr. Richards and that the station owner had "suggested that I read editorials from certain newspapers." He said, however, that he had never received instructions to slant news against the Roosevelts or other individuals or groups.

‘No Recollection’
Mr. Cushing, on the stand Thursday, said he had no recollection of incidents to which Messrs. Nunn and Grace referred. He said Mr. Nunn's discharge was attributable to his slanting of news—that he did not follow wire news copy despite orders to do so. Mr. Cushing said he received no orders to present Mr. Richards' personal views on the air.

Robert Rowley, former news caster, denied he had ever been ordered to slant newscasts.

In passing upon a series of motions made by defense counsel, Examiner Cunningham on Monday reviewed a ruling by a request that all testimony already taken with respect to KMPC newscasts from 1942-47 be stricken from the record.

This motion had been renewed by counsel for Mr. Richards on the basis of charges that better evidence had been available—transcriptions and checking notes made by Radio Reports—but was "empressed" by FCC counsel. Examiner Cunningham said he would rule on the motion in deciding the entire KMPC case.

The examiner also denied a motion to strike from the record certain memos and letters sent by Mr. Richards to Leo Fitzpatrick, former WJR general manager, and the former WGR Buffalo, but granted another defense motion to strike the testimony of Robert T. Anderson, former KMPC news caster.

For a subpoena to compel General Counsel Bernard Draper to produce additional documents relating to Radio Reports was denied with the observation that "if FCC counsel will state he has no more records, that is sufficient."

STUDIO LOCATIONS

FCC Announces New Rules

FINAL RULES on main studio locations of AM and FM stations—somewhat relaxed from earlier proposals—were announced by FCC last week to become effective Jan. 18. In substance the new rules:

- Require non-network stations to originate the majority of programs in the city or area in which they are licensed.
- Require network stations to originate two-thirds of their non-network programs or a majority of all their programs, whichever is smaller, from their main studio.
- Permit under certain conditions the location of the main station at the transmitter site even though it may be outside the city which the station is licensed to serve.
- Permit stations to locate main studios in more than one city provided proper showing is made of need and that all such cities meet the requirements of FCC's rules and standards as to coverage etc.

The Commission also stated it would entertain petitions for temporary exemption from the requirements of the new rules where such petitions show that by reason of long continued operation compliance with the rules by Jan. 18 would be impossible or impose undue hardship. In any event, however, FCC said it would not grant exemptions for more than one year from Jan. 18.

The proposed rules were announced in late February 1948 and oral argument was held before the Commission in October of that year [Broadcasting • Telecasting, March 1, Oct. 21, 1948]. At the argument, WHOM Jersey City, which for years has successfully sought switch to New York, explained its unique situation. The foreign language outlet contended it had been acquired and granted permission to increase on promises of service to the entire metropolitan New York area and the rules would preclude living up to such representations unless waiver were granted.

FCC's final decision explained two objections had been made to the proposed rules on ground they violated First Amendment freedoms to select the point of program origination. It was argued, FCC said, that such limitations are contrary to the First Amendment and that a station is expected to provide service to all of the people within its service area and not simply to a portion of those persons, and in violation of Section 2392 of the Communications Act ... since to "regulate a licensee as to where it must originate programs would have the same practical effect as to regulate the program content in advance of its actual broadcast."

The remaining comments, FCC related, had no objection to basic provisions of the rule but called attention to certain hardships and inequities which might result.

The decision explained that under the terms of Sec. 307 (b) of the Act relating to equitable distribution of facilities, the broadcasters of the U.S. have "reception service" which is reasonably satisfactory but there are many communities, "some of which go almost to the extent that they still do not have adequate outlets for local self-expression, or rather, have inadequate "transmission service."

"It is the location of the studio rather than the transmitter which (Continued on page 97)
The three tubes illustrated are striking examples of RCA's pioneering in modern tube development... the kind of engineering leadership that adds value beyond price to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% less filament power than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of every RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant...
RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.
"Our congratulations to PBS. We are pleased with our affiliation and your methods of operation. We're betting that PBS enjoys a long and prosperous life."

—WILLIAM A. LEE, Pres.
WCFL, CHICAGO, ILL.

"Let me express my happiness in being the PBS Key Station in New Orleans."

—LOUISE CARLSON
WJBW, NEW ORLEANS, LA.

"We are all very happy over the way PBS started out and we are working for big things."

—GEORGE BLUMENSTOCK
WSKB, McCOMB, MISS.

"In the past 28 years of broadcasting I have participated in a number of "firsts" in various things in radio; among them, the opening of the Pacific Coast network of the National Broadcasting Company, the opening of the National network of the National Broadcasting Company, the opening of the old Gold network, and the inaugural programs of the Blue network and of the American Broadcasting Company. Also, the dedication of the various newly installed transmitters all the way from 50 watts to 50,000 watts.

"Yesterday I again participated in the first of the dedicatory program of Progressive Broadcasting System.

"I should like to add my congratulations to the many others that you must be receiving on the accomplishment of the Progressive Broadcasting System.

"Please accept my congratulations and good wishes and I again repeat that I am looking forward to a long and profitable association with PBS."

—LOUIS WASMER
KSPO, SPOKANE, WASHINGTON

"To say we are proud of PBS quality would be putting it mildly indeed. We think they are the best on the air today on the whole, and we confidently expect to be battling here in Memphis with CBS and NBC in a relatively short period for those all important Hooper points."

—HUGH MURPHY, Mgr.
KWEM, W. MEMPHIS, TENN.

"Proud to be part of PBS family. The quality of programs more than backed up our overall promotion campaign. We are off to a glorious future."

—FRED CHITTY, Gen. Mgr.
KVN, PORTLAND, VANCOUVER

"We are lookin' forward to the whole, and yours truly is carrying radio's greatest programs."

—HAROLD A. SPARKS, Pres.
KAPF, PETALUMA, CALIF.

"Congratulations to PBS. You delivered more than you promised. With PBS, we are carrying radio's greatest programs."

—R. H SMITH
WCB, BRISTOL, VIRGINIA

"Entire staff here at KVSM most enthusiastic and all feel that PBS and all stations affiliated with PBS are due for a very great success story."

—HUGH H. SMITH
KVSM, SAN MATEO, CALIF.

"Congratulations, grand opening. Everything is wonderful."

—F. A. HIGGINS, Gen'l Mgr.
WITX, HUNTINGBURN, INDIANA

"Congratulations on PBS, salute to Progressive tops. Looking forward to all PBS shows."

—JAMES C. BAILEY
LYLE B. LANDIS
WKAI, McCOMB, ILLINOIS

NEW YORK: OFFICE SUITE 565, PARK SHERATON HOTEL • CHICAGO: 666 LAKE
We're going with them!!

HARRY GOODWIN, MGR., WNJR, NEWARK

"We made one pitch and sold 'This Is Mine' without much effort."

—WILLIS SEARFOSS
WSAL, LOGANSPORT, INDIANA

"We are proud to be the Los Angeles key outlet for PBS. With PBS we are now offering our listeners the greatest network programming in Los Angeles and we know we will make great progress with Progressive."

—THELMA KIRCHNER, Gen. Mgr.
KGFJ, LOS ANGELES, CALIF.

"KTUR Turlock audiences more than happy with PBS programs. We are as proud as peacocks to be carrying them."

—H. A. McMillen, Mgr.
KTUR, TURLOCK, CALIF.

"I assure you that if all of your affiliates are as confident, as we are, that 'Easy Street' is not too far in the future for you and PBS."

—ROBERT M. HETHERINGTON, V. P.
WIL, ST. LOUIS, MO.

"Programs are great—glad we're a part of the PBS family."

—J. LEONARD TAYLOR
WLIO
E. LIVERPOOL, OHIO

"There is no doubt in our minds regarding the success of PBS."

—MILDRED C. CARROLL
WDOV, DOVER, DELAWARE

"Let me tell you how pleased we in South Carolina are with the wonderful programming that comes down our PBS line each day. Listener reaction has been much greater than ever anticipated. I think most of us who have been in the broadcasting business have forgotten just how much our listeners appreciate fine programming."

“In the few days that WESC has carried PBS programs, our Commercial Department has been able to capitalize on the good adjacencies and programs.

“Again, let me congratulate you and your staff on the stupendous job of establishing the fifth major network."

—GLENN P. WARNOCK, V. P.
WESC, ANDERSON, SO. CAROLINA

"I can only say thank you, Larry Finley, for such a fine contribution to radio. Your talent and shows speak for PBS. I am proud to be a part of this progressive field of entertainment, sincere wishes."

—FRANK BOLEN
WJEL, SPRINGFIELD, OHIO
PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Address</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
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</table>

1 for $7.00 Sign gift card:
2 for $13.00 Sign gift card:
3 for $19.00 Sign gift card:
4 for $25.00 Sign gift card:
5 for $30.00 Sign gift card:
6 for $35.00 Sign gift card:
7 for $40.00 Sign gift card:
8 for $45.00 Sign gift card:

I V IF RENEWAL

Name Firm Address City Zone State

Important—Mail today to:

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

$ enclosed Bill me later.

Give to anyone in radio-television

BROADCASTING

Merry Christmas

52 WEEKS A YEAR

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...

1 for $7 4 for $25 8 for $45

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.

BROADCASTING 20 YEARS OF SERVICE TO RADIO-TELEVISION
HONOR KATZ
Named 'Man of the Year'

Baltimore Advertising Club's civic award committee has named Joseph Katz, head of the advertising agency bearing his name, "Man of the Year" for 1950. The selection of Mr. Katz marks the first time in 20 years that the award has honored an advertising man.

Mr. Katz Basis for the selection of Mr. Katz often called the "Dean of Baltimore advertising men," is his distinguished career in the advertising business and his continued record for aiding "good causes," the awards committee noted. The committee of judges included Chairman Louis E. Sheeter, of Louis E. Sheeter Advertising Agency, Baltimore; William E. Gideon, vice chairman, and former Baltimore Mayor Howard W. Jackson.

As trainmaster of the agency he once labeled as a sort of "Union Station for projects of all kinds," Mr. Katz has been enlisted by city fathers to aid civic projects such as park loan, recreation fund, slum clearance drive, fight to obtain dogs for medical research, cancer campaign, the celebrated "business is good!" promotion, victory loans during World War II, United Jewish Appeal and many others. For the Advertising Council and Treasury Dept.'s Victory Loan drives during the war, Mr. Katz produced transcribed radio programs.

Wins Verdict

ROY LAPIANTE, former Philadelphia radio announcer, won a $15,000 verdict in U.S. District Court on the ground that he suffered humiliation and loss of dignity through the advertising methods of an Upper Darby women's clothing store. Mr. Laplante, now employed by IMG in New York, said the firm used his name without permission in sending potential customers credit slips to apply to purchases.
Radio Vehicles

Defense Value Stressed

IMPORTANCE of radio-equipped vehicles in the civil defense effort was outlined last week in a special meeting attended by officials of KCMO-FM Kansas City, Mo., Transit Radio outlet, and the Kansas City Public Service Co. Station and company have a working arrangement.

Civil defense authorities, who would broadcast over KCMO's FM facilities, were shown how radio-equipped buses could be dispatched to any part of the city for vital transportation work. Approximately 300 vehicles of the Public Service Co. have been equipped with FM receivers and additional units are being installed each week, according to KCMO, which estimates that as many as 35,000 people could be reached with bulletins during any peak hour in the event of an emergency.

F noses services were held last Tuesday for John Wilson New, 53, general sales manager for WTM-AM-TV Norfolk, Va., who died Dec. 3 following a two-months illness. Death was attributed to complications resulting from a heart condition.

Mr. New had served on the WTR staff for 17 years and had lived in Norfolk for 32 years. He was past president of the Virginia Assn. of Broadcasters and was active in Norfolk in many civic efforts, including the Community Chest and American Red Cross.

Born in Portsmouth, Va., on Sept. 30, 1897, Mr. New was the son of the late William L. and Bettie Bourn New, of that city. He married the former Dorothy Adams, who survives him along with one daughter, Dorothy.

Mr. New was named president of the Virginia Assn. of Broadcasters in August 1946 and served one term. Prior to his service at WTR, which began in 1933, he was an employee of Dunn & Bradstreet, marketing statistics firm.

The WTR executive also was a member of the board of stewards of the Ghent Methodist Church and a past president of the Lions Club and the Advertising Club. He also belonged to the Virginia Yacht and Country Club and Norfolk Lodge No. 38, BPOE, and for many years served as interlocutor in the Elk's Club minstrel shows.

Jolson Medal

Truman Awards to Widow

President Truman has awarded the Medal of Merit to the late Al Jolson, famed radio-motion picture-stage entertainer, for services performed in Korea. The presentation was made last Wednesday at the Pentagon in Washington, D. C., by Defense Secretary George C. Marshall, to Mr. Jolson's adopted son, Asa Jolson.

The Defense Dept. noted that Mr. Jolson "gave of his talent unselfishly and unceasingly for two strenuous weeks to entertain troops in Korea and Japan" shortly before his death. The trip, the department said, was made at the entertainer's personal expense as was the case in similar journeys during World War I and II.

In Congress, Rep. Louis B. Keller (D.-N.Y) has introduced a bill (HR 8704) which would permit the President to award posthumously the Congressional Medal of Honor to the "Jazz Singer." The singer died Oct. 25 in San Francisco from a heart attack upon return from his battleground tour [Broadcasting, Oct. 31].

Lever Switch

Lever Bros. will switch product sponsorship of the Arthur Godfrey Show, 10-10:15 a.m. on CBS, from Spy to Rinso. Effective Dec. 25 the time of Lever segment of the show will be changed when 11 new stations will be added. The new time will be the 10:15-10:30 a.m. portion of the 1-1/2-hour show over a total of 175 CBS stations. Ruthrauff & Ryan, New York, is the agency.

New Orleans Market Picture

<table>
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<tr>
<th>Share of Audience</th>
<th>8 a.m. to 12 noon</th>
<th>12 noon to 6 p.m.</th>
<th>Daytime Rates</th>
<th>Power Watts</th>
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<td>21.1</td>
<td>23.7</td>
<td>50.00</td>
<td>50,000</td>
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<td>15.7</td>
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<td>12.4</td>
<td>16.2</td>
<td>36.00</td>
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WNOE Leads in New Orleans Morning and Afternoon - latest Conlan Survey -

Buy WNOE Now!

1 Minute Spots On 50,000 Watts WNOE
Only $13.00 Each (360 Time Rate)

For 5 State Coverage, Daily Mail Tells The Tale.

1060 On The Dial - Maximum Power - 50,000 Watts

Greatest Coverage, Lowest Cost

24 Hour Daily Operation - 5,000 Night

1897 John Wilson New 1950

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Broadcasting * Telecasting
Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.
Is General Manager, Replaces Elwood

YODER TO KNBC

ANNOUNCEMENT of Lloyd E. Yoder’s transfer from general manager of KOA, Denver, to be general manager of KNBC San Francisco [CLOSED CIRCUIT, Dec. 4] was made by Mr. Yoder, who has served NBC where he started with the network. He joined NBC as manager of the Western Division press department in San Francisco in 1927, later was general manager of KFO and KGO San Francisco, when the network still owned the Red and Blue networks.

Mr. Yoder succeeds John W. Elwood, another NBC veteran, who retired as KNBC general manager effective last Oct. 15. His appointment is effective Jan. 1.

Mr. Yoder became general manager of KOA in 1939 after managing the two San Francisco properties for two years. He served in the Navy during World War II with the rank of lieutenant commander.

Follows Kopf Transfer

The shift of Mr. Yoder to San Francisco is the second replacement for management of an NBC owned-and-operated station within a fortnight. Harry C. Kopf, a week before, was transferred from vice-president in charge of radio network sales to be vice-president in charge of the Central Division, a position including management of WMAQ Chicago, to succeed I. L. (Chic) Showerman [BROADCASTING, Telecasting, Dec. 4]. Mr. Showerman left the network to join Free & Peters as chief of television.

A third station management appointment, created by Mr. Yoder’s leaving KOA, now must be made. At week’s end no KOA manager had been selected.

GRANGE ATTACK

Calls NARBA ‘Injustice’

FIRST mention in Congress of the new NARBA pact signed in November was a blistering attack on that agreement by the National Grange. The resolution adopted unanimously by the Grange at its annual meeting Nov. 17 in Minneapolis [BROADCASTING, Telecasting, Nov. 20], was entered in the Dec. 1 Congressional Record by Sen. Irving Ives (R. N. Y.).

Labeling the treaty “a gross injustice to the rural families of the nation,” the Grange resolution charged the treaty’s clear-channel concessions to other countries would cause interference in U. S. clear-channel service to farmers listeners.

The resolution, which instructs the Grange’s Washington office to oppose Senate ratification of the treaty, pointed out that it would “preclude at least on a number of clear channels the attainment of the only means of improving rural radio coverage, namely through use of adequate power on clear-channel stations…”

The new reciprocity North American Regional Broadcasting Agreement must be ratified by the Senate before it can become part of the U. S. policy.

‘AMOS ‘N’ ANDY’

Revels Sets Sponsorship

NEGOTIATIONS were completed last Monday for the Revill Drug Co.’s sponsorship of the ‘N’ Andy contract calling for sponsorship of the CBS comedy show by the drug company starting Jan. 7 for 23 weeks [BROADCASTING, Telecasting, Nov. 13, 6]. Program will continue to be heard at present time, Sunday, 7:30-8 p.m. (EST). Last broadcast under the current sponsor, Lever Bros., is Dec. 31.

According to terms of the contract, Revels will have given first refusal rights on the show for the fall season. No provisions are included for television, the radio program is to be handled by the comedy team, according to an executive of the Revels agency, BBDO, Los Angeles.

Mr. Revels has reportedly wound up its sponsorship of NBC Richard Diamond, Private Detective Dec. 6. As yet it has no plans for a summer show to follow the last Amos ‘n Andy broadcast June 10.

TAPE RECORDING EXPANDS

Survey Finds 95% of Stations Covered Have Equipment

TAPE RECORDING equipment is now owned by 95% of the stations responding to a BBDO questionnaire, and sound recording tape may eventually be used for commercial sound shows and transcription libraries. These facts were found in a survey of 1,125 station engineers, 56% of those contacted, and supported by Minnesota Mining & Mfg. Co.

Stations with tape equipment average 2½ units per outlet. Of those which do not have tape equipment, 80% reportedly plan to acquire such equipment. Open-end shows on tape reportedly could be handled by 90% of the stations — using two playback units and leader and timing tape. Commercial could be handled on the same equipment at 80% of the stations and 78% said they could use a music library on the same basis.

Recommended Speed

Speed of 1% inches-per-second for a tape library service was recommended by 79% of the station engineers reporting. Direct tape-to-air broadcasts were the practice at 54% of the stations while 44% said they sometimes put tape recorded material on a disc before broadcasting.

Among the various uses reported for tape-recording equipment were the following: Delayed broadcasts, 97%; remote pickup, 95%; show building, 65%; sound effects, 28%; auditions, 28%. Economies of tape recording were voiced by 88% of the engineers who replied.

Commenting on the increased use of tape recording equipment in the radio industry, R. J. Gavin, sales manager for Scotch brand sound recording tape at Minnesota Mining & Mfg. Co., said: “This doesn’t mean that tomorrow the radio stations will all switch to tape for their commercials and open-end shows and transcription libraries. But it does indicate that more than three-fourths of the stations already have the equipment to do it, and that most of the rest of them plan to get the equipment. That in itself is significant, we believe.”

ELECT CONDON

Heads Okla. AP Radiomen

GLENN CONDON, KRMG Tulsa, news editor, was elected president of the Oklahoma AP Broadcasters at the organization’s November meeting at Oklahoma City’s Biltmore Hotel, it has been announced.

Principal speaker at the meeting, Oliver Gramling, assistant general manager of the AP, discussed “History of AP Radio to Date.”

Stuart Harrell, head of Oklahoma U’s school of journalism, announced the university is publishing a pronunciation glossary of Oklahoma state place-names at the suggestion of Mr. Condon. M. H. Bonebrake, KOCY Oklahoma City manager, presided.
Here's a show with appeal...

"Sales Appeal"

The Al Ross Supper Club

Monday thru Friday - 7:00 to 7:30 P.M.
Wednesday - 7:00 to 7:15 P.M.

Listeners demanded this show. Al Ross does such a splendid job on his morning show... that he's become a "must" on every time-buyers list. He has a unique way of selling with dubbed-in voices of famous radio personalities... that really "wows em".

We get request after request for more and more of Al... so we planned the Al Ross Supper Club. Put Al to work for you... he'll do a great sales job.

RADIO BALTIMORE

WBAL
Maryland's Only 50,000 Watt Station

Nationally Represented by Edward Petry and Co.
A Station Is Known by the Audience It KEEPS!

A long time ago KRNT, DES MOINES, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or - take a look at the C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see -

KRNT LEADS IN EVERY TIME PERIOD!

And... That's Something Every Sales Manager Should Know!
HONEST ANSWERS

to Akron's "fouled-up" listening survey:

In less than a year, WCUE—Akron's only independent station—has made the network outlets in the Rubber City sit up and take notice. Such notice, in fact, that even audience surveys have, apparently, to be "Hypodermically" to keep the facts of radio listenership from being known.

With all due respect to audience surveys, we believe you are entitled to honest answers to the following questions before you can evaluate the current Akron Survey.

ARE ALL STATIONS IN AKRON SUBSCRIBING TO THE SURVEY?
No. WCUE has withdrawn its support because we do not believe the survey, under present conditions, can accurately measure the listening preferences of Akron area residents.

WHY DOESN'T THE SURVEY ACCURATELY MEASURE LISTENERSHIP?
We believe high pressure telephone promotions now being conducted by two of the network outlets in Akron, awarding prizes up to $1000.00, will make accurate measurement impossible. Especially since winning a prize is dependent on the listener referring to the station's call letters when called.

HOW DID THIS SURVEY GET STARTED?
Not long ago, WCUE and other Akron stations asked an audience survey firm to make an October-through-April survey in the area. As soon as arrangements were completed, these 2 network outlets started their high pressure telephone promotions. WCUE spotted the joker and immediately withdrew its support. But the network affiliates had the survey continued.

WHEN WILL ACCURATE AUDIENCE SURVEY FIGURES BE AVAILABLE?
WCUE hopes they will be available soon. After the hypodermic effect of the promotions wears off, WCUE will be happy to join in an area-wide survey, which, we believe, will accurately measure listenership.

WHY ARE SOME STATIONS AFRAID OF AN UNBIASED SURVEY?
We don't know. But the fact that they apparently are, is pretty good evidence that WCUE has become a major factor in the Akron market... a factor they wish you didn't know...but a factor which everybody in Akron knows gets the most results for the most advertisers.

Akron Ohio's only Independent Station

WCUE
SEE YOUR FORJOE MAN FOR DETAILS
SERVICE ROLE
Stressed by Mickelson

A STRONG commercial television industry will be able to provide invaluable service in the troublesome days ahead just as radio developed commercially, Sig Mickelson, CBS public affairs director, told the Washington Ad Club Dec. 5. Industry, agencies and TV must cooperate in bringing information and interpretation to the nation, he said.

Commercialism is no index of TV’s contribution to the public, he said, pointing to flaws in arguments of those who criticize advertising support. TV is a popular target, especially for people who don’t own sets, he said.

Cites Costs, Restrictions
Costs are fantastic, Mr. Mickelson declared, with income to networks restricted by the number of one-station markets and programs really can’t reach large hookups because of the lack of stations. No private industry ever had so heavy a burden of government regulation, he contended.

CBS will bring out a new public service show Jan. 7, titled The Facts We Face, he said. The program will interpret specific facts in the whole national crisis, informing the public on the need for sacrifice. Government leaders will explain what they are trying to do.

Mr. Mickelson prefaced his talk with a gloomy look at the nation’s present state, quoting a Washington official who was said to have predicted the chances are 50-50 that within a few years America’s youth will be enslaved. He is an ex-president of National Assn. of Radio News Directors.

CONGRATULATING the hostess of the Ann Sterling Show for her 4,000th consecutive broadcast on KJR Seattle are these station executives (l to r): Standing, Roland Bradley, program director; Maitland Jordan, national sales manager; J. Archie Morton, station manager; seated, Charles Herring, announcer; Miss Sterling, and Carl Person, writer of the show. Guests on the program recounted background of the show and outlined the manner in which it is put together.

PHILCO SALES
Defense Gets Bigger Part
PHILCO Corp. has $60 million in defense orders, and sales of all products for 1950 will reach $335 million “and might go to $345 million.”

These predictions have been made by William Balderston, Phlipco president, who sees 1951 shaping up something like this: The first quarter will be “pretty satisfactory” for the company, the second quarter will be devoted mostly to conversion while the third and fourth quarters will receive the benefits of an increased rate of government billings.

Philco has declared a quarterly dividend of 80c per share on common stock and stockholders have approved a 2-1 split of company stock. The plan also an ownership plan providing options and reservation of shares for key personnel [Broadcasting * Telecasting, Dec. 4].

Contended Cows
CONTENTED cows apparently are more than just an empty phrase in Cologne, Minn., and one reason may be the farm program aired by WCCO Minneapolis-St. Paul. Larry Haeg, WCCO farm director, received a letter from Clifford Johnson who complained his cows were restless and “reluctant” at milking time. He wrote: “I didn’t know how to handle them until . . . you came back on the air. The cows lifted their ears and started chewing their cud and the milk just flowed out. So as a farm program I think yours is tops.”

TAPE DEBATE
NBC Phone Recording Plan

WITH the help of long distance telephone service and two tape recorders, NBC broadcast a debate Saturday, Nov. 25, between Bob Considine, syndicated newspaper columnist, and Frank Scully, author of a controversial book on flying saucers.

Mr. Considine was in Chicago attending the convention of National Assn. of Radio News Directors, and Mr. Scully was at his home in Hollywood at the time the recording was made. The debate was particularly timely because Mr. Considine had recently written a series of articles based on interviews with high Air Force officials who reportedly refuted the Scully views on flying saucers.

The two men held their debate by telephone while tape recorder microphones at each end picked up the conversation. The tape recorders were not hooked up to the telephone circuit. After the debate, both tapes were flown to New York and dubbed together. NBC News and Special Events Manager Joe Meyers said the scheme provided higher quality reproduction than the usual method of “telephone beeper recording.” The idea of using the tape recorders at both ends and dubbing the tapes together for the broadcast was suggested by John Cooper, INS radio director, after the original plan of having Mr. Scully fly to Chicago for a face-to-face debate was vetoed by his doctors.

WLEX LABOR CASE
Examiner Sustains Union
COMPLAINT by IBEW (AFL) Local 1224 that Central Kentucky Broadcasting Co., Inc., licensee of WLEX Lexington, Ky., had engaged in certain “unfair labor practices” was sustained in an intermediate report released by a National Labor Relations Board examiner Dec. 2. Lloyd Buchanan, NLRB trial examiner, recommended that the station “cease and desist from interrogating employees” with respect to their union activities, and reinstate four technician-engineering staffmen who, he said, were dismissed without good cause.

WLEX denied the allegations as to “unfair labor practices,” and asserted the men were discharged because they were incapable of performing the prescribed duties. Complaint was filed Aug. 28 and hearing was held in Lexington Oct. 17-20. Station has 20 working days from date of order to reply to the recommended order.

WNYC New York and Seymour N. Siegel, director of station, have been cited by New York Tuberculosis and Health Assn. and New York Academy of Medicine, for 16 years of continuous broadcasting of health information to citizens of New York, through program, Good Health To You, Wed., 10:30 a.m.
IN IOWA
You get far more
with the CBS Four
And it'll cost you less.
If you're interested in economical coverage
of four of Iowa's richest markets—you'll find it pays to put
your sales story on the four CBS hometown stations
in these cities . . . KSO Des Moines, WMT Cedar Rapids,
KGLO Mason City and KSCJ Sioux City.
For within the home counties of these stations,
their combined BMB weekly audience is 29% greater
than the audience of any other single station.
Yet their combined cost for spot announcements is less!
What's more, the CBS Four command an average
"inside" share of audience of 46.2—250% greater than
that of any other single station.

There are at least two reasons for this overwhelming
preference: the intense loyalty which listeners
have for their own hometown stations . . .
and the solid schedule of CBS stars and favorite local
personalities programmed by the CBS Four throughout
the week. To sell your product in the important
metropolitan centers of Iowa, get in touch with the four
stations listed below, or their national representatives.
You'll find you get more with the CBS Four . . .

All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery

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Sound Radio Alert
(Continued from page 19)

ant to Chairman Stuart Symington, picked out the newsmen. Here is his message.

Enormous responsibility falls upon the radio newsmen in such a crisis as now confronts the United States. He is the main link between the government and the people. The degree of success of the government's efforts to make this nation secure depends upon the awareness of the people. Whether that support is forthcoming depends upon whether the public understands what is being done on its behalf.

The radio newsmen should be especially esteemed in time of national danger. ... The awareness and understanding engenders—likewise in the listeners will enable them to take steps to ward off danger that threatens.

How and what the governments—and this includes federal, state, county and municipal—are doing in this direction is the business of the people who are governed. Newsmen can fulfill no more important function than to convey to the public the truth about the need for action and about the progress of this gigantic effort.

Description of Network

Mr. Heslep described in some detail the operation of the New York-New Jersey emergency network, which actually three networks linked as a unit to disseminate information. Stations will maintain monitors for specified transmitters, the assumption being that telephone lines will be out of commission. Test transmissions are planned.

Careful planning and programming of public service campaigns will be necessary, according to Mr. Heslep, who proposed some could be set up to invite institutional sponsors. He predicted acute shortages will bring drives to conserve scarce materials, recruit labor and otherwise aid the defense effort.

Then he warned: “If either the government or private industry decides that paid advertising is needed to put across a particular program, be sure radio gets its just allotment of funds.” He said the Advertising Council has not yet had many government requests for help, but anticipates they may come in deluges.

Uses Example

As an example of a sponsored campaign he recalled a statement made to the Alabama Broadcasters Assn. by Stanley Field, chief, Radio Production Section, of the Radio-Television Branch, Dept. of Defense. Mr. Field had told the Alabama group:

Recognizing that radio is a major advertising medium especially adapted for recruiting service needs because of its flexibility, the Recruiting Service has geared it public campaign to its public medium to engage in paid time activities.

Between May 15 and Aug. 15 of this year, the Recruiting Service spent $300,000 with over 1,000 radio stations across the country in three different campaigns. This fall, the Recruiting Service again purchased the Saturday football broadcasts over ABC for the U.S. Air Force Procurement program.

Recently, when some discussion arose over allocation of Recruiting Service funds between the various media, the NAB and the Broadcast Advertising Bureau expressed official satisfaction with the radio advertising policies and said that radio was receiving its fair share.

The radio industry can be assured of getting a fair share of recruiting money. The majority of the funds expended in radio will be for the purchase of time. The six local Army headquarters have been advised to devote 50% of their funds for purchase of radio time.

As to censorship, Mr. Heslep said: “If war comes, some kind of censorship will be needed. With pardonable pride and prejudice perhaps, I urge broadcasters to insist on voluntary censorship of domestic broadcasting, supervised by a civilian agency reporting direct to the President and staffed by top men drawn right from the editorial rooms and wire services of the nation’s press and from the network and station newsmen of American radio and television.”

Cites Book

He cited the book Weapon of Silence by Ted Koop, CBS Washington news and public affairs director and ex-Office of Censorship official, as one which finds pessimism and cynicism in some circles over the “magnificent job of voluntary censorship turned in by press and radio in the last war.”

Suggesting the armed services didn’t have manpower to set up a workable field censorship in the Korean war, Mr. Heslep contended that “on the broader plane the protection of freedom of expression is perhaps your most vital role in the defense effort.”

The whole defense problem can be broken down into two broad categories, he declared—preparedness and participation. Under preparedness he listed station resources, physical plant, newsroom, manpower shortages, plant protection, security obligations and mutual aid through good organizations. The salesman is one of the keys to how good a job your station is doing in the service of your country,” he said, advocating “hard, aggressive selling to increase the gross revenue.”

Urges Checking

Nobody will make a lot of money running a TV or radio station in this emergency, he reminded in noting that the tax bill now before Congress “is only the first.” Thus, he added, “the time seller is on the front line in the defense effort.”

Mr. Heslep referred to the recent storms as dramatizing the urgency of checking up on towers, tube supply, secondary and auxiliary sources of power. “The storm emergency was a good preview of things that might come,” he said.

Provision likely will be made by National Production Authority for production and distribution of maintenance parts, Mr. Heslep said.

(Continued on page 46)
The greatest power potential in the nation, favorable building sites and a skilled labor supply have attracted hundreds of new industries and a skilled labor supply have attracted hundreds of new industries and to the KGW market area since the end of World War II. Typical to the steady growth of the great Northwest in Vancouver, Washington, effectively blanketed by KGW’s COMPREHENSIVE COVERAGE through the greater efficiency of KGW’s lower 620 frequency. This has been proven by an authentic Tour-Test, made in cooperation with the Oregon State Motor Association, and witnessed by A. R. Nieman, president of Vancouver’s Chamber of Commerce. Above he gallantly assists “Miss KGW of 1950” from Commerce. Above he gallantly assists “Miss KGW of 1950” from Commerce.

This chart, compiled from official half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW’s COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.
THE THREE A’s of good business, as fashioned by WAZL, Hazleton, Pa.— anything, anytime and anywhere—were served to its advertisers, the proven and the potential, in between round-robins of feast and festivities.

WAZL’s message of what national advertisers do on radio to help the local sponsor was pointed up during a series of breakfasts and luncheons this fall. Particular emphasis was placed on the local effects of national shows. As an affiliate of both NBC and MBS, WAZL cited shows broadcast nationally by those networks.

In a tie-in, guests were given an insight into the radio public relations job successfully carried out by national firms. Programs given attention included the United States Steel Hour, the Bell Telephone Hour and the Railroad Hour, all carried by WAZL.

Poster Display

Poster displays “on location” carried the theme along by thumb-nailing all current national and local advertisers represented on the station’s program schedule. Old sponsors, such as Brighton’s Department Store of Lansford, Pa., and Jerry Woodring Hardware of Hazleton, were given extra space.

The two-day project got off to a start with a breakfast for Hazleton merchants at Genetti’s Ballroom. Ham and eggs were followed by an “on the scene” broadcast of a local program, distribution of gifts to every guest, and showing of the industry’s documentary film, “Lightning That Sells.” Vic Diehm, WAZL general manager, rounded up radio’s story and introduced visiting dignitaries.

Those attending included: Robert Evans, assistant director of public relations, U. S. Steel; Clyde Clem, NBC promotion; James Leuc, J. Walter Thompson; Phil O’Neill and Bill Kelly, Crolley Advertising; Pauline Lacey, Pauline Lacey Advertising; R. H. Levy Jr., Kingston Cake Co.; Earl Wise Jr., secretary-treasurer, and Percy Wilson, advertising manager, Wise Potato Chip Co., and Edward Bachman, Lynn-Fieldhouse Advertising.

Cocktails and luncheon were served to advertising merchants of WLTR, Bloomsburg, Pa., at the city’s Magee Museum. Mr. Diehm has been acting as consulting adviser to the station, which was served with the WAZL triple A venture. WAZL executives report “Lightning” struck there to spark new accounts for WLTR that afternoon.

Luncheon

At noon the next day, the WAZL traveling promotion group gathered at the Old Company’s Club in Lansford for a luncheon for benefit of WAZL’s Lansford, Coaldale, Tamaqua, Mauch Chunk and Lehigh Valley advertisers. The documentary film was shown once again, followed by a tour of Bright’s store.

WAZL reports the food good, the film friends, old and new, were refreshing and the results satisfying in its two-day goodwill promotion.

Truman-Attlee

RECOGNIZING the great role of electronics and other production in mobilization, President Truman and Prime Minister Clement Atlee of Great Britain in a joint statement last Wednesday both called attention to the problem of raw material shortages in discussions on defense efforts. The two high officials agreed that “vigorous efforts should be made to increase production and to assure the most effective use of the limited supplies available.” They referred to raw materials and finished goods for defense.

Sound Radio Alert

(Continued from page 44) on basis of a statement by James D. Secrest, general manager of Radio-Television Mfrs. Assn., the importance of capable staffing in the newsroom was emphasized by Mr. Heslep. He said a labor shortage may show up in the technical end of broadcasting, proposing use of “womanpower.” He quoted Chairman Wayne Coy, of the FCC, as saying: “During World War II, when the shortage of qualified operators became acute, the Commission temporarily, and as emergency measure, relaxed its requirements concerning classes of operators for broadcasting stations. This relaxation was terminated about the middle of 1946.

In the present situation, the Commission is keeping itself informed with regard to the availability of qualified operators and will work in close cooperation with other federal agencies and defense authorities.

The FCC will, of course, take any steps that seem advisable to maintain American broadcasting as an efficient instrument in the preparedness program.

Robert K. Richards, NAB public affairs director, suggested to Mr. Heslep that management schedule a series of “know your station” clinics.

Minutons Board ideas on plant protection were recited by Mr. Heslep, who stressed the need for “security consciousness.” He quoted an editorial from Broadcasting & Telecasting calling for vigilance, wisdom and caution on the part of radio and TV.

Such agencies as NAB, Television Broadcasters Assn., National Assn. of Radio News Editors, Assn. of Radio News Analysts and other professional groups, including state associations, should strengthen for mutual aid and protection, he said. He reminded that the Broadcasters Advisory Council, under NAB President Justin Miller, is ready for service anywhere. The Council is serving as a “peacetime OWI” in screening for agencies and network all requests for media assistance.

MONROE ELECTED

Heads Mo. AP Radiomen

JIM MONROE, news director of KCMO Kansas City, was elected chairman of the Missouri Assn. of Associated Press Broadcasters at the annual meeting in Jefferson City, Mo., Nov. 26. He succeeds Bruce Barrington, KXOK St. Louis. Sam Burkh, director of KIRK Kirksville, was elected vice chairman.

Speakers at the meeting included Oliver Gramling, assistant general manager of Associated Press; J. R. Lloyd, head of Kansas City District office of the Weather Bureau; and Merrill Crist, managing editor of the St. Joseph News-Press and chairman of the Missouri Associated Press.

Committee of the association presented reports on general news service, regional news report, sports, markets and weather to the representatives of 14 AP member stations attending the meeting.
WJW

is pleased to announce
the appointment of
H-R Representatives, Inc.
as National Representatives

Effective January 1, 1951

BILL O'NEIL
PRESIDENT

CLEVELAND'S CHIEF STATION

WJW

5000 W. BASIC ABC
WJW BUILDING CLEVELAND 15, OHIO

BROADCASTING • Telecasting

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Editorial

Color-Blindness

LAST WEEK RCA demonstrated the improvements it has made in its compatible, all-electronic color television system during the past six months. They were, we think, significant.

Absent from the demonstrations was FCC, storm center of the whole current color controversy. RCA, understandably, did not formally invite the Commission because of the pendency of its litigation against adoption of the incompatible CBS system, but said it would do so when the litigation is over.

Without attempting to compare the merits of the RCA system as it now stands and the CBS system as approved by FCC, we would like to suggest, respectfully, that the Commission should see the advances which RCA has made. It should see them as soon as possible. Whether seeing them would in any way affect the decision which has already been made, we do not know.

The fact remains that a part of FCC’s duty is to keep itself abreast of the arts it regulates. No technicality, in our mind, should deter the performance of that duty. We think the Commission itself will agree that any time it spends in looking at RCA’s developments will be time spent constructively.

Fantasy in Wartime

IF BY SOME magic, Marconi or Conrad should return to this moral, bewildered world and behold what is transpiring in the arts they created, they might well wonder whether it was worth it all.

On Capitol Hill, they would see a lame duck Congressman, perhaps embittered because he lost his seat, plunging for a ban on newspaper ownership of stations—that is, future ownership. And they would find that this issue, settled nearly a decade ago by the Supreme Court, still retains support among many in public life, who apparently have forgotten the precepts and teachings of the Founding Fathers.

And at the FCC, they would find a lady Commissioner battling with Amazonian fury for the reservation of scarce TV facilities for a hastily organized group of educators who evidently wouldn’t know what they would do with them if allocated.

These happen to be just a part of the issues that long ago were settled by Congress and by the courts. On the one hand, Ohio Congressman Huber wants to make of newspaper owners second-class citizens by denying any new authorities to anyone connected with the medium. Or the equivalent of saying that no men with blond hair henceforth shall be permitted to enter law or medicine, or drive an automobile.

And on the other hand, Comr. Hennock reaches emotional heights in protesting any one who will even question the right of the schools to preempt at least one VHF channel in each metropolitan area, one in each educational center (whatever that is) and 28% of the unallocated UHF spectrum. Instead of following established procedures whereby all comers compete on equal footing, she would make of all the educators second-class citizens. She would hold facilities for perhaps 30 years to accommodate the anticipated desires of the pedagogical men who aren’t there. It was just 30 years ago that radio was born.

Madam Commissioner, who has demonstrated in her two years on the FCC that she is an able lawyer, seems to us to have gone off the deep end in her zeal to do a job for the educators. It is her cause celebre. A reading of the record, and of her colleague’s with FCC Counsel Harry M. Plotkin, displays unrestrained emotions reminiscent of the days when James Lawrence Fly ran the FCC. For the first time in the 11 years that Mr. Plotkin has been an FCC lawyer, we find ourselves (perhaps reluctantly) in agreement with him. He simply sought the right to interrogate witnesses for the organized educators. Miss Hennock repeatedly stopped him short, charging that questions were “loaded.”

A war is on. It involves an all-encompassing battle of ideologies. Doesn’t it seem futile to indulge in such nonsense as a ban on new newspaper ownership, or “reservation” of channels 30 years hence—years that may see a revolution in our world economy and perhaps several in our mass radio communications?

AFRA Sings High

ANYONE who pays the bills for transcribed library services or for transcribed programs and announcements is entitled to holler “ouch” when he hears the terms of the new AFRA-transcription contract negotiated a fortnight ago.

The contract boosts talent fees for AFRA singers on library records by about 100%. It raises the fees for AFRA performers on transcribed programs and commercial spots by about the same amount. But the period over which any such program or commercial can be used, without additional talent fees, is reduced from the former 26 weeks to 13. For every 13-weeks period beyond the original 13 weeks that such a program or commercial is used, the talent must be paid an amount equal to the original fee.

Suppose a sponsor wants to run a particular commercial for 26 weeks. He pays an original talent fee 100% bigger than he used to pay. At the end of the first 13 weeks he pays the fee again. Such a case represents a 400% increase over the former AFRA contract.

Plainly, the long-time use of any one transcribed commercial will virtually disappear. The new contract will force other economies. One will be a reduction in the number of performers per transcription. Another, which is all too possible, could be a reduction in the number of stations bought by a spot advertiser.

The new contract did not impose any limitation on the period in which library service productions can be used. But the 100% fee increase, by itself, may be enough to unsettle further what has been a somewhat unstable business recently.

Many library services have operated on thin profit margins. Any increase in their basic costs such as the AFRA pay raise is bound to complicate an already difficult situation.

Because AFRA had not had an increase in minimum transcription fees for more than four years, before the agreement of two weeks ago, it was inevitable that some raise would come about. An increase of 100%, however, is out of line with comparable rises in other labor prices in that period.

Our respects to:

AUSTIN ALLEN HARRISON

AUSTIN ALLEN HARRISON’S castles in the air are no longer the nebulous dreams he once had, but have taken substance in the antenna and transmitter tower of KSWM Joplin, Mo. Now in his 31st year, he has been president for five years of his own company, Air Time Inc.

Mr. Harrison got his start in radio as a transmitter technician in 1938-39. He worked as an engineer in a number of stations including KORN Fremont, KGPN North Platte, and KFAB-KPOR Lincoln, Neb., and WMBO Peoria, Ill., and for NBC in Chicago. His ambition was to own his own radio station.

To realize his ambition, Austin Harrison saw that he needed a specialized education and more groundwork in his chosen field. A married man with children and holding a fulltime job, he nevertheless crammed every hour he could with further study. He studied at home, (Continued on page 58)

Static & Snow

By AWFREY QUINCY

NOW THE Voice of America says that the Russians are using Siberian wolf calls for jamming. Could it be that the Iron Curtain is penetrated by Faye Emerson on TV?

When Johnny Gillin was alive, he would send his many friends fine Nebraska corn-fed turkeys for Thanksgiving. With the Navy influence now prevailing at WOW, we’re speculating this year as to whether it’s a sea-gull or an albatross, or, is there such a thing as an amphibious turkey?

The Bridgeport report indicates that UHF spilled backwards is merely a phonetic beginning of PHOOIE.

We get a chuckle out of the Canadian bureaucrat who regards our broadcasting as being so obnoxious. The planned economy lads show no remorse over a television-less Dominion which has so much appetite for television that all along its southern fringes thousands of American receivers are getting what service they can from American stations, sometimes hundreds of miles away.

Broadcasting • Telecasting
"Would You Repeat That, Please?"

"I said, the Dallas-Fort Worth market shows a tremendous growth since 1940. To be exact, a 50.1% percent gain."

"In only ten years?"

"That's right. And your buying power is astounding. In relation to America's 19 major markets ranging from 500,000 to 1,000,000 in population, the Dallas-Fort Worth area is FIRST in retail sales, $1,464* per capita!"

"Thank you!...Well, there it is. We have the facilities, the mass-media for reaching our booming market. You have the product. Put the two together and the result is SALES!"

*Standard Rate & Data—1950-51 Consumer Markets

**wfaa-820 wfaa-570 wfaa-tv**

NBC, TQN—50,000 watts  
ABC, TQN—5,000 watts  
CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc.  National Representatives
Strictly Business
(Continued from page 16)

cleaner salesman. Subsequently he held several retail sales managerial jobs, including management of a Firestone Rubber Co. store in Toledo.

In 1935 the Allen Chemical Co. of Toledo decided upon a statewide campaign in Michigan over WXYZ Detroit and the Michigan network on behalf of its drug products. It employed Mr. Beeson to work with station officials on it. Following the campaign, WXYZ offered him a place in its merchandising department, where he set up wholesale and retail distribution for drugs, groceries, and hardware throughout the state.

He was restless, however, and anxious for wider experience in radio. So when WTOL Toledo went on the air early in 1937, he persuaded the manager, Mike Kent, to permit him to create, write and sell programs on a freelance basis. In 1938 Mr. Kent resigned and Mr. Beeson was appointed to succeed him. Although the station continued to progress under Mr. Beeson's management, his restlessness returned. Finally in 1939 he moved to New York and the offices of Joseph Hershey McGillvra, a pioneer radio station representative operating in Chicago and New York. In 1941 Mr. Beeson joined Headley-Reed as a senior salesman.

Came the war, and from 1943 to 1945, he served with the infantry and combat military police in England and on the continent, returning to Headley-Reed in November 1945. Last February when the firm expanded, its owner, Frank Miller, appointed him vice president to head up the AM division.

Mrs. Beeson is the former Jacqueline Wake of Toledo. They were married in June 1946, and have a two-year-old daughter, Lydia Anne.

Although one of the original members of the Radio Executives Club of New York, Mr. Beeson doesn't find much time for club life. His hobbies are golf and photography, the latter including operation of a completely equipped dark room in his home at Ardsley, Westchester County, New York.

Radio Faith
Looking ahead, he is convinced that television never will replace radio—not, he says, as long as people continue to enjoy exercising imagination. However, as TV grows up, the emphasis in radio will shift more to good music and news, he believes.

Except for a brief stint of semi-professional football in Toledo, and his Army experience, Mr. Beeson has lived advertising almost from the day he was born. It's in his blood, he feels. "Radio and sales haven't supplanted it," he says. "They've just diverted it." With his father in advertising, he wanted to prove to himself that he could make it on his own—and he did!

The stars of today and tomorrow are Yours for more Sales... with the new era in Thesaurus Swing and Sway with Sammy Kaye

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

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

front office

W. WARREN JENNINGS, Eastern sales manager, Crosley Broadcasting Corp., N. Y., to Radi o Spot Sales Div., ABC, as account executive. BERNARD MUSNICK succeeds him in Crosley post.

ERVIN F. LYKE elected president and general manager, WVET Rochester, N. Y. He has been serving as general manager for past six months.

PARKMAN R. FEEZOR appointed station director and commercial manager, KWHN Fort Smith, Ark. Was with WCAV Norfolk.

WILLIAM J. BLACK appointed national sales service representative WTOP Inc., Washington.

HOMER GRIFFITH, Western Division station relations manager, Progressive Broadcasting System, with headquarters in Hollywood, named manager Spot Sales Western Division in addition to other position. Prior to joining new network he was commercial manager KAFY Bakersfield, Calif., and for several years before that head of own radio representative firm.

MIKE WATSON, KLAC Hollywood sales staff, resigns to join State Department Information Division, Athens, Greece.

ROBERT L. BROCKMAN to local sales staff ABC Chicago after working as salesman for William G. Rameau, representative, same city. Was sales manager and station director WIL St. Louis.

O. R. (Jim) BELLAMY to sales staff WKRC-TV Cincinnati. Was general manager WWSO Springfield, Ohio, and WPCH Pittsburgh, and also account executive for Frederic W. Ziv Co.

JACK JENNINGS, ABC Hollywood audience promotion staff, to Don Lee Hollywood as account executive.

ALFRED N. GREENBERG, faculty member, City College of New York, appointed director of sales promotion WSGN Birmingham, Ala.

Personal...

CRAIG LAWRENCE, executive vice president Cowles Broadcasting Corp., and general manager WOIP Boston, reappointed director for March of Dimes campaign this year... BILL EBBERLE, sales representative WHZ Zanesville, Ohio, father of girl... CLIFF WINGROVE, manager CKTB St. Catharines, to president Advertising and Sales Club of St. Catharines.

WALLY JORGENSEN, local sales manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., father of boy, Peter James... SENATOR W. RUPERT DAVIES, president CKWS Kingston, Ont., and publisher Kingston Whig-Standard, and Margaret McAdoo, his private secretary, were married Nov. 30. ... FRED C. MALTZ, account executive KFTI Twin Falls, Id., father of girl... JUDITH WALLER, director of public affairs and education NBC, Chicago, attended White House Conference on Children and Youth, Washington, Dec. 3-7.

BROADCASTING • Telecasting
WHAT'S THE BRAWL ABOUT?

NOT A BRAWL, MY DEAH— AN OCCASION! IT'S THIS NEW ERA'S FIRST BIRTHDAY AND WE'RE HAVING SOMETHING OF A WHOOP-DE-DOO!

Champagne or not, whooping it up with THESAURUS is everyday common sense for saleswise broadcasters, because THESAURUS productions put sponsors in the big time at affordable cost.
Not only put 'em there, but hold 'em there—with the showmanship and big names that pile up the listening.
One year ago, THESAURUS promised something new and different in ready-to-air programs. Subscribers tell us the results are even better than promised!

The “new era” in THESAURUS ... A PROGRAMMING PLEDGE FULFILLED!
A broadcaster's best friend...
THIS YEAR'S EXCITING "NEW ERA" IN THESAURUS HAS BROUGHT US BUSINESS WITH A CAPITAL "B"!

Look

at THESAURUS' record! 10 great new shows . . . 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with you and your sponsors in mind . . . written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

SPONSOR-SELLING BROCHURES AND MERCHANDISING PLANS
AUDIENCE-BUILDING PROMOTION KITS
SALES-CLINCHING AUDITION DISCS

Plus . . .

hit tunes before they're hits
inspiring mood music
special holiday programs
time & weather jingles
commercial jingles
many production "extras"

Thesaurus' "new era" is one year old!
Spread one of these on a prospect's desk ... and you've got another sponsor!

A broadcaster's best friend... Thesaurus
Wind-Wrought

A NEW city job has been proposed in Passaic, N. J., that of television antenna inspector. Commissioner Julius J. Cilman said he thought an inspector of television antenna installations was needed to safeguard the public. He based his premise on the number of antennas which fell in the recent wind storm. The city commission has taken the proposal under advisement.

Feature of Week
(Continued from page 16)

some three years ago was initiated with Mr. Oberlin as the guiding force. He has only one radio show but it has become a breakfast tradition for Kentuckians listeners.

Labeled Oberlin's Observations, the 7:30 a.m. program is just that, with the WHAS news director editorializing on local issues. He writes and delivers the show.

Mr. French is the top special events man on the staff. With the station since 1940, he appears on two newscasts and conducts an afternoon man-on-the-street show.

Mr. Clark, newscaster who also doubles as chief announcer, has been in radio 16 years, the last six at WHAS.

Mr. Hakes, a recent addition to the staff, handles 6:30 a.m. and 8:30 a.m. news programs.

Just as WHAS was one of the few stations to have a direct line into Convention Hall, Philadelphia, during the Republican and Democratic conventions in 1948, so too did its TV affiliate score an enviable first with what it claims is the only local newsreel in Louisville.

News Coverage

Of the 10 members now on its combined news staff (seven radio, three TV), one scouts local sources for news and another, a fulltime cameraman, covers a beat filming stories for both radio and TV. The AM reporter and cameraman coordinate their work, getting the benefit of each other's findings. A lab technician processes film for showing the same day it is taken. Several photographers on the Courier Journal and Times also serve as freelance cameramen. TV newscasts are coordinated by Jerry Gammon, formerly in the radio newsroom.

WHAS-TV covered a $50,000 blaze last August from atop the Courier-Journal building, with three cameramen at the scene taking film closeups. Another time a news cameraman got 50 feet of film of a "flying saucer." Telenews bought the film.

At the end of each week the best film stories are edited and correlated for a film roundup of local news. The 15-minute show, called Story of the Week, is telecast each Sunday at 10 p.m.

MANPOWER ISSUE

Senate Hearings This Week

BROADCASTING: Radio.


INTRODUCING new Blue Bonnet Da Lace White Margarine with help of stations in State of Washington are Benson Inge of Ted Bates & Co., shown with local lovelies, Bernice Nadeau (l) and Karlyn Abele.

CHATTING before CBS broadcast on topic "Will There Be Enough Food?" are (1 to r) Donald Lourie, pres., Quaker Oats Co.; Helen Sioussat, CBS dir. of talks, and Paul Willis, pres., Grocery Mfrs. of America.

WORKING on sales approach for The Brrddy Rogers Show at WIP Philadelphia are (1 to r) Lee Neal, Ben Gimbel Jr., WIP pres. and gen. mgr.; Clyde Spitzner, Buddy Rogers, Gordon Gray, WIP v.p. and dir. of sales; Nat Radick of Gainsborough Assoc., producer of show; Perry Boscan, Dave Yanow and Jack Dash.

AT Dallas Advertising League luncheon promoting world premier of Warner Bros., "Dallas" were (1 to r) Francis Barr, Interstate Theaters; George Utley, WFAA Dallas; George Bannan, Warner Bros.; Miss Gerry Hilles, Interstate; Ira DeJarnett, head own Dallas agency; Col. E. L. Priesack, British vice consul; Tom McHale, Ad League pres.; Marshall Cloyd, Ad League second v. p.; Ernest Lovern, Trues-Locke Co. and Ad League dir.; Harry Owens, Gandy-Owens Agency, Dallas.
Here’s Maximum VERSATILITY!

This 212A speech input console is an operator’s dream. Facilities are provided for auditioning or rehearsing or cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines.

Two program amplifiers are included, making it possible to feed two independent programs at once or, by operating the line reversal switch, providing an emergency amplifier for normal use.

Write, wire or telephone your nearest Collins representative for complete information about the 212A or any other type of speech equipment in the broad Collins line.

# FRENCH MUSIC

Tariff Request Withdrawn

The Federation of Authors in Canada representing the French music society, SACEM, has withdrawn its request for a separate tariff on its music played in Canada (broadcasting - telecasting, Nov. 27).

The federation had filed a tariff with the Canadian Copyright Appeal Board, Ottawa, for a separate tariff from that of the Composers, Authors and Publishers Assn. of Canada (CAPAC), the equivalent in Canada of ASCAP, with which the French society was affiliated. The separate tariff asked for 40% of the CAPAC tariff, which requested $304.824 for its music broadcast rights in 1951.

Withdrawal of the request of the French group was by letter to the Canadian Copyright Appeal Board. While no official reasons are given, various industry officials felt it was in part due to the fact that, Canadian broadcasters, and especially the French-language broadcasters, had intimated they might try to do without the French catalog if a separate fee were charged. It is felt in the Canadian broadcasting industry that attempts by other national music societies may be made in the future.

# Poole Sells KSMA

PRICED at $27,500, KSMA Santa Maria, Calif., has been sold by John H. Poole to James Hageman, managing editor, Santa Maria Times, and John I. Groom, assistant station manager. Sale is subject to FCC approval. KSMA, operating on 1240 kc, is a Liberty Broadcasting System affiliate. Mr. Poole also owns KALI Pasadena and operates KMZAZ Long Beach, experimental TV station on ultra high frequency.

# WOMEN'S ADVERTISING Club

The Women’s Advertising Club of Canada recently conducted survey in Canada’s Atlantic coast provinces to ask housewives what they disliked most about radio. Over 1,000 women were questioned, and singing commercials were listed as most disliked item of radio program fare.
RAILROADS
AND THE DEFENSE
OF THE NATION

The Forward Edge of American Defense is the combat force on land and sea, and in the air.

Back of that force are the organized military services which provide arms, munitions and supplies to the fighting men.

Back of these services stands the productive power of the most richly productive economy the world has ever seen.

Basic in that economy is the American railroad, standing ready to move anything, in any quantity, for anybody, in any season of the year, in any part of the continent — and to do it with unequalled economy in manpower, fuel and materials, and money.

Association of American Railroads
Washington, D. C.
Sure You Haven't A "Blind Spot"?

As I was driving down Main Street last Saturday afternoon, another car pulled out right in front of me. It turned out to be Buck Blake. He wasn’t going fast. It was just that he had something or someone else on his mind at that particular moment.

Buck’s really one of the nicest fellows I’ve ever known. But, sometimes he gets to day-dreaming on the road. He sort of gets a “blind spot” to what’s going on about him!

Now, lots of normally considerate folks have their “blind spots.” It could be anything from day-dreaming while driving a car to humming out loud at the movies.

From where I sit, it’s mighty important to be on guard against your own “blind spots.” The other fellow has a right to his “share of the road,” too—whether it’s having a taste for a temperate glass of sparkling beer or a desire to listen to some classical music if he wants to.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Respects

(Continued from page 18)

taking extension courses from various universities, later enrolling in the U. of Nebraska while working at radio stations in Lincoln.

Young Harrison did not obtain a degree, but he did earn recognition as a competent engineer. During the early part of World War II he taught as an instructor at the Illinois Institute of Technology and later he assisted in specialized radar work for the armed services at the Radiation Lab of Massachusetts Institute of Technology.

With the cessation of hostilities and the lifting of the FCC freeze on applications, Austin Harrison and his wife liquidated everything they had, car, house equity, furniture—everything but the clothes on their backs and their dreams—and in October of 1946 filed their application for a new station at Joplin, Mo.

In February 1946 a construction permit was granted and building began immediately on the station. In July of 1946 KSWM took the air bringing competitive radio to the Joplin district for the first time.

“I thought,” said Mr. Harrison, “that I had experienced some pretty tough times; the next couple of years were really the toughest.”

Cites Support

In spite of mistakes the station has flourished and “with the help of the great people of Joplin,” Mr. Harrison says, “I have been able to provide a better and better service. We will never forget the wonderful few who encouraged us by placing advertising with us right from the start and stayed with us.”

And most particularly, he cites a Joplin baker who is always the first to jump to the support of a new endeavor and do many times his share.

One of the station’s most successful campaigns was conducted a few months ago, according to Mr. Harrison, when a local clothing manufacturer, who had built up quite a large national distribution for his product but was lacking in prestige in his own district, decided to advertise. An analysis of the problem brought forth the idea of selling the town first on what the manufacturer contributed to the welfare of his own community in number of people employed, etc.

The entire story was made up in small parts and then worked into several special production announcements, with sound effects of a very effective nature. The whole campaign was then worked out on a blanket spot announcement basis. In a few weeks everyone in the area was talking about the manufacturer knew all about the product and was asking for it in the local stores. The job was a complete success and KSWM expects the firm to be a year-round advertiser, Mr. Harrison said.

Too much the idealist and not commercially minded enough at first, Austin Harrison says: “I have learned beyond a shadow of a doubt that as a radio station operator you can be appreciated and respected for doing community service, etc., but you still must prove in dollars and cents that you can really help sell merchandise and be effective as a selling instrument in order to have the genuine respect and admiration of your fellow townsman.”

The station which promotes and stimulates the sale of goods and services is contributing to the healthy life and well-being of the community, Mr. Harrison avers. When a station is able to do this and also provide entertainment, news and education, that is the “end result of my interest in radio,” he says.

A Civic Leader

Mr. Harrison has taken a leading role in the civic affairs of Joplin. He is president of the Joplin Lions Club, president of the Salvation Army Advisory Board and has been elected member of the six-member Board of Education. He is also member of the board of trustees of the Freeman Hospital. He is interested in public affairs and special service broadcasts and covers public events all over Missouri and often in various other parts of the United States.

Austin Allen Harrison was born in Carthage, Mo., Aug. 14, 1919, and was reared and educated in that town, which no doubt accounts for establishing his business in that state. The Harrisons have six children, ranging in age from 2 years to 11. Home movies (he has plenty of subject material), swimming and reading historical literature constitute Mr. Harrison’s hobbies.

zkKCWK AIDS FUND

Some 125 Orphans Benefit

COMMERCIAL radio’s selling power was called upon by the Naval radio station at Moncton, N. B., to put over a fund raising campaign for benefit of local orphanages, Lt. M. O. Jones, RCN, commanding officers of the station, reports.

When CKCW Moncton was approached with a plea for publicity to help sell at least 1,000 apple pies at 40¢ each to raise funds to provide a Christmas party for local orphaned children, Lt. Jones says the result was overwhelming.

"For two days preceding the sale the air was filled with ‘plugs’ and announcements regarding the sale... when the great day came few people in Moncton were not aware of the occasion which the radio had ‘dubbed’ Apple Pie Day," Lt. Jones reports. As a result of the promotion, two hours after the pies were on sale, every one baked—a total of 1,104—was sold, with the demand unrelenting during the rest of the day. Result was the enriching of the fund by $400—enough for 125 orphans to know a happier Christmas, the Canadian officer notes.
THIS IS OUR TWENTIETH ANNIVERSARY.

This cake, symbolizing our twenty years of progress and service, results from a careful adherence to a time-tested recipe. In a like manner, our success as a radio station is the result of combining the proper ingredients in our operating philosophy.

We have always believed that in this democratic world, free speech is a most cherished right. We have always kept our mike a free-speech mike.

We believe that our programming must be in the public interest. And this has won for us many coveted awards. The significance of these awards reflects not only the merit of our programs, but our constant long-range planning in your interest.

We believe that the years ahead are filled with opportunity. If we did not believe this, we would not believe in America... because, in America, there is no limit to accomplishment.

So...we’re starting our twenty-first year...eager and confident...a part of America’s greatest advertising medium...and still "In Service of Home and Nation".

Cleveland’s Friendly Station  W GAR

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY
THE STARS shine brightly in WFBL Syracuse, N. Y.'s celestial promotion that promises to put radio and its rated personalities up front in the station's coverage area.

WFBL's "star" project, developed and perfected by Robert G. Soule, the station's vice president, is built around the point-of-sale display which features a photograph of a WFBL-CBS radio personality. Attached to each product in the display is a promotion of a product with the legend: "We recommend WFBL advertised products." A star shines out with: "Today's WFBL special."

This three-way promotion, set up in local supermarket food store windows and rotated to permit each store to show every picture used, has the objectives of stimulating listener interest, catching attention of grocery store sales representatives and ultimately increasing direct sales of products advertised over the station.

A total of 65 pictures are used to service 55 supermarkets which are cooperating. The latter are selected for willingness to participate and for their location—to assure coverage of all parts of the city and suburbs. Total estimated annual sales volume of the markets is more than $20½ million, or 38% of total food sales in the area.

Listener interest is boosted by a series of 11 contests, one held each week. Starting Oct. 23, announcements, each mentioning one of the stores, were put on the air. They are broadcast Monday through Saturday at 7:15 a.m. and Monday through Friday at 5 p.m. Kicking off with a few bars of "East Side, West Side" the announcements tell listeners that "all around town"

ONE OF WFBL's merchandising exhibits is explained by Vice President Robert Soule (pointing) to (l to r): Richard Grahf, William Esty Co. advertising agency; C. O. Victor, Lever Brothers; John M. Murphy, C. F. Mueller Co.; Thomas W. McDonnell, N. W. Ayer & Son, and Jones Scovern, Free Peters, station representative. WFBL displayed its exhibits for advertisers and agencies during a two-day showing last month at the Park Lane Hotel, New York.

GROCERS like this one pitch in to put over WFBL's "star" project. Picture of Arthur Godfrey tops a display of various products the CBS radio personality advertises on his programs. Displays such as these appear in 55 different supermarkets in the city.

their favorite radio stars' pictures can be seen in 55 leading supermarkets.

First person to name the picture shown in any one of the five stores announced is awarded an assortment of WFBL advertised products. To put the edge on competition, each store is urged to present the best display, with a prize going to the store owner or manager including the most appealing tie-ins. Advance notice is given the local sales representative of the product in order that he may help out with the merchandising.

According to WFBL, the advertisers' sales forces have hopped enthusiastically into the project. Comments range from "something new and different" to "one of the most tangible pieces of advertising cooperation and "outstanding and unusual merchandising." WFBL feels it has hit upon something in its star-studded promotion.

Dovetailing into this successful merchandising is another promotion and public service project developed by WFBL. Again the keynote is the radio star. It is used to help organizations raise funds for de-

(Continued on page 66)

FORTUNE spinner is this WFBL-CBS "Wheel of Stars." While promoting products advertised on the station, the booth also is responsible for collection of funds for needy organizations in the community.
Here is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products. Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

- **Triangular**—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.
- **Uniform in Cross Section**—because radio engineers proclaim this feature a distinct asset in broadcasting.
- **Strong**—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or coaxial transmission lines having 3½" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction. Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.
RADIO TIME SALES
(QUEBEC) LIMITED

RADIO STATION REPRESENTATIVES

Take pleasure in announcing the opening of new offices at
1231 St. Catherine Street, West
Montreal
Marquette 4864

Complete services for the radio advertiser
and advertising agency

JAMES A. TAPP
President

Local and national representative for CJAD, Montreal.

William T. Stubblefield,
transcription division Capitol
Records Inc, appointed account
executive in station relations depart-
ment Associated Program Service, N.
Y. Formerly was general manager
KBRI Alice and KCLL Hamilton,
Tex.
STERLING FILMS Inc., N. Y., and
Sterling Television Co. Inc., N. Y., ap-
point Gross-Evans Assoc. Inc., N. Y.,
as advertising, publicity and public relations
agency.
BILL RICHMAN, independent radio-
tv producer, to Music Corp. of Amer-
ica, N. Y., in charge of daytime tele-
vision activities.
MILDRED FENTON, radio producer
and head of Mildred Fenton Produc-
tions Inc., N. Y., and William E.
Goezter, partner in Elliott, Goezter &
Bojne Adv., S. F., were to be mar-
rried yesterday (Sunday).
PHILIP KORNBLUM, KKO Radio Pic-
tures, appointed chief accountant
Jerry Fairbanks Inc., N. Y.
SRAC Inc., N. Y., has prepared
special Christmas programs and new
Christmas records for its subscribers
including a 15-minute production,'Sin
of Bethlehem: children’s program,
Mister Magus Rabbit: recordings by
Calder Choir, Crusaders Quartet,
Choir Girl Trio and Trinity Choir of
St. Paul’s Chapel, N. Y.
Marilyn T. Costello, service
supervisor RCA’s Thetasure, N. Y., and
Henry A. Gillespie, Southeast sales
representative for RCA Recorded
ROBERT NELSON, KGO San Fran-
cisco, to XRON-TV San Francisco as
transmitter engineer.
SAMUEL ELEFT, program director
WLJIB New York, appointed head of
newly-formed radio and TV depart-
ment Israel Office of Information,
N. Y.
JON KLEMEK, independent TV pro-
ducer and director, to JCK Television
Productions, N. Y., as executive direc-
tor of program department. STAN
THIEN, JCK sales promotion manager,
given added assignment of general
press representative.
Dawson & Jackson, radio and TV
program packager and consultant
opens new offices in Suite E 817 at 512
N. Michigan Ave., Chicago, telephone
Michigan 2-6231. Partners are
STUART Y. DAWSON and LOWELL
E. JACKSON. Other personnel: Script
supervisor, HERBERT FUTRAN;
musical director, WILLIAM WAL-
KER; set designer and construction
chief, KEN OLSON, and head of stag-
ing and direction, DAVID DURTON.

Technical . .

GORDON LARSON appointed chief
studio engineer for The Viking Net-
work, Portland, Or.
STAFFORD E. DAVIS appointed chief
engineer KFTV Paris, Tex.
THOMAS McFADDIN appointed chief
engineer KTVT Texarkana, Tex., re-
placing ORVILE JOHNSON, re-
signed.
JACK BARKLEY, operator CBL Tor-
onto, on active service with United
Nations Forces, Canadian Army. He
is veteran of World War II and has
been with CBC since 1942.
GEORGE SIMPSON, KPCR San Fran-
cisco, to KRON-TV San Francisco as
studio cameraman.

Equipment . . .

FRED A. LYMAN, assistant national
sales manager, Allen B. DuMont Labs,
appointed director of sales training
for receiver sales division.
H. ALLEN WELSH, Geophysical In-
strument Development Tube, Magnolia
Petroleum Co., Dallas, appointed sales
service engineer for Radio Tube Div.,
Sylvania Electric Products, N. Y.
W. ARTHUR FREYER, purchasing
agent for Majestic Radio & Television,
division of Wilcox-Gay Corp., Brook-
lyn, N. Y., appointed purchasing
director of organization. CALVIN L.
FOX, N. Y., publicist, appointed pub-
lic relations consultant to Majestic
Radio & Television Co.
POLARAD ELECTRONICS Corp.,
Brooklyn, N. Y., announces new reg-
ulated power supply model PT-112.
Unit is designed to provide high cur-
rent drain at precisely regulated voltages
to meet need of TV industry.
HEWLETT-PACKARD Co., Palo Alto,
Calif., announces new signal gener-
ator model 618-A for microwaves or
super high frequencies.
INDUSTRIAL DEVICES Inc., Edge-
water, N. J. (electrical testing de-
vices), announces new testing device
No. 400-PT that allows voltage meas-
urement to be made across load with-
out usual “breaking in” on line.
TECHNICAL APPLIANCES Corp.,
Sheboygan, N. Y. (AM-FM antenna
systems), announces guy anchor No.
867 that allows free rotation of mast
after guy wires are attached. It is
made of heavy gauge steel and pro-
vides strength necessary for high in-
stallation.
ALT EC LANSING Corp., N. Y.,
awarded “Electrical Manufacturing”
product design award for 1960 for new
miniature condenser microphone.
RADCLIFFE L. ROMBURY, vice presi-
dent of sales Philco International
Corp., appointed vice president and
executive assistant to president.
SIMPSON ELECTRIC Co., Chicago,
is issuing small illustrated folders on six
of its instruments. Folders may be
had by writing company at 8200 W.
Kinzie St., Chicago 44, Ill. Attention,
Mel Buehring, sales manager.
PAUL WICKMAN, accounting and
sales sections, Electronic Dept. General
azd, appointed district represent-
ative GE’s Tube Div., with headquar-
ters in Boston.

CIVIL defense-conscious Seattleites
may secure three-page list of instruc-
tions on what to do in event of atomic
air attack, by writing Housewives’
Protective League, KIRO Seattle.

WIBC Elections

ELECTIONS to determine the bar-
gaining representatives for certain
employees at WIBC-AM-FM Phila-
delphia have been ordered by the
National Labor Relations Board.
Due to a typographical error appear-
ing in the original order rele-
seed by NLRB Broadcasting •
TELECASTING Dec. 4 incorrectly
identified the station as WIBG-
AM-FM, which is located in
Greenboro, N. C. Latter station,
not connected with the Philadelphia
operation, reports no labor dis-
putes, noting a reference in the
same story to WFMY-AM-FM
Greenboro, N. C., which also was
directed to hold elections.

Open Mike

(Continued from page 14)

sented in each week’s issue of
BROADCASTING • TELECASTING .
help us to sell new accounts. We
find these stories, when used on a
“Radio Is Ready to Build for You,
Too” pitch, very impressive . . .

Lloyd D. Loser
Local Sales Manager
WTD-AM-FM
Quincy, Ill. • • •

‘An Old Friend’

EDITOR:

A bouquet of roses to you for . . .
sending me a duplicate copy of the
BROADCASTING • TELECASTING
Yearbook.

To have been without one, even
for a matter of days, was much like
having been deprived of my arms
and legs. The BROADCASTING •
TELECASTING Yearbook is much like an
old friend whose true value is un-
appreciated until one is shorn of his
presence. Again with apprecia-
tion.

Frank Wilbur
Station Manager
KAFY Bakersfield, Calif. • • •

More on ‘Shortage’

EDITOR:

In regard to statement in Open
Mike of Nov. 13, concerning the
shortage of operators with class-
tickets—May I say “no wonder.”

In classified ads of Nov. 13, all
one prospective employer wants is
a chief engineer who will take an
announcing shift, and who must
necessarily have a car. All this
and if you break it down to a 40-
hour week (which someone’s told
me, is recognized as the standard
work week in the U.S.A.) it amounts
to $1.13 per hour. Remarkable!! . . .

D. W. Siegel
Stomington, Conn.

P.S. Yes, I have a first class
ticket and as they used to tell me
in the Army, it’s no crime to gripe.

WIBG Elections

ELECTIONS to determine the bar-
gaining representatives for certain
employees at WIBG-AM-FM Phila-
delphia have been ordered by the
National Labor Relations Board.

Due to a typographical error ap-
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putes, noting a reference in the
same story to WFMY-AM-FM
Greenboro, N. C., which also was
directed to hold elections.

Page 62 • December 11, 1950
Not actually, of course... but the gains in official population registered by the 1950 Census in the BMB areas of Westinghouse stations exceed the present population of the city of Los Angeles!

Healthy increases were noted in all Westinghouse territories... in New England, in the Middle Atlantic, in the Pittsburgh market-area, in the Midwest, and in the Pacific Northwest. Here's the score, station by station and territory by territory.

But it isn't numbers alone that make these stations such a good buy. It's listener-loyalty, nurtured by good local programming and augmented by popular network shows. If you're looking for consistent, dependable sales support in the areas listed here, put Westinghouse stations at the top of your list. Free & Peters has details.
DEVELOP ALLOYS

To Meet Shortage—Nisbet

American industry will be better able to meet critical metal shortages in future emergencies than it was during World War II through development of certain alloys, a General Electric Corp. official told a joint meeting of the American Institute of Electrical Engineers and Berkshire Society of Metals last week.

James D. Nisbet, head of the Metallurgical Materials and Process Division of the General Electric Research Labs, Schenectady, N. Y., stated that "we should be able to alter the composition of alloys in such a way that strategic materials are, in a large degree, eliminated." Titanium alloys may replace steel in many applications because of certain advantages, Mr. Nisbet said. Though production of the metal is now limited, improved processes for obtaining it have recently been developed, he added.

KMNS Sale

JOHN R. RIDER and Morden R. Buck have purchased KMNS San Luis Obispo, Calif., for $21,500 subject to FCC sanction. Deal also includes accounts receivable and cash on hand. KMNS operates with 250 w fulltime on 1340 kc. Sale was negotiated by Blackburn-Hamilton Co., KISD station and newspaper brokers.

NAME HULLINGER

To New ABC West Coast Post

NED HULLINGER, director of publicity, ABC Western Division, last week was named manager of station relations for the network's Western Division, effective immediately. He replaces Francis Conrad, who was recently named director of ABC Western Division and manager of the network's Los Angeles affiliate, KECA.

With ABC for the past five years, Mr. Hullinger started as publicity writer from where he advanced successively to assistant promotion manager, and publicity and audience promotion manager before reaching his most recent post.

IRVIN WAGNER

Advertising Consultant Dies

FUNERAL services were conducted Thursday in Chicago for Irvin J. Wagner, 51, advertising consultant and former vice president of Olian Advertising Co., same city. Mr. Wagner died Dec. 3 as the result of a heart attack suffered in Los Angeles while on a business trip. He had been ill several years.

For the past year, Mr. Wagner operated his own business as an advertising consultant in Chicago specializing in radio and television. From 1944 until 1949 he was an Olian vice-president, working mainly in radio although he had general executive duties. He also established himself as a successful commercial copywriter, authoring many jingles. His most recent jingle was for Pabst Blue Ribbon beer, one of the main accounts on which he worked as consultant. Prior to the industry he was sending checks to the Chicago Radio Management Club, in care of President Arthur Harre, manager of WJJD Chicago, for the establishment of a memorial fund.

Surviving are his widow, Belle, and a son, Kurt.

The $$$$ points to

5th in Nation in Corn Acreage — 12th in Nation in Cattle

"KITCHEN KATE" speaks the language of Central Nebraska's housewives. Her solid market can be

KEEPING CENTRAL NEBRASKA INFORMED

BROADCASTING * Telecasting
PUBLIC UTILITIES TAKING MORE COAL.
The latest official figures from Government sources reveal a marked increase in recent months in the consumption of bituminous coal by the electric power companies. This upward curve in coal is not matched by either natural gas or oil. It is clear that coal is getting a bigger share of the utilities' total fuel purchases. In September, 1950, the last month for which figures are available, the utilities' use of coal was 7,456,000 tons. This was a 17.6% increase over September, 1949.

UTILIZING COAL'S ENERGY—WITHOUT MINING.
A United States Bureau of Mines official has announced that the ability to put unmined coal to work has been effectively demonstrated. In Gorgas, Alabama, coal has been gasified by controlled burning underground. The gases produced were piped to the surface at 1200° F., with enough power to operate an electricity-producing gas turbine. Someday, coal that's impractical to mine may become an important source of power.

ANOTHER HISTORY-MAKING SAFETY RECORD!
The latest figures from the Bureau of Mines reveal further marked progress in the drive of the bituminous coal industry to reduce accidents. Fatal accidents are down 13%, and the over-all safety record for the first nine months of the year tops last year's record by 3%, a record which was the best in history.

COMPETITION—KEY TO PROGRESS!
The Keystone Coal Mine Directory shows that approximately 8,000 independent producers mine the coal used in this country. Thousands of these are small producers, and competition within the industry has never been keener. Free competition has helped to make the coal industry ready and able to meet any demands of either peace or war.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.
WBOK STOCK
Ray Buys Half Interest

ACQUISITION of half interest in WBOK Inc., permitted for New Orleans’ newest station, by Stanley W. Ray Jr., co-manager and minority stockholder of WJMR-WRCM (FM) New Orleans, was reported to FCC last week for its approval.

At the same time a voting trust agreement giving WJMR’s George A. Mayoral — new manager, formerly co-manager with Mr. Ray — the right to vote 50% of that station’s stock for a period of five years also was reported to the Commission. This followed Mr. Ray’s disposition of his 12% interest in WJMR and his resignation as co-manager and board member, in accordance with FCC’s duopoly rules.

Mr. Ray purchased 50% interest in WBOK, 1-kw daytimer which is slated to go on the air early next year, from sole owner Jules J. Paglin, New Orleans businessman and civic leader. Purchase price is to be one-half of Mr. Paglin’s investment in the station to date, which is estimated unofficially at about $45,000 or $50,000 and would make Mr. Ray’s outlay about $25,000.

Mr. Ray’s 12% interest in WJMR was sold to the licensee company, Supreme Broadcasting Co., as treasury stock and then resold to Mr. Mayoral. This brought Mr. Mayoral’s WJMR stock interest up to 24%. In addition, majority owners William and Ramon Cortada propose to transfer voting rights to 26% of their stock to Mr. Mayoral for a period of five years.

At WBOK, whose studios and transmitter building are now under construction, Mr. Ray will be vice president and have charge of the station, its personnel and policies.

Messrs. Ray and Mayoral joined in the development of WRCM, which was established in 1946, and later, following the issuance of an AM license in 1947, in the development of WJMR.

WJMR is a daytimer operating on 990 kc with 250 w. WBOK is authorized to operate daytime on 800 kc with 1 kw.

The FCC applications were filed by Washington Attorneys Robert M. Booth Jr. on behalf of WJMR and D. F. Prince on behalf of WBOK.

Stars Shine
(Continued from page 60)

Townshend Named

FRANK W. TOWNSEND, former president of Mis- sixed.

PADVISION is interested in the idea of adapting the wheel of fortune that is the mark of every carnival and fair. Known as the WFB Wheel of Stars, photographs of 30 radio people heard regularly are used in place of numbers. Matching each picture on the wheel are 30 paddles with a corresponding picture of each star. Under each photograph is the program’s name, sponsor’s name and time broadcast. The entire display is in booth form and can be set up in 15 minutes.

When an outside group calls up on station aid for funds, the Wheel of Stars begins spinning. Proceeds go to the organization or fund. Prizes awarded consist of products advertised.

For Some Interesting Information on Radio in Iowa, Please See Page 27 of This Issue

Three Cakes, One Party

WRDC Hartford, Conn., and Founder President Franklin M. Doolittle were congratulated last week for three special anniversaries. Dec. 5 marked WRDC’s 20th year in Hartford and its 20th year with CBS, while Dec. 10 was the station’s 28th birthday anniversary. CBS President Frank Stanton, Chairman of the Board William S. Paley, and Vice President Herbert V. Akerberg sent congratulatory telegram to the station, recalling the happiness of the network’s association with WRDC and praising the station for its public service efforts. WRDC moved from New Haven to Hartford in 1930.

Figuring prominently in KSL-AM TV Salt Lake City’s sales expansion program are these executives: Eugene Halliday (l.), newly appointed sales manager of the TV operation, and Frank McClythy, general sales manager of both radio and TV, who emphasizes a point in the station’s new sales lineup. Appointment of Mr. Halliday by General Manager C. Richard Evans was announced in conjunction with a planned stress on TV sales. Mr. Halliday formerly was assistant sales manager for AM and TV.

Radio’s Place

Need in TV Home Shown

THE POSITIVE place of radio in the home becomes more pronounced as the length of television ownership increases. Finding times and programs which are more favorable to radio listening has made TV owners more aware that there is a definite need in the home for a radio.

These are among the findings reported by Advertest Research following a comparative study of video set owners in the New York-New Jersey TV area. First survey was made in May 1949 and 96.3% of the original sample was recon- tacted in November 1950. Once the amount of listening-viewing time was set, little appreciable change was found over the 18-month period. The pattern changed slightly, however, with a trend found toward earlier radio hours and later television hours.

Children reportedly have decreased both listening and television viewing, with the latter a sharp decline. In the age groups between 16 and 44 both listening and viewing have increased, Advertest found.

Justice Shift

Nominate Baldridge to Claims

HOLMES BALDRIDGE, chief of the General Litigation Section of the Justice Dept.’s Anti-trust Division and formerly an FCC attorney, has been nominated by President Truman to be Assistant Attorney General in charge of the Claims Division.

The nomination, subject to approval by the Senate and now awaiting action by the Senate Judiciary Committee, was made simultaneously with announcement that Assistant Attorney General H. Graham Morison was being shifted from head of the Claims Division to head of the Anti-trust Division, a post which had been vacant since the resignation of Herbert A. Bergson on Sept. 30.

Mr. Baldridge was a principal attorney with FCC from Nov. 1, 1939, to Dec. 1, 1939, and joined the Justice Dept. in 1948. He has been one of the Anti-trust Division’s top trial attorneys since that time. Attorney General J. Howard McGrath called his record “outstanding.” He is 48, and a native of Connersville, Okla.
ANNOUNCING THE NEW Continental

5/10 KW AM TRANSMITTER

Continental Electronics Manufacturing Company of Dallas, Texas, well-known manufacturer of high-power and high-frequency broadcast transmitters for foreign and overseas service, now offers the domestic broadcasting field an outstanding new 5/10 kw transmitter. Distributed by Graybar Electric Company, this new equipment incorporates many features never before available in AM transmitters.

NEW! . . . Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! . . . “Transview” cabinet design and vertical chassis construction enhance this transmitter’s appearance and provide an unobstructed view of the functional equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative.


There are other features you’ll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.
FAB Petitions FCC

PROMPT ACTION by the FCC in the clear channel case, before the Senate ratifies the NARBA treaty, was urged by the Florida Assn. of Broadcasters in a resolution adopted at its convention in Jacksonville, Dec. 1-2. The resolution called for in broadcasting service to the people of Florida will not be “unnecessarily delayed.”

The association, meeting at the Mayflower Hotel, heard a report by Dorsey Owings of Broadcast Music Inc. concerning the successful operation of clinics for program directors and managers which enabled them to “improve their programming and better understanding of service.” A resolution was passed expressing the association’s desire to sponsor similar clinics in Florida with the help of training film and supplementary speakers from EMI. Universities in Florida will be asked to join with FAB in supplying facilities for such clinics when the understanding that students of their radio classes will be invited to participate.

Gramling Speaks

Olive Gramling, head of the AP radio division in New York and at one time a resident of Tallahassee, spoke to the FAB on the freedom of radio and press, stressing the great difference between Russian and American ideals of such freedom.

“The right to broadcast is the fulfillment of the right to speak,” he said. “The right to print is the fulfillment of the right to have a free press. The two freedoms are interdependent. Our two freedoms should remain secure so long as radio and press unite in their efforts to keep the people fully and accurately informed.”

Dr. J. Hills Miller, president of the U. of Florida, described Florida as “the great American home,” because “so many people move here from other parts of the country.” Radio had been important in speeding the state’s progress, Dr. Miller said. “Radio plays a large part in building up the state—an important and tremendously responsible part—in shaping the fast-developing, modern economy and government of Florida.” He continued: “The university has excellent clinical facilities for training people important to the radio field and we need you to tell us what you need.”

Maj. Garland Powell, president of WRUF Gainesville, called on the industry to “rid itself of any pink-tinted person connected with it.” He asked FAB to take the lead in outsting Communists or fellow travelers “wherever they may be found.” Major Powell added that he knew of no station in Florida which “harbors any Communist or anyone of pinkish tendencies.”

State Dept. Thanks

The association also adopted a resolution expressing its gratitude to the State Dept. for sending Captain John S. Cross of that department to the meeting for a discussion of the pending NARBA treaty. Another resolution requested FAB to modify its requirement that a thermocouple type ammeter be installed in the antenna circuit as per its Section 1.702, Section 10 B (9). Frequent electrical storms have often destroyed the ammeters, causing unnecessary expense to the stations involved, the resolution said. The effect of the modification suggested would be to permit the stations to use a “portable or plug-in thermocouple antenna ammeter which would result in no irreparable injury and would be in the public interest, convenience and necessity.”

In adjourning, the meeting expressed its thanks to the city of Jacksonville and the radio stations of Jacksonville and Jacksonville Beach which acted as hosts to the convention.

WIP Philadelphia has arranged to supply Weather Bureau in Philadelphia area with regular morning temperature readings from station’s transmitter located in Belmar, New Jersey. Readings will be taken between 7:15 and 7:30 a.m. Monday-Saturday, and will be incorporated into weather analysis broadcast directly from Weather Bureau on WIP’s Start the Day Right Program.

GROUNDWORK for a proposed Canadian branch of the National Assn. of Radio Stations Representatives was laid at a recent meeting in Toronto, attended by arrangements, and Free Press, Toronto, William Bennett, president of NARS. Discussing plans at a luncheon session were Ito: Seated, Sr. McVey, assistant general manager, All-Canada Radio Facilities Ltd.; Norm Brown, manager, Radio Sales Ltd.; Mr. Woodward; William Wright and James L. Alexander, who head firms bearing their respective names; standing Horace N. Stovin and Andy McDermott, Horace N. Stovin & Co.; and John Teagle, traffic sales division, All-Canada Radio Facilities.

IS GREAT POLSKIE RADIO!

BULLETIN OUTLINES POLISH RADIO FEATS

MORE and more fisher clubs and homes are being provided with radio sets that enable the fishers to listen regularly to daily fisher communications and inform them in what place successful fishing took place in the last hours, what kind of fishes were fished, from what approach fish-banks. Fishers must not look for fish banks but are able to swim directly to places foreknown in advance because of radio in Szczecin which operates independently of meteorological news.

And that isn’t all—Five years ago took place the first broadcast of chamber music second violin quartet of Borodin, Russian composer, executed by the ensemble of Polskie Radio.

What’s more—The State Enterprise of Radiophonic of the country is organizing new radio junction stations, repair workshops, installs local receiving sets, and radio receivers at homes of radio enthusiasts. Great changes are foreseen in operation of networks that are to give the listeners a clear receive.

And then, too—On 22 July the broadcasting station in Cracow was solemnly put on the air, built according to the projects of Polish specialists based on the newest experiences of the Soviet radiotechnics. On 23 July—day of Poland’s liberation—the new shortwave station in Warsaw was solemnly put on air and as the aim of the new transmitter of great power is to serve foreign listeners in foreign languages the new station has been called “Broadcasting Station of Peace.”

In great attainment of Polskie Radio, according to monthly bulletin of Publication Office of Polskie Radio, in field of countryside broadcasts and radiophication of the country.

MOBILIZE MEDIA

Golden Urges Propaganda Unit

A PLEA for mobilization of radio, television and all other information media into a "propaganda agency of power and effectiveness never before seen in this world" was made on Capitol Hill last Wednesday by Rep. James S. Golden (R-Ky.).

Asserting that the U. S. should devote its "entire national economy" for all-out preparation for total war, Rep. Golden said in a statement inserted in the Dec. 4 Congressional Record that "we should enlist the best talent in America from all walks of life and from both major parties" to spread truth throughout the world. He also mentioned the Voice of America as an instrument of propaganda.
Did you ever hear a fussy gent in a restaurant tell the waiter what brands of gin and vermouth to use, their exact proportions to a cubic centimeter, the number of revolutions per minute on the stirring process and the Fahrenheit temperature of the glass to serve the masterpiece in? What does he get? "One martini, Joe."

The same thing goes for radio ratings - How silly can you get? Hooper, Pulse, Nielsen, Condon, Trendex, Videodex - who's right?

If baseball were run by radio people, you'd never get a winner. Some would claim victory because they got more runs, some because they made more hits, some because they had more runners on base, more strikeouts or more something else.

Don't think we're not confused. Each week some agency or advertiser asks for each one of the known radio surveys. We can't buy them all so we have been using Nielsen. Why? Because Nielsen is an area study and does not overweight the competition of TV as a strictly city study will do. Is that a good reason? Who knows?

But there's one thing you can't kiss off. WGN has for years carried more spot advertising than any other major Chicago station. We still do. And we've had some mighty fine customers for a long time; people like Colgate, P & G, Lever Brothers, General Foods, Standard Brands, Ward Baking, Borden, Sinclair, and a long list of other companies whose annual profit and loss statement doesn't look like they've been throwing that green stuff out the window.

Then, too, we've got a bunch of retailers with us -- cold-blooded guys who keep one eye on the old cash register. They keep coming back for more so I guess WGN pays off.

After all, WGN has been in business for 26 years - that's longer than any rating service. And all through those 26 years we've been selling the same thing -- effective radio advertising.

It's a funny thing. As advertisers or agencies, you are selling brand name merchandise. So are we - a brand name radio station in business a long time and still doing OK by advertisers and listeners alike.

But what's our rating?

"Another martini, waiter, and this time not so much vermouth."

Sincerely,

WGN, Inc.
A DEFICIT of $243,747 was reported in the 14th annual report of Canadian Broadcasting Corp., for fiscal year ending March 31, 1950, in report released at Ottawa Dec. 2. This includes an allowance for obsolescence and depreciation of $211,149. CBC reported increased revenues in the fiscal year, but increased costs due to high price levels, addition of Newfoundland to the system and preliminary television expenses were given as reasons for the largest deficit in its history.

Income from annual listener license fees and from transmitter license fees of privately-owned Broadcasting stations amounted to $5,461,488, from commercial broadcasting $2,366,400, and from miscellaneous sources $145,729 for a total of $7,977,016. Major expenditures were for programs $4,261,522, for engineering activities $1,675,660, for wire lines $1,054,540, for administration $441,000, for press and information $227,734, for the commercial department $200,241, for television promotional work $55,871, and interest $94,802 for a total of $8,030,214.

64 Page Report
The report contained in a 64-page booklet, dealt in detail with CBC programs, with all commercial sponsored programs marked. Of all network programs carried, 84.4% were commercial, 18.6% were being originated by CBC, 15% from U.S. and 3Bc, and 2.1% from privately-owned stations. CBC network programs were about evenly divided between musical and spoken programs.

The report states there was an increase of about 7% in commercial revenue in the year, due to addition of Newfoundland stations to CBC system. About 48% of commercial network programs originated in Canada, the remainder were piped in from the United States.

In the foreword to the report, A. D. Dunton, chairman of CBC, said this is the story of the little 13-year-old Hyattsville, Md., girl who decided to drop President Truman from a board suggesting that radio stations take time each day to offer up a prayer for the boys in Korea.

It sounds like a fairy tale right out of Grimm, but it really happened.

Linda Keller made the suggestion early last September and had almost forgotten it about. She was a board of governors, pointed to the investigation of broadcasting by the Royal Commission on National Development in the Arts, Letters and Sciences, headed by Hon. Vincent Massey. As a result of this study, the CBC "has not embarked on many badly needed improvements and extensions of its services," Mr. Dunton stated. "On the other hand, it has not thought, pending decisions on its future revenue position, it should reduce staff and services which would be difficult and costly to bring back later. It has sought help from the public in the public interest it should maintain services and standards and carry out commitments made.

More than half the report is devoted to a detailed analysis of the programming of the year. In connection with technical developments, the report states that CBC will, however, increase its own power this coming season, 10 kw power this year, that CBC will increase power to 50 kw (station is now on air with this increased power), that CBE Windsor will be ready this year with 10 kw (now operating). Some technical development details regarding CBC shortwave international service for the Canadian government's Dept. of External Affairs was also reported, as were details on the various language programs now being offered and directed from the Sackville, N.B., transmitters daily.

Regarding television, the report dealt with plans of the Toronto and Montreal stations and studios and development of staff and programs for operation in fall of 1951.

**CBC DEFICIT**
Largest in History

**A RADIO PRAYER TIME**
Girl's Suggestion Starts Wide Reaction

Little Linda lends hope and solace to American fighting men overseas on Mr. Tannen's program over WAGY Silver Spring, Md.

**AMA CAMPAIGN**
Report 35,362 Support Spots

**PROFITS TAX**
Dr. DuMont on NBC Forum

**KSMW OPINION, MO.**
Reach 446,600
$285,550,000 Annually
in Total Retail Sales!

This map shows airline miles to nearest metropolitan centers, assuring an unduplicated CBS service to the KSMW audience.

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

Austin A. Harrison, President
Nationally Represented by WILLIAM G. RAMBEAU CO.
The Johns Hopkins Science Review

“...I have found myself engrossed by a program over DuMont, on Tuesdays from eight-thirty to nine, called ‘The Johns Hopkins Science Review.’ Each week, one or more eminent scientists from the faculty of Johns Hopkins demonstrate some phase of scientific inquiry and, in doing so, impart a whole of a lot of information and prove that, in the right hands, television is a tremendously impressive educational medium.”

—PHILIP HAMBURGER
The New Yorker

Another example of outstanding public service programming from...

The Johns Hopkins show isn’t new—this is, in fact, its fourth season on the air—but it is new as a DuMont network feature...every Tuesday night at 8:30...DuMont has something here which makes television look good.

“The program was conceived by Lynn Poole, public relations director of Johns Hopkins University...He saw the potentialities of television early, however, and nothing stopped him until he made a reality of his program designed to give laymen an understandable view of all phases of modern science....Among the things he has shown his audiences are, taken at random, the sight of a human heart beating, seen through a fluoroscope; a view of the earth as it looks from 70 miles in the air, and a microscopic look at the organisms living in impure water.

“These and the other things about life today which Mr. Poole and the Baltimore scientists have demonstrated have made this program something in which Johns Hopkins, and now DuMont, can take a great deal of pride.”

—HARRY MACARTHUR
The Sunday Star,
Washington, D. C.

“Poole and Hopkins scientists are tailoring their show strictly for people who don’t mind missing mugging Mittie. ‘There is a strong feeling among our faculty,’ says Poole, ‘that scientific advances have been so rapid in the past 20 years that people are confused. They don’t know how these advances apply to them, or what they mean.’ To show what they mean, Poole uses a bag of tricks and props, from jars of Puffed Wheat (to demonstrate how electrons act), to a line of cocked mousetraps (to demonstrate a chain reaction)....By last week, they were receiving fan letters at the rate of 875 a week...enough to suggest that there is a TV audience for something besides comics.”

—TIME MAGAZINE

62 STATIONS
THE NATION'S WINDOW ON THE WORLD
515 Madison Avenue, New York 22, N. Y.
Phone: MUnsey Hill 8-2600
Copyright 1950, Allen B. DuMont Laboratories, Inc.
TELEVISION'S most pressing problems, from sales to color, education, research, ASCAP, films and excess profits tax, were analyzed, discussed and debated Friday before an audience of several hundred telecasters gathered in the Starlight Ballroom of New York's Waldorf-Astoria, in an annual Television Clinic of Television Broadcasters Assn.

With Eugene S. Thomas, manager of TV operations, WOR-TV New York, presiding as clinic chairman, the morning session covered programming and research. Sales, education, ASCAP negotiations, the excess profits tax, films and color made up the afternoon agenda.

At the intervening luncheon, with TBA President J. R. Poppele as toastmaster, Ed Wynn reported on television as viewed by the performer, with old timers recalling that he had also addressed the TBA luncheon session six years ago.

Mr. Poppele, vice president, WLWT (TV) Cincinnati, and chairman of the TV Per-Program Licenses Committee, recalled that a meeting of all telecasters held in Washington in September 1949, had approved the terms of the proposed "ASCAP blanket fee but rejected the per-program proposal and appointed the per-program committee to continue discussions with ASCAP. He reported that despite earliest efforts on both sides "we have been unable as yet to reach a satisfactory formula for an agreement."

Explains ASCAP Rates

Rates of payment for ASCAP music, Mr. Martin explained, are computed as a percentage of box office revenue, the gross revenue derived from local time sales, after certain deductions, derived from programs on which ASCAP music is used. Main stumbling block in the TV negotiations, he stated, has been ASCAP's insistence that spot announcements be considered programs containing ASCAP music receive an audience solely by virtue of these adjacent programs and accordingly, "the revenue derived from such announcements should be included in the base."

The television committee, Mr. Martin declared, has rejected all such proposals by ASCAP and "has consistently adhered to the position that under the per-program license no payments shall be made to ASCAP out of revenue derived from non-ASCAP programs, no matter how short the duration of the program. This position is based on the conviction that once the door is opened to taxing non-ASCAP revenue, even though presently limited to that derived from adjacent spots, it will be only a matter of time till per-program licensing as we know it will disappear and the gains derived from the struggle in 1940 will be in large measure lost to the broadcasting and telecasting industry."

Lack of agreement on a basis has made it impossible to agree on rates, Mr. Martin said, adding that there is also a "fundamental clash over the philosophy that should govern the setting of rates. ASCAP is of the opinion that music is relatively more valuable on television than on radio. Your committee's feeling is the exact opposite...."

Optimistic Note

Noting that the alternative to reaching a satisfactory agreement by negotiations is a court action, which neither ASCAP nor the TV committee desires, Mr. Martin concluded on a note of optimism over the chances of the two committees resolving their differences. "That we can agree," he said, "is evidenced by the fact that we did agree upon an interim license which I believe is eminently fair and equitable both to ASCAP and the telecasters for this period pending the conclusion of our negotiations."

Five "basic principles of common sense business practices" which have enabled Fort Industry Co. to operate its three TV stations profitably were reported by Lee B. Wailes, Fort Industry vice president in charge of operations, in his talk on "Keeping Sales Volume Ahead of Expenses" which opened the other morning TBA clinic sessions.

The first rule, he said, is "to resist the temptation to overextend with regard to original investment in physical facilities, such as studios and technical equipment." Plans for a "gorgeous new home" for WSPD-TV Toledo were regretfully scrapped in favor of

(Supported on page 48)

SUPPORT FOR TBA

J. R. POPPELE, completing his sixth term as president of Television Broadcasters Assn., made a plea for stronger industry support for TBA in his annual address, delivered at the membership meeting preceding last Friday's Television Clinic in New York (see story on this page).

"TBA's fine record of accomplishments since it was founded in 1944 should concern itself to all broadcasters who are not now affiliated with the association," he said. "TBA's greatest asset has been its ability to speak without qualification for television broadcasters only. Since it has been so vocal—and has done its job so well, despite financial limitations—it deserves the unqualified support of the industry."

Reviews Activities

Reviewing TBA activities since its last meeting, Mr. Poppele cited its opposition to limitations placed by common carrier services on interconnection of TV relays by private companies; a stand upheld by the FCC; TBA opposition to the FCC rule prohibiting accompanying test patterns with music; its opposition to the 10% excise tax on receivers; the formation of a committee for public service programming; opposition to bills introduced in the Massachusetts Legislature to bar the use of women in beverage commercials and to penalize dealers if TV sets failed to function satisfactorily (neither bill passed).

Also, TBA cooperation with the Better Business Bureau to end servicing abuses; recommendations of the TBA Engineering Committee on proposed FCC rules for the construction, marking and lighting of antennas; TBA's leadership in salvaging the FCC's proposal to place VHF-UHF allocation hearings on the commission agenda; the formation of a committee for excess profits taxes which appeared before the House committee to make a plea for special consideration of TV broadcasters; and such other activities as TBA's close cooperation with UN on TV matters, its preparation of a sample rate card for TV stations, and the like.

Human TV's growth during his tenure as president, from some 6,500 sets and a handful of stations, to today's close to 10 million receivers (for which the public has spent some $2 billion), 107 stations in 63 markets (representing an investment of nearly $7 million), and network cables and relays extending for more than 2,000 miles. Mr. Poppele emphasized that this growth has all occurred in only six years.

Amazing Growth

"Probably the most amazing feature of this amazing growth," he said, "is the fact that TV has grown and begun to prosper in spite of various pitfalls, roadblocks and obstacles that have stood in the way of its full maturity." Commenting that the worst of these obstacles, the freeze on new station construction, may end this year, Mr. Poppele noted that "we have now moved from one serious situation to another—I refer to the present turmoil that has engulfed the world."

"We can be thankful that television is now a national service," he concluded, "since this great means of communication can do much to assist the government in its mobilization of manpower to meet any crisis that might arise."

Highlight TBA Clinic

Called for by Poppele

(Facing Page)
COLOR FIREWORKS

A RUNNING BATTLE broke out as an aftermath to RCA's color TV demonstration last week (story this page), with FCC Chairman Wayne Coy firing from one side and RCA and the Washington Daily News from the other.

The Daily News—whose ownership (Scripps-Howard) like RCA is identified with multiple-station FCC licensees—touched off the fire-works Wednesday with an editorial titled "Gorgeous Telecolor." The editorial said that RCA's recent telecasting of "Sarnoff's" burned in its improvement made FCC's position on incompatible CBS color "either dishonest or silly," and charged that FCC refused an RCA invitation to look at its improvements "several months ago."

Chairman Coy came back with a statement the same day claiming the Daily News sought to "imply dishonesty on the part of the Commission," and asserting that "if they had any evidence to support such a charge or inference, it is up to them to come forth with it or forever hold their own dishonest tongues in making such inferences."

He said RCA never requested FCC to reopen the color TV hearing record to consider improvements in the RCA system, and also cited an Aug. 2 letter from Brig. Gen. David Sarnoff, RCA board chairman, asserting that RCA and NBC "have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television."

Coy's Comment

"It is perfectly clear that they [RCA] want a decision on the record of the case which closed on May 26, 1950, if they want to win the decision," Chairman Coy said. "But when they saw that they did not win the decision, they suddenly reversed themselves and set up a public clamor that the Commission had refused to look at the improvements in their system which they reported on July 31, 1950."

He said "the efforts of the RCA to make the public believe that the Commission refused to consider improvements in its system before reaching a decision in the color television case is an untruth—an untruth which is known to the officers of the RCA as is evidenced by the progress report of July 31, 1950 and Gen. Sarnoff's letter of Aug. 2, 1950."

"I make this statement," he said, "because this lie about the Commission refusing to look at improvements in the RCA system is about to become big enough to be believed."

He said the Commission "cannot and will not close its eyes to any new developments in the radio field," and cited procedures set up in FCC's Oct. 10 report adopting the CBS system, under which the Commission said it would consider new developments and improvements. "You may be sure that the Commission will follow the procedures outlined there in connection with the improvements in the RCA system or in any other system or in any new color television system which is developed," he said.

Gen. Sarnoff on Wednesday night issued a statement declaring that in submitting its July 31 progress report RCA had told the Commission:

If members of the Commission or its staff are interested in obtaining further information on the work referred to in this Progress Report I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers."

Gen. Sarnoff said he thought "this quotation suffices to show that the Commission was requested in advance of its first report of Sept. 1 to view the progress which had been made by RCA and which was reported to the Commission on July 31." RCA received no reply from the July 31 letter, he noted.

He said that "Mr. Coy cannot fairly use my letter [of Aug. 2] as an excuse for the Commission's failure to comply with the request contained in our letter of July 31, 1950, to the Commission enclosing copies of our progress report."

THE NEW and the old of RCA color television sets are shown in this picture. The latest model receiver is shown at left; an early model, of the type demonstrated to FCC in October 1949, is pictured at right. The new model, demonstrated publicly last week, employs the new RCA tri-color picture tube with some 600,000 phosphor dots on its picture screen. Where the old color set used more than 100 tubes and three kinescopes, the latest version uses 43 including the tri-color kinescope.

NOTABLE improvement in performance of the RCA color television system was acclaimed by most observers witnessing the latest demonstrations of the compatible, dot-sequential technique, which opened in Washington last week.

Brig. Gen. David Sarnoff, RCA board chairman, pointed out at a kickoff show for newsmen on Tuesday that the performance factors with which FCC's color decision found fault — flicker, color fidelity, picture quality, misregistration, adjustment, and durability— have been corrected.

"We're still hoping that reason and justice will triumph," Gen. Sarnoff declared, asserting that FCC will be invited to a demonstration when RCA's current court test of FCC approval of the CBS system is completed.

He said the Commission would be invited to one of the current demonstrations, which may last about two weeks, if the Chicago federal court considering the color suit should hand down its decision in the meantime—regardless of the nature of the decision. While the suit is pending, he explained, RCA had not thought it proper to invite the Commission formally but would welcome its attendance.

'No Personal Feud'

Gen. Sarnoff emphasized that there is "no personal feud" between RCA and FCC.

Regardless of the outcome of the court case, he said, RCA hopes FCC after seeing the latest developments will at least approve the RCA system along with Columbia's so that the public may decide which it prefers. He felt the RCA system's advantages of compatibility and unlimited picture size justify this course even if FCC does not feel the RCA system is superior in performance—and he refused to concede RCA's is not better.

And whether it would be feasible to have two systems, he answered affirmatively, noting that there are two aural systems—AM and FM.

To further observation that the world situation and civilian materials shortages make the color question seem "academic," Gen. Sarnoff replied that many things seem "academic" but it is necessary to "go on in our daily jobs." Cutbacks in black-and-white production, he said, seem "inevitable."

The demonstration equipment, including the latest model receiver, will be on view for them to see the work and discuss the results with RCA engineers."

Gen. Sarnoff said he thought "this quotation suffices to show that the Commission was requested in advance of its first report of Sept. 1 to view the progress which had been made by RCA and which was reported to the Commission on July 31." RCA received no reply from the July 31 letter, he noted.

He said that "Mr. Coy cannot fairly use my letter [of Aug. 2] as an excuse for the Commission's failure to comply with the request contained in our letter of July 31, 1950, to the Commission enclosing copies of our progress report."

His Aug. 2 letter, he pointed out, "was written for the purpose of denying items which had appeared in the trade press that manufacturers, including the RCA, were in favor of delay in the adoption of commercial standards for color television. We were not then nor are we now in favor of such delay," he said.

Gen. Sarnoff said his reference to "commercial standards" was designed to bolster his testimony during the hearings, when he specified "three basic requirements for standards":

1) That color TV operate within a 3-Mc bandwidth; (2) that manufacturers be able to demonstrate equipment pictures, regardless of the system employed, should not be inferior to present black-and-white; (3) compatibility.

'Requirements Ignored'

"In a thereafter adopting standards for an incompatible degraded system of color television," he continued, "it is obvious that the Commission totally ignored the basic requirements 2 and 3 of my recommendations for commercial standards."

The Daily News answered Chairman Coy's Wednesday statement the next day with another editorial, entitled "The Tube Blew," reiterating that "FCC's position, in the light of RCA's demonstration, was either dishonest or silly."

"If Mr. Coy wants to take up the softer impeachment," the editorial continued, "we'll report his remarks as accurately as we can, and discuss them, we hope, with at least as much relaxed and balanced objectivity and graceful good humor as characteristically adorns his public utterances in this shindy."

To Mr. Coy's denial that FCC

(Continued on page 79)
DAYTIME TV

Enter Now, BBDO Urges Advertisers

TO ALL intents and purposes, the opportunity to purchase good nighttime periods on TV is almost a thing of the past and the advent of daytime television is the most promising thing now. Or who has products of interest to the woman and housewife audience, had better start looking at Daytime TV while it is still here to look at.

That statement is quoted from Daytime Television, A BBDO TV Report as of Fall 1950, 64-page booklet published by the agency which emblazoned the factual analysis of daytime television with numerous charts, graphs and tables.

Starting with a definition that limits daytime TV to the hours before 5 p.m., when the "children's hour" begins, BBDO reports that from spring to fall the number of stations doing some daytime telecasting increased from 76 to 89. Thirty, BBDO programs in service in the morning, compared to 17 that had morning programs on the air in the spring. There are 69 TV stations which began their operating day in the afternoon, compared to 58 as of spring. In May, 9 a.m. was the earliest time any station began telecasting; in October, BBDO found one station on the air before 7 a.m.

Progress Report
Total station hours of daytime video programming, the agency reports, rose from 2,269 in the spring to 3,114 this fall, an increase of 37.2%. Network TV daytime programming is also on the up-grade, with three video networks expanding daytime operations and only ABC remaining out of this field.

As daytime programming increases, so does the TV share of total U.S. daytime broadcast audience, BBDO states, citing afternoon audience figures compiled by A. C. Nielsen Co. which show the TV share of total broadcast audience between 2 and 5 p.m. rising from 6.4% in January to 11.1% in July.

Women comprise the larger part (66%) of the Monday-Friday afternoon TV audience (noon-6 p.m.) when programs are designed primarily for them, according to an analysis of the New York daytime TV audience made in August by American Research Bureau and quoted by BBDO. Saturday afternoon baseball telecasts brought men into the majority position among viewers (52% to women's 48%). Children take over in the 5-11 p.m. period on weekdays (72%) and on Sunday morning (50%) when programming is aimed at them.

AMERICAN Television Productions Inc., Chicago, opened new offices and television studios at a cocktail party for agency radio and television personnel. Among those attending (I to r): Phil Stewart, radio and television director, Roche, Williams & Cleary; Harold Stokes, executive director, ATP; Chicago television executive, Leo Burnett; U. S. Sanabria, president of American Television Inc., and Owen Smith, account executive, Leo Burnett. Mr. Sanabria is autographing a recent Dick Jurgens' recording of two Sanabria songs.

EDUCATION'S BID

FCC's educational television hearing settled down last week to what was considered a quiet passing parade of spokesmen from many fields, all of whom endorsed the bid of the Joint Committee on Educational Television for reservation of both VHF and UHF channels.

J CET's request had been introduced a fortnight ago at initial sessions considered not so quiet as Comr. Frieda B. Hennock expressed intense concerns over education's plight and admitted "flew off the handle" (Broadcasting ° Telecasting, Dec. 4).

The majority of the educational phase of the Commission's general allocation proceeding was expected to be completed last Friday. FCC has designated Jan. 15 for commencement of "two or three" additional days in which J CET is to conclude its elaborate presentation with further direct evidence showing how education plans to make effective use of TV channels if they are reserved as well as how such stations would be financed. Several details remaining from other phases of the general allocation proceeding also would be concluded at that time.

J CET Report
J CET specifically has asked for reservation of one VHF channel in each metropolitan area and in each major educational center; sharing of facilities, in those areas where VHF channels already are assigned or only one VHF channel has been allocated, and reservation of about 20% of all UHF channels to be allocated.

In general the sessions last week, held Tuesday through Friday before Acting Commissioner Paul A. Walker and Comrs. Hennock, Rosel H. Hyde, E. M. Webster and George E. Sterling, heard contentions that:

- Commissioners in certain areas could use a fulltime facility effectively now and could finance it. Others would soon follow suit.
- Once channels are staked out—defined as "goal" established—it will be easy to get financial support, especially of an endowment nature from large fortune sources.
- Certain vital educational functions in TV, which require long-term fixed programming in all time periods, cannot be handled by commercial stations because of natural conflict with commercial interests as proven in AM history.
- Educators, however, acknowledge and consider legitimate such commercial needs in some spokesmen criticizing "excesses."
- Even though fulltime educational TV stations should be authorized, commercial stations would continue to have the same obligations as now to present balanced programming "in the public interest."
- TV can, and must, be the "right arm" of education in a democratic global trial of democratic philosophy—a test of ideologies in which "human fission" becomes of greater importance to the survival of our culture than atomic fission.

The educational TV cause rests—

(Continued on page 100)
Giant size Television—
"shot from a Barrel!"

- You’ve seen television. Now you’ll see it in its finest form—giant projection of special events, transmitted only to theatres on private wires or radio beams to make movie-going better than ever!

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is small—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15x20 feet by a "Schmidt-type" lens system like those used in the finest astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It’s already going into theatres, where you’ll be seeing giant television—shot from a barrel.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, Radio City, New York.
RCA Improves Color
(Continued from page 78)
cluded color sets, a converter, and a 'slave set' powered by a regular black-and-white receiver. To show the system's compatibility, color and monochrome receivers were set up side by side. Utilizing the improved RCA tricolor tube, which now employs 600-000 phosphor dots as compared to 351,000 in last April's demonstration, the tests revealed none of the "tinging" of colors which was apparent at the earlier showing.

Flesh tones were greatly improved, though sometimes observed a reddish cast. Particularly bright colored objects—especially reds—sometimes had a tendency to "blow," reflecting their color on the continuous edges of less brightly hued objects.

Baskets of fruits and vegetables, on the other hand, seemed to most observers to appear in natural color without these effects, which generally were more apparent in distance shots than in closeups.

Merchandise Displays
Soap boxes, coffee cans, and other displays of merchandise also showed up particularly well, in the opinion of most observers.

RCA officials said the reddish cast (sometimes greenish) which was seen occasionally could be solved by work on "tube balance," and pointed out that the "blowing" effect also occurs in nature. Halo effects which at times were discerned around images were attributed to faulty camera registration.

Brightness was measured by an independent engineer at the opening showing as 10 to 15 footlamberts on the point of a performer's white collar. Brightness in the range of 20 to 25 footlamberts was reported at a later showing.

As at the April demonstrations, observers were also impressed by the quality of the black-and-white picture which the colorcasts produced on standard black-and-white sets.

New Phosphors Used
Improvements in color quality were attributed in large measure to the development and use of new red and blue phosphors and the elimination of an optical filter which was employed before the new red phosphor was developed.

Officials said RCA also has made use of developments of the Hazeltine Corp., of which RCA is a licensee.

Manufacturers attending a Tuesday afternoon showing—the demonstrations are largely for RCA licensees—appeared highly enthusiastic about what they had seen. "You can see that," one declared. "That's the way to do it."

Others praised the "commercial" quality of performance.

Gen. Sarnoff refused to be drawn out, however, by an observer who wanted to know, "What do we manufacturers do?"

The board chairman made clear that RCA intends to continue work on its system, and to produce competitively with any other system.

By comparison with the more than 100 tube, three-kinescope model which RCA demonstrated in October 1946, the current color set contains 43 tubes including the single three-color picture tube. The picture tube was 15½ inches, and officials pointed out that larger sizes are even easier to produce. They said the total number of tubes may also be reduced.

Washington Facilities
All the programs originated at RCA-NBC's WNBW washing- ton studios 2½ miles away from the demonstration scene in the WRC-NBC studios. The morning program was presented by RCA's experimental KGXDE on WNBW's Channel 4, while the afternoon showing was sent to the WRC control room by cable and broadcast experimentally on Channel 3.

"We do not pretend that RCA color is perfect, any more than black-and-white television has attained perfection," said Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, "but scientific research will continue to effect improvements in both color transmission and reception."

"The great virtue of this all-electronic system is that it offers opportunity for continuing improvements and to use the demonstration in any way in connection with the court case. Gen. Sarnoff said there were no plans to do so."

Another observer asked whether RCA intended to use the demonstration in any way in connection with the court case. Gen. Sarnoff said "it was not a revolution" but an "evolution" in fulfillment of RCA's promises and statements.

One newsman said he felt the court considering the color receivers "ought to see this." The RCA board chairman, obviously pleased, observed: "You think so? Well, you might tell the court."

SARNOFF MEDAL
SMPTF Creates New Award
SOCIETY of Motion Picture and Television Engineers last week announced the establishment of the David Sarnoff Gold Medal, to be awarded annually for an outstanding contribution to television engineering.

Frank M. Poisom, president of RCA, proposed the award for the cooperation of RCA with Brigr. Gen. Sarnoff, chairman of the board of RCA. In addition to the medal, a bronze replica and citation will be awarded to RCA, the company of which will be chosen by a special committee composed of a chairman and four members who are fellows or honorary members of the Society.

Purpose of the award, is "to recognize recent technical contributions to the art of television and to encourage the development of new technical equipment and new equipment which hold promise for the continued improvement of television."

Converter Problem
Both Gen. Sarnoff and Dr. Jolliffe observed that in the present state of the art no converter's performance can be expected to exceed 75% of the quality of a receiver especially built for color and that this degree can be attained only in a converter system. Dr. Jolliffe said he felt RCA's converter was "at least that" good.

Dr. Jolliffe declined to estimate the future cost of "anything" in the present world conditions, but said he thought the RCA set in quantity production could be made to sell as cheaply as a CBS type receiver.

Eight improvements in the RCA system were noted: Improved color fidelity, improved picture texture, simplified circuits of receivers, increased picture brightness, increase in color dots on tri-color tube from 351,000 to 600,000, higher definition of color pictures, new red and blue phosphors, and improved color operations in the studio arising out of refined circuitry.

Dr. Jolliffe said he was confident that further improvements would be made, with better as well as larger pictures resulting.

Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, opened the demonstration—and on the colorcast as master of ceremonies—by emphasizing that the showing was designed primarily to demonstrate the capabilities of the system, rather than to entertain.

TERMED 'EVOLUTION'
Gen. Sarnoff noted that the demonstration was not a "revolution" but an "evolution" in fulfillment of RCA's promises and statements.

One newsman said he felt the court considering the color receivers "ought to see this." The RCA board chairman, obviously pleased, observed: "You think so? Well, you might tell the court."

Another newsman asked whether RCA intended to use the demonstration in any way in connection with the court case. Gen. Sarnoff said there were no plans to do so. "It is not a shape, manner, or form." The NBC officials on hand to witness the opening demonstrations included Board Chairman Niles Trammell, President Joseph H. McDowell, and Executive Vice President Charles R. Denny.
EDUCATION PLAN

Weaver Describes Project

A PLAN to preempt an hour of evening time per week from advertisers for presentation of educational and public service programs was described last week by Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

Mr. Weaver, who hopes to have his ambitious educational-cultural project going full steam by the fall of 1951, spoke at a session of the Public Relations Society of America, Dec. 3 at NBC's Center Theatre.

As currently conceived, the plan would entail presentation of such programs as operas sung in English, the NBC symphony and other serious music, classical dramas and specially produced reports and documentaries.

Mr. Weaver hopes that advertisers whose periods are preempted for the educational-cultural purposes will sponsor the public service substitutes for their commercial shows, but if such cooperation is not forthcoming, the network will try to get other organizations to underwrite the time costs with NBC-TV paying program costs.

"We want to present the issues of our times . . . with enough showmanship so that most of the people will watch the shows," Mr. Weaver said. "We in advertising know how to get visibility for ideas and acceptance for ideas. We can and will get acceptance of the idea that important issues and people of our time should be watched on television."

Mr. Weaver has named his project "Operation Frontal Lobes." Other NBC executives who addressed the Dec. 3 session of the public relations group were:

Edward D. Madden, vice president in charge of television sales and operations; William F. Brooks, vice president in charge of public relations; Francis C. McCall, director of television news and special events; Ernest Weaver, program manager for television; Richard Smith, makeup supervisor.

WAGE BOOST

TV Stagehands Get 8 1/2%

AN 8 1/2 percent wage boost for regular-weekly stagehands at ABC-TV, CBS-TV, NBC-TV, DuMont Television Network, WOR-TV New York and WPIX-TV (TV) New York, along with other wage and working condition adjustments were agreed upon by representatives of the companies and the Theatrical Protective Union, Local 1, of the International Alliance of Theatrical Stage Employees in New York last week.

Other provisions of the two-year contract, retroactive to last Sept. 1, included the creation of a new wage category of shop "head" to receive $5 per week in addition to the general increase, and provision for a 20 percent hike in wages for regular weekly stagehands.

Air Express gives you all these advantages:

World's fastest transportation method.

Special door-to-door service at no extra cost.

One-carrier responsibility all the way.

1150 cities served direct by air; air-rail to 22,000 off-airline points.

Experienced Air Express has handled over 25 million shipments.

Air Express goes on all flights of Scheduled Airlines. Shipments move —speeds up to 5 miles in a minute! Experienced handling. Phone Air Express Division, Railway Express Agency, for action.

Rates include pick-up and delivery door to door in all principal towns and cities.

...SCHEDULED AIRLINES of the U.S.

December 11, 1950

Tourist Ads
Canada May Place in U.S.

American TV station operators can look to the Canadian government for a slice of the Canadian tourist advertising pie in 1951, according to Leo Dolan, director of the Canadian Government Travel Bureau.

At an Ottawa three-day annual meeting in late November of federal and provincial tourist bureau officials, Mr. Dolan stated he was considering use of paid advertising on U.S. TV stations to attract American tourists to Canada. Advertising would be largely in the nature of films, a number of which are now carried free by TV stations.

Mr. Dolan urged provincial governments to also look into using TV in the U.S. to attract tourists, following the successful use of the medium by the State of New York for that purpose. In 1950 Canadian tourist bureaux and Trans-Canada Airlines spent $4.1 million in advertising for tourist business, mostly in publications in the U.S.

Skouras Blames Video

Television is to blame for the loss of 10 to 15% of the movie attendance in television areas, Charles Skouras, president, National Theatre chain, told members of the Hollywood Foreign Correspondents Assn., at a meeting early this month.

Expressing surprising frankness on a subject most theatre owners are loath to discuss, Mr. Skouras, whose chain represents 500 theatres, stated "our business has been hurt badly in areas of television reception. Our New York business has been very bad; our Chicago business has been very bad, and our business in Southern California has been very bad." In these and other TV areas business has been off 10 to 15%, he said, whereas in non-TV areas it is off only 2 to 4%. Hence "we know where to put the blame," he concluded.

"Television is here to stay," Mr. Skouras declared. "We may as well realize it." On this note he said that he believes motion picture producers "would wake up to the fact" that television could be used to publicize pictures in the same way that radio, also at first feared by motion picture producers as competition, helped sell stars and films.

Upcoming

Jan. 15: NAB TV Convention, Hotel Stevens, Chicago.
Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.
April 12-15: NAB Convention, Hotel Stevens, Chicago.
OVER 235 hours a week are being devoted regularly to daytime television in the New York City area, according to an analysis of New York program logs by the television department of Weed & Co., New York, national radio and TV representative firm.

The report excludes special events such as football games and UN telecasts, and points out that the format of the shows are in the majority, simple and require a small amount of rehearsal.

The analysis shows that the total hour period of the most popular 268 programs of the 455 regularly scheduled shows in that time period. The quarter-hour segment is next with 14%, followed by the full-hour with 59%; five-minute news shows with 28%; 75-100 minutes with 11%; 45-50 minutes with 11%; and 3-hour show on six days a week.

Film offerings lead all other programs with 80 featured throughout the week; children's programs are presented 60 times weekly. News programs total 58: disc jockey programs, 38; cooking shows, 33; quiz and audience participation, 51; variety; shopping programs, 26; interviews and forums, 26; home-making shows, 24; educational programs, 12; sports, 8; religious, 6; and fashion and beauty hints, 4 times weekly.

More than 75% of the programs are scheduled Monday through Friday, weekly.

Weekly Television Summary — December 11, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Sets in Area</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
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<tr>
<td></td>
<td>5,700</td>
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<tr>
<td>Amos</td>
<td>WAGA-TV, WSW-TV</td>
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<tr>
<td>Arizona</td>
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<td>Atlantic</td>
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<td>Buffalo</td>
<td>WKBW-AM, WKBW-TV</td>
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<td>14,458</td>
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<td>Charlotte</td>
<td>WBTB-TV</td>
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<td>Chicago</td>
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<td>Dallas</td>
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<td>Ft. Worth</td>
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<td>Hartford</td>
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<td>32,199</td>
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<td>Grand Rapids</td>
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<td>Greensboro</td>
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<td>Houston</td>
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<td>WOIQ-CO</td>
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<td>WMIA</td>
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<td>33,549</td>
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<td>Kalamazoo</td>
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<td>796,865</td>
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</tbody>
</table>

Total Markets on Air 63

Weekly Television Summary — December 11, 1950, TELECASTING Survey

Tele-Que Reports

On November Programs

MOST popular TV show in Los Angeles during November was Hope-Spade Cooley Time, according to the latest Tele-Que ratings released by Coffin, Cooper & Clay, Los Angeles. The next four shows were reported as: Tele-Que released last week the Videodex national report, covering 63 markets, showing the top 10 shows in the percentage and number of television homes. Period covered is Nov. 17.

Videodex Survey

Released for November

JAY & GRAHAM Organization, Chicago, released last week the Videodex national report, covering 63 markets, showing the top 10 shows in the percentage and number of television homes. Period covered is Nov. 17.

Program No. Cities % TV Homes
1. Texaco Star Theatre (60) 54.4
2. President Truman (69) 2.16
3. Philco TV Playhouse (57) 39.5
4. Talley Sonora (30) 2.03
5. Toast of Town (40) 36.0
6. Comedy Hour (40) 21.4
7. Show of Shows (56) 39.9
8. Robert Montgomery (55) 39.9
9. Fred Allen's (79) 25.7
10. Kraft Tyte Theatre (41) 34.5

Canadian Set Total

Nears 30,000

SALES of television receivers in Canada in October totaled 4,267, according to a report of the Radio Mfrs. Assn. of Canada. The Octo. bulletin sales are valued at $1,798,621, including taxes. This brings to a total of 27,680 television, receivers sold in Canada with a combined value of $31,380,987. About half the sets sold in the Windsor area, however, received a third area in the Hamilton area, within range of WBEN-TV Buffalo.

Star Theatre' Heads

Latest Nielsen Report

NATIONAL Nielsen television ratings released last week show Texaco Star Theatre as the top program for the two weeks ended Oct. 21. In terms of the number of homes reached and the percent of TV homes reached, the top programs were reported as follows:

HOMES REACHED IN TOTAL U. S.

<table>
<thead>
<tr>
<th>Program</th>
<th>No. Cities</th>
<th>No. TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre (60)</td>
<td>4.458</td>
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<tr>
<td>President Truman (69)</td>
<td>2.109</td>
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<tr>
<td>Philco TV Playhouse (57)</td>
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<tr>
<td>Talley Sonora (30)</td>
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<tr>
<td>Toast of Town (40)</td>
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<tr>
<td>Robert Montgomery (55)</td>
<td>2.745</td>
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<tr>
<td>Fred Allen's (79)</td>
<td>2.708</td>
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<tr>
<td>Kraft Tyte Theatre (41)</td>
<td>4.301</td>
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<tr>
<td>Philco TV Playhouse (57)</td>
<td>3.197</td>
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<tr>
<td>Martin Kane, Private Eye</td>
<td>3.031</td>
<td></td>
</tr>
</tbody>
</table>

Weekly Television Summary — December 11, 1950, TELECASTING Survey

Program No. Cities No. TV Homes
1. Kraft Tyte Theatre (60) 2.542
2. Four Star Revue (66) 2.513
3. Fireside Theatre (79) 2.451
4. Original Amos 'N Andy 2.297

Television — BROADCASTING
the only tv station that can sell your products to this prosperous TV audience

Represented by
ROBERT MEEKER
Associates
Chicago
San Francisco
New York
Los Angeles

The One and Only...

the only TV station located in this large thriving Pennsylvania market—Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is ideal for market tests...the area is compact, its industry diversified, economy stabilized, rates are reasonable. With top shows from four networks; NBC, ABC, CBS and DuMont and good local programming, WGAL-TV assures you a consistently high and growing audience. It’s important to investigate.

Mr. Terry (l) queries Sen. Johnson during KLZ broadcast

JOHNSON

Looks at Freeze, Color TV

VIEWS on the freeze and color TV were given by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in a radio interview with Hugh B. Terry, general manager of KLZ Denver, Dec. 17.

On KLZ’s Let’s Talk It Over pro-

gram, Sen. Johnson said he had hopes that the FCC freeze on TV applications will end by April 1, 1961 “no later than 1962” if any “more than two” are

that year. He estimated that the end of March 1962 was the earliest Denver could be expected to have television.

In regard to color television, Sen.

Johnson told the radio audience that “CBS has a system which is far more advanced than any other system.” He praised color for “dimension, depth and shading,” and praised KLZ for amending its TV application to include color plans [BROADCASTING • TELECASTING, Oct. 30].

asked whether the color issue could be prolonged indefinitely in the courts, Sen. Johnson replied in the negative. Yet he didn’t think “the courts will block the development of science and deny the best television to the people on any kind of injunction.

Mr. Coy came back promptly with a letter to Daily News Editor John T. O’Rourke.

On the point of “smearing in for a look,” Mr. Coy replied that “it is not necessary for us to do that. On Oct. 10, as I have stated before, the Commission prescribed the way in which we would take a look at any improvements or any new color television system. It will be done openly and above board and pursuant to the requirements of law.”

He denied again that RCA had requested a reopening of the color record before the issuance of FCC’s First Report and Order. That, he said, referred to the July 31 letter accompanying the RCA Progress Report, he said: “...the point has not been emphasized that the Commission and its staff could not take a look at the improvements and in any way consider what they saw in connection with the color television decision because what they would see when they looked would not be a part of the record proceedings which had been closed on May 25, 1959. The requirements of the law are that evidence to be considered must be submitted on the record and those testifying are subject to cross-examination.

In the instance we are discussing (the RCA letter of July 31, 1950) there was no request for the reopening of the record and it is clear that unless the record was reopened for the purpose the “look” which the Commission and its staff were invited to have would have been outside the record and intended only for the purpose of influencing a decision with evidence outside the record. And more than that, to repeat, we were not asked to do that.

Sarnoff did not think “the courts will block the development of science and deny the best television to the people on any kind of injunction.

CBS. If true, Mr. Kennedy wrote, the procedure is “unthinkable” and “very unfair, not to say unethical.”

In reply Mr. Coy cited RCA witness Dr. Jolliffe to the effect that the color tube could be used on the CBS system, and quoted Gen. Sarnoff as testifying that, if the system were adopted, RCA “would make and sell tubes, including our tri-color kinescopes, and parts, to anyone,” and that FCC “is fully entitled to whatever information we have on this tube, the same as we can, if we wish, present our observations can make, and that we are only happy to do so.”

The letter also pointed out that RCA, with its Progress Report of July 31, said “it is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work.” Mr. Coy said he felt that “in light of these representations proffered by RCA’s top officials,” the Commission “had a sound basis for its desire to view a demonstration of the tri-color tube on the CBS system, and for its expectation that RCA was prepared to cooperate in effecting such test.

“In fact,” he said, “on Oct. 13, 1949, Dr. Charles W. Geer, holder of a patent on a tri-color tube, testified that he had received a letter from Dr. Jolliffe [C. B. Jolliffe, executive vice president of RCA Labs] asking if Dr. Geer had available a tri-color tube which could be used in connection with the RCA color system. The FCC request to RCA to turn over to CBS models of its tri-color tube has been refused by RCA “until we have completed our research work” [BROADCASTING • TELECASTING, Nov. 6, 13].

December 11, 1950 • Page 79
CD Communications
(Continued from page 88)

week when the American Municipal Assn., meeting in Washington, proposed to Congress that a civil defense department be set up within the defense establishment. The association, which has been sharply critical of civilian planning on the government level, reasoned that a civilian defense secretary within the Dept. of Defense thus would have equal status with officials of the three major armed services.

The civil defense administrator could become "an absolute dictator" with great confederatory powers, under the measure as it now stands, Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, declared last Thursday. Sen. Eugene Millikin (R-Col.) termed the legislation as "too controversial."

Mr. Wadsworth, upon questioning by the House subcommittee, agreed that the bill could be clarified attaching strings to certain of the administrator's powers of authority.

Current legislation on Capitol Hill authorized the administrator to:

- Prepare comprehensive national plans and programs for civil defense, including plant protection not provided by other agencies.
- Request reports on state plans and operations.
- Review civil defense activities of other government departments and agencies, including the Dept. of Defense.
- Make appropriate provision for "necessary" civil defense communications and warning systems.
- Study measures designed to develop equipment or facilities to meet or prevent for enemy attacks.
- Disseminate civil defense information by all means and exchange such data with other countries.
- Assist and encourage the states to negotiate interstate civil defense pacts.
- Arrange for training programs for instruction of local defense officials.
- Procure, maintain, construct or lease in "real and personal property," including communications facilities, buildings to meet enemy attacks with right of taking over "immediate possession."
- Make financial contributions to the states for civil defense purposes, including the procurement and construction of equipment and facilities.

Other provisions:
- (1) Congress would give its consent to interstate parties providing for interchange of equipment.
- (2) The Secretary of State, after consultation with the administrator, could enter into agreements with foreign countries.
- (3) States would organize defense corps from volunteers.

Most of the provisions of the Atomic Age Civil Defense bills also were contained in the President's executive order removing civil defense from NSRB and operating it as an agency while Congress debates the bills. Heading communications is Robert Burton, formerly of the State Dept. He plans to add additional personnel to his staff in the months ahead.

Music 'Leak'
Union Bills N. Y. Outlets

ALLEGING "leakage of music" over WABD-TV (New York) and WGBB in Chicago as an agency of the American Municipal Assn., this week the TV committee of the Big Ten conference reported that the situation had become intolerable.

The Big Ten committee pointed out, for example, that the Iowa-Southern California game at New York drew a crowd of 45,167. The "only comparable figure" to contrast was the 9,000 paid admissions to the Iowa-UCLA game in 1947, which was not telecast, the committee said. Data which it considered was reported by other conferences, independent schools, professional football and baseball associations and other sports enterprises. Although the Big Ten group or committee will make no specific recommendations, it is expected they will also get the thinking of the college presidents.

Follow NCAA Policy

In any event, a Big Ten spokesman said the group will abide by any TV policies set by the National Collegiate Athletic Assn. when it meets in Dallas in January.

Problems still confronting the conference on TV centered Friday on whether the ban against live television should be continued and, if so, what effects live telecasting of other conference games would have in the Big Ten area; the results if an OK to theatre television and a negotiation of live were given would be done to "make up the slack" financially if live TV is okayed and attendance drops. Regarding the last point, possible answers could be a levy of expensive sports rights charges for sponsors to pay, subsidy by the state legislature or a readjustment of the school budget.

The problem was described as "one of trying to avoid the NCAA convention." The Big Ten would probably call a special January meeting after decisions on TV convention.

The full report of the television committee was not and is not expected to be released.

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, reported to the group on the progress of Big Ten football telecasts in three movies this fall, the Tivoli and State Lake in Chicago and the Michigan in Detroit.

In Chicago, where admission was $1.20 at both theatres, the State Lake attracted 11,708 paid admissions on the six Saturdays games were telecast. The total attendance for the same Saturdays last year was 7,272. The Tivoli sold seats to 7,962 this year, while a year ago the total was only 1,709. In Detroit, U. of Michigan games brought 7,385 persons into the theatre. There were only 3,694 last year.

Mr. O'Brien described the experiment with the Big Ten as an "outstanding success," and said results "fulfilled every expectation."

Gate Guarantee
Admiral to Pay Rams $180,000

ADMIRAL Corp. and Southern California distribution Herbert H. Horn Inc. Los Angeles, will pay $180,000 on its guaranteed gate attendance to telecast eight Los Angeles Rams professional football games over KNBH (TV) Hollywood this past season. NBC will be about $60,000 being written off as station exploitation and promotion. If charges were made for time, pick-ups and production crew, NBC loss would have been $125,000.

NBC-KNBH (TV) was given first refusal on possible playoff game for title in Los Angeles Coliseum Dec. 17, but wasn't interested in paying $75,000 flat fee or $160,000 gate guarantee.

Ziv Sales

ZIV TELEVISION Programs has announced five additional sales for its Cino Kid film production to Mission Marconi, over KING-TV Seattle; Huber Baking Co., over WDEL-TV Wilmington, Del.; Stroehman Brothers Baking Co., over WNB-FM Binghamton, N. Y.; General Ice Cream Co., over WHYN (TV) Syracuse, N. Y., and WBNS-TV Columbus, Ohio.

Cited by Big Ten

TV 'ADVERSE' EFFECT

LIVE or simultaneous telecasting of college football games has an "adverse" effect on attendance, the television committee of the Big Ten conference reported Thursday in Chicago. The five-man committee was careful, however, to qualify it, adding that the conclusion was based on "evidence" submitted to them and that the effect was "adverse in varying degrees."

The lengthy report was presented to athletic directors of Western Conference by the committee following a two-day meeting at the LaSalle Hotel. The TV committee includes Douglas R. Mills, H. O. Crisler and Ted Payseur, athletic directors of the U. of Illinois, U. of Michigan and Northwestern U., respectively.

Their report, described as "voluminous," was slated for discussion at a joint meeting of athletic directors and faculty representatives Friday. It was divided into four classifications:

(1) A review of the Big Ten's existing TV policy (permitting only delayed telecasts) and the reasons for its adoption. (2) A review of the effects of live or simultaneous TV on sports attendance, with "particular" reference to football in recent months, (3) consideration of a possible TV policy for 1952, with emphasis again on football.

Conference attendance in 1950 dropped about 3% from the all-time high of 1949, the report shows. The decline was attributed primarily to the loss when a Big Ten team played against a school outside the conference area which permitted live telecasts. Secondary reason was the telecasting of non-Big Ten games in Big Ten areas, when "undesirable" end-zone seats remained unsold.

As an example pointed out, for example, that the Iowa-Southern California game at California drew a crowd of 45,167. The "only comparable figure" to contrast was the 9,000 paid admissions to the Iowa-UCLA game in 1947, which was not telecast, the committee said. Data which it considered was reported by other conferences, independent schools, professional football and baseball associations and other sports enterprises. Although the Big Ten group or committee will make no specific recommendations, it is expected they will also get the thinking of the college presidents.

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Telecasting • BROADCASTING
CUBAN TV PLANS
New Station at Santa Clara

UNION Radio Television S. A., Havana, operator of Cuba's only TV station, CMUR-TV Havana, which made its debut Oct. 24, is planning a second TV station at Santa Clara, to be programmed from Havana via a radio relay circuit spanning the 200 miles between the two Cuban cities, Irving Later, New York representative of the company, told BROADCASTING • TELECASTING last week. His organization hopes to have its video station in operation early in 1951 and now is negotiating with RCA, which built CMUR-TV, to erect the relay connections as well as the new station.

CMUR-TV, Mr. Later reported, has just signed Procter & Gamble Co. to sponsor Musical Circena, 6 p.m., Mon.-Fri., and Crosley Dist. of Avco to sponsor a half-hour morning domestic science video program, also across-the-board.

Both contracts were exchanged through the Havana branches of the company, he said.

Union Radio S. A., AM affiliate of Union Radio Television, operator of a 14-station Cuban network, will increase its scope to 16 stations in January by erecting new 250 kw stations at Matanzas, Havana and Puerto Rico, Mr. Later said. Three other stations of the network have been granted power increases: Santa Clara from 1 kw to 6 kw, Sagua La Grande and Pinas Del Rio from 2 kw to 5 kw, and Guanegas from 250 w to 1 kw.

Sandy Spillman, KPIX program director and special events chief, headed the camera crew in bringing viewers on-the-spot coverage of Northern California's recent flood areas.

In a KPIX Navion, Spillman and his men covered the flood disasters from the air and ground, wading through rising waters and assessing the damage as they stood in the pilot's cockpit. KPIX's flood coverage marked another exclusive for the pioneer station, which earlier this year brought viewers a first hand report from the war front, when Spillman covered the Korean combat area for KPIX viewers.

SPORTS AIRINGS
Basketball season is now underway in the San Francisco Bay Area, with KSFO airing twenty-five of the inter-collegiate games for Tidewater Associated OIL Sportscenter Jack Shaw handles the mike.

Also on the sports line up for KSFO airing, are the S.F. Seals' Baseball Games sponsored by Regal Amber Brewing Co., for the third consecutive year. Don Klein will bring the play-by-play account to baseball fans throughout the 1951 Pacific Coast League season.

SCREENINGS: Via micro relay from Los Angeles, KPIX will transmit the Rose Bowl Game—gridiron classic of the West—on New Year's Day. The game will follow a colorful three hour telecast of the Tournament of Roses Parade... a new series on Channel 5 is Saturday's "Kiddee's Matinee", which includes two hours of programming especially designed for the "little people"... a special film presentation, highlighting top news events of the view field to be featured on KPIX, Jan. 1.
Video's Growing Pains
(Continued from page 78)

revenue the studios and offices of WSFD-AM, he said, reporting that the elimination of these burdensome overhead charges has materially contributed to our financial health.

"Keep the staff of your station low in numbers but high in quality," was Mr. Wailes' rule number two. He noted that executives, announcers and many other station employees can effectively combine TV with AM duties and reported that his company has found it "very advantageous to handle both AM and TV with one sales staff." A number of advertisers, he said, have gone into TV while retaining their AM schedules, which "would not have been true in many cases, had we used separate sales staffs."

"Constantly study the costs of your programming and make substitutions where savings can be made without sacrificing quality," he urged. He said his company, by using staff talent almost exclusively and by wise film buying, has made its local programming production instead of losses.

His fourth rule: "Pursue a fair but aggressive policy with respect to your rate card," he explained by noting that positioning of radio stations, TV stations are costly to buy and to operate, and that television as an advertising medium "is effective to a degree never before approached." "These two facts make an aggressive rate policy not only imperative but thoroughly justifiable," he stated.

Finally, Mr. Wailes warned TV station operators to "avoid impulsive or ill-considered expansion of your daily hours of operation. Expand only as you are able to afford it."

Film Problems

Telecasters were asked point blank whether they want films made specially for TV and if so, what basis. Joe Cohn, general manager of Screen Gems Television of Columbia Pictures Corp. Early this year, Mr. Cohn reported, his company made some sample TV films and showed them to 25 stations from Boston to San Diego, getting 22 stations an enthusiastic response both as to film content and price. But when Columbia tried to get written commitments, the TV broadcasters all shied away, he said.

"These film producers in their video thinking, Mr. Cohn asked the TV broadcasters for answers to five specific questions:

1. "First, do you want film programs produced especially for TV?"
2. "Second, if you do, will you commit yourself to buy a program you like on the basis of a sample?"
3. "Third, if you do, will you sign a conditional contract, knowing that a producer must have a certain minimum number of bookings before he can guarantee the operation?"
4. "Fourth, should we ignore you completely and go directly to the local advertiser or his agency?"
5. "Fifth, when we try to furnish you with the value of films, and find its desirability, can we depend on what you tell us?"

If you want this solved so that you won't be dependent on the network for your programming, where you sell time at a fraction of your card rate, or on the necessarily low-cost locally-produced live show, then help us to help you," Mr. Cohn urged. "If you don't, then we must follow one of two courses—either make films for national advertisers where we have a one-time sale to your customer to please, or abandon the field altogether."

Need Decision

"Possibly I am premature in assuming that the time is ripe for producing TV films directly at the local level," he concluded. "Possibly we need to wait until the freeze is lifted and this becomes a country with 400 TV stations and 100 million sets. If so, then tell us this and we'll wait. Just don't be apathetic and uncommunicative. We can't take this any more.""}

Discussing the role of film in TV network programming, George T. Shupert, vice president, Paramount Television Productions, reported that some 6,500 hours of program making will be film-recorded by the four TV networks this year, mostly off the tube—about 500 hours for DuMont, 2,000 for CBS, 1,900 for ABC and 2,000 for NBC. A large percentage of these recorded programs are not produced solely for non-interconnected stations, but by example, reporting approximately 75% of its film goes to cable-connected stations unable to clear time to carry the shows live.

In addition to these kinescope recordings, the networks carry a "fair number of programs filmed expressly for television," Mr. Shupert said, noting that General Mills spends $13,000 per film for the Betty Crocker Show, $15,000 for The Irwins and another $15,000 for the Lone Ranger; Procter & Gamble's Firestone Tire Company that company $14,500 per film, and other films range from $3,000 for Party Time in Club Roma to $24,000 for Gunsmoke and Disaster.

 Asked a year ago by some TV stations for film transcriptions of top-rated programs on the Paramount station, KTLA (TV) Los Angeles, Paramount is now supplying filmed programs to 42 stations in 40 markets on a network basis, Mr. Shupert said.

"See no reason why television must follow the network pattern established by radio," Mr. Shupert concluded. "Certainly radio and television have much in common, but just as certainly all factors and limitations are different. Parallel analogs of equipment, installation and operation are far greater in TV. Local stations are finding it difficult to find the capital to buy or even to lease equipment, and the need to make use of wartime materials restrictions. Multi-network affiliations and time zone differences really complicate the TV picture. Perhaps what appears to me to supply nine-tenths of the answers to our TV programming troubles."

Speaking on the topic "Steps Toward Reducing Expenses," G. Bennett Larson, vice president and general manager, WPIX (TV) New York, pointed out that as an independent TV station in the highly competitive New York market, WPIX has from the outset had to "learn to cut corners in a way that the most modest-budget advertiser can afford to get into television advertising." Describing some of WPIX's most successful efforts, he said: "Our clients use the tremendous-in-the-board features that run for an extended period of time. This technique has eliminated expensive purchasing of stations—buying hands and money that we can't afford to spend for a lot of miscellaneous talent. We take what we spend and keep it for a job as we can by stretching it. We can't afford to put on extravaganzas like the 2½-hour Show of Shows but we are very much in favor of 'block' programming, utilizing large periods of time and holding the audience.

Economies Necessary

"We never provide more than two cameras for a show unless the client is willing to absorbs the extra cost," he explained. "Our latest picture, Lab it is a first-run movie. We simply tell the customer that if a person hasn't seen the picture it's still first-run to them. There are a lot of people who haven't seen many first-run movies from the 1930s and 1940s and with a couple of million sets in this area we still have a large potential audience."

Noting that TV stations are "jerked" unless they operate with minimum expenditures, Mr. Larson declared: "We've got to think about buying wholesale film, talent and so forth—and at the same time pay the security of our employees and our investors. In the past we've been in long term planning; there have been too many 'yesterdays' and not enough 'todays.' We've been concerned with 25% of total network time to each TV network. The same policy of giving everyone an equal break is followed today, which means "waxing the tight rope" in a city like Pittsburgh, where business is good and competition high, he said.

WDTV Experience

In less than two years of operation, WDTV has, in addition to its network programming, had a 574 different advertiser on the station with over 90 script programs, Mr. Stewart added, saying that another record was set when the WDTV network was opened with 20 hours of live studio programming under contract. He recalled that the big joke of the last TBA clinic was that the Pittsburgh station was so "hot" that camera and studio operators reported that it now has five, "paid for in what we think may be a smile at the price of TV where everyone boasts of big losses—out of profit..."
which we think is sensible and night even come under the heading of good business."

Alexander G. Ruthven, president U. of Michigan, observed with univer-
sity's weekly hour on WWJ-TV
Detroit, launched this fall as a co-
operative venture of school and sta-
tion, and reported that "registration
in the two courses in the pro-
gram passed 600 in the first month,
with many thousands viewing and
listening to the programs who do not
register.
"To professional people in telev-
ision and radio, 600 may not seem a large number, but to those
if us in education it is gratifying," he
said, noting that half of the nation's college freshmen.

Mr. Ruthven said, "Our two-
tigraphy, to be started in January,
ready has an advance registration in excess of 100—a measure of
tings to come."

Noting that the universities have much offer television, he urged the commercial TV station operators to "be just as
ert to seek programs in our colleges
and universities as was on Broad-
yway or on Hollywood.'"

Warning on Research
Warning telecasters not to sell
shelves themselves short in research, as radio broadcasters have, E. L.
Deckinger, research director, Blouw
Jo., and president, Radio-Tele-
vision Research Council, declared that
the lesson history teaches about radio measurements is that
they did not go far enough to
ve radio fully and thus to save
now, no amount of research needs all
clusive measurements most.

By taking the family as the
listening unit, radio unwisely
ored out-of-home listening, list-
ing on secondary equipment, and
he, he said, noting that such
ensing might well take up "quite
part of the gap which TV is
assing Americans with an
audience. Wouldn't that be a
powerful weapon for your radio
salman to have in his hand while
's competing with your TV sales-
an (or someone else's TV sal-
an) '" he asked.

In TV research, "let's get the
whole audience," Mr. Deckinger
aged. "Commercials, radio
researchers, to develop a best way to
asure individual listening with
which researchers in general will
be satisfied. Don't let anybody tell
you it's impossible. Tell them you've learned a lesson from the
perience of radio. You demand
that the TV audience measurement
people sort out to find the ways that will give you the answer.

C. E. Hooper, president, C. E.
Hooper Inc., final speaker at the
orning session, described his new
Hooper Brand Ratings" service, an
ffective index of advertising
urement which not only tells
the advertiser where he stands in
each market in relation to each
competitor but also reports sepa-
ately on the use of merchandise in
homes versus non-home.

This continuous survey was
launched experimentally in May,
Mr. Hooper said, and results are
now being reported quarterly for
nine cities which possess varying
characteristics of TV and radio
ervice. The service can be ex-
panded to the 100 largest U. S.
cities and applied to each of
20 to 25 categories of merchandise which currently account for most
national and sectional advertising, he
said.

He expressed the speed of report-
ing, with fall records, for example,
collected in October and November,
to be reported to subscribers be-
fore the end of the year.

Programming Speakers
M. E. Bauer, vice president, WCPO-TV Cincinnati, spoke on
daime programming; Sylvester
L. (Pat) Weaver, NBC vice presi-
dent, discussed network program
ing; Don Thornburg, vice presi-
dent, WCAU-TV Philadelphia,
spoke on programming in multi-
station cities, and John M. Outler
Jr., general manager, WSB-TV
Atlanta, reported on catering to
the local audience, during the pro-
gram session.

Russell Glidden Partridge of
United Fruit Co. told how and why
his company got into television; Irving R. Rosenbaum, president,
WATV (TV) Newark, reported on
his station's use of films as pro-
grams; John A. Koonce, WSAZ-TV
Huntington W. Va., chairman of the Television Tax Committee,
report on the ex-
plorations of the committee into the
probable effects of the proposed
excess profits tax on TV broad-
casters and what the committee has
done about them.

The one-day clinic concluded
with a panel discussion of the impact of
color TV—on the broadcasters, re-
presented by E. K. Jett, vice
president, WMAR-TV Baltimore;
public relations producer re-
 presented by Jack Barry; on the
entertainers, represented by Faye
Emerson, and on the public, re-
 presented by Jimmy Jemal, inquir-
ing reporter of the New York News.

GUNZENDORFER
Named by Film Producer
Wilton Gunzendorfer, for
the past year commercial manager of
KYSO San Francisco, has been
appointed to head the television
production division of General
Service Studios, Hollywood, inde-
 pendent producer-owned
before he joined KYSO, Mr. Gun-
zendorfer managed KROW Oakland
for five years. He also has been
manager of KSFO San Francisco
and general manager of KSRO
Santa Rosa, Calif. Before entering
the station field, he was an execu-
tive in the Thomas S. Lee Artists
Agency, San Francisco and Holly-
wood.

TELEVISION trailer packages for
five new films ready for release
promotion are completed by Paramount
Pictures. Each package includes
four commercials, two one-minute
and two 20-second spots. Spots dif-
f erentiate feature trailers in feel
they combine "proved elements" of
radio spot announcements with
visual presentation. Pictures being
promoted include "Provincetown Station;" "Tripoli;" "Let's Dance;" "The
Goldbergs;" and "Mr. Music."

Sarra Inc., Chicago, completing
series of six one-minute spots for
Wilson Spade Co. to be used on
telecast of National Pro-
fessional League championship
game this month. Series show such
stars as Babe Didrickson and
Johnny Jamie in major sports
vents. Agency: Ewell & Thurer,
Chicago. Harry W. Lange, produc-
tion manager of Sarra, has been
reappointed to executive committee of
Woods Products Section of Na-
tional Safety Council. Mr. Lange
has just completed Sarra's 70th film
for National Safety Council.

... Series of 13 quarter-hour signoff
programs, "Victorica," by
Wilkins-Gooden Productions, Holly-
wood. Programs feature Victoria
Faust, singer and own accompanist.

... Williams Productions, Los
Angeles, set up for national distribu-
tion of films for television. Prin-
cipals are Rene Williams, motion
picture producer, president, and
Walter A. Klinger, national sales
distribution manager. Officials are
at 9160 Sunset Blvd. Phone
Creative View-1-5165. Firm has on hand 26
feature length English films ob-
tained from various British pro-
ducers.

... KTTY (TV) Los Angeles has
purchased exclusive rights to nine
feature motion pictures and been
option on four additional ones in
recent deal with Atlantic Television
Corp., New York.

For Sale; Reasonable
Attention TV Stations: Here's your chance to buy an ACF-Brill bus,
completely equipped for use as a mobil TV unit, at a reasonable price.
Unit adapted from 1946, 32-passenger, air-condi-
tioned, cross-country bus. Roof platform
reached by trap door. Excellent tires and me-
chanical 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 1622.
VIEWERS in WOAI-TV San Antonio's coverage area are getting cake with their television today (Monday). A lone candle adorning the cake, which is superimposed on the facade of the Alamo—the background picture used with the station's identifying call letters—tells the story of WOAI-TV's first anniversary on the air.

That story burns brightly in the land where the Alamo lingers as the symbol of the individual in his fight for freedom.

Exactly one year ago, the citizens of San Antonio and the larger area served by the station, greeted the new medium with typical enthusiasm. It was reflected in set sales, which up to then had totaled 1,539. Periodic surveys made by WOAI-TV with local dealers show sales have jumped an average of 647 per week. It's estimated that today the number of sets sold approximates 35,000.

Growth in the 12-month period that the station has been bringing the outside world into the viewer's living room can be traced in the changing rate card. WOAI-TV's first rate card was based on a $200 hourly charge. By July 15, 1950, rates were increased 25%. By Rate Card No. 4, effective Jan. 1, 1951, rates will be upped 50% over the initial time charge, the hourly rate for Class A becoming $300, Class B $225 and Class C $150. WOAI-TV looks to operation in the black beginning with this change in rates.

Halfff Plots Service For 730,694-Person Market

With a total population in the station's service area of 730,694, the launching of the new TV center was plotted carefully by Hugh A. L. Halfff, president and general manager, and his key personnel. Introduction of TV in the area was set off by a concerted drive to educate the public on the subject and to assist distributors and dealers in meeting public demands.

A pre-debut meeting was held June 21, 1949, with Mr. Halfff presenting the plans to the distributors and dealers. Emphasis was placed on the dual responsibility of the station and set salesmen in successfully introducing the medium.

At the same time, J. R. Duncan, the station's program director who has a wide TV background, started a series of weekly broadcasts over the AM sister, WOAI. Named Television and You, the series got underway Sept. 11 and continued until 7-day. Later, the show was transferred to television and was retitled Report on Telecasting. An informal feature which discussed ways and means of getting best set performance and which gave TV program preview, the show proved its interest among viewers. A flurry of mail protested its discontinuance when it temporarily went off the air to make way for a concerted schedule.

That schedule has been continually stepped up. During the first week of regularly scheduled programming, WOAI-TV was on the air about 18 hours, Monday-Friday. The following week Sunday programming was added, raising the whose pledge was expressed in these words delivered to viewers by Hugh Halfff when the station opened:

"...We assure you that we will do our utmost, not only to make it prove so to you people who have already purchased your receiver, but to make it a must for thousands and thousands of others."

The "utmost" is what every staff member from top level down has been called upon to deliver. In brief, the pledge has come to mean insistence on a high quality of programming whether it is live or kinescope.

Experienced Staff Guides Operations

In addition to Messrs. Halfff, Pangborn and Duncan, the aggressive directors of WOAI-TV operations are: Technical Director Charles L. Jeffers; Commercial Manager Jack Reasler; Dick Perry, head of production; Dallas Wyant, promotion manager; and Hall Youngwood, film manager.

An essential part of its opera-
tion is the station's desire to promote local talent and programming. Both Mr. Hyman and Mr. Perry work long hours interviewing and auditioning home-town aspirants. As early as the first week's schedule, stock shows were originated. Five of them have stayed on as popular favorites. They are The Tree House, for children and featuring a voice recorded Dance Time, a musical show; Winners' Wonderland, starring a pianist; Telenews, headlining News caster Austin Williams; TV Dude Ranch, lending a western twang to musical variety. The news program is sponsored by Joske's of Texas; the pianist show by Wolff & Marx Co. Other shows had spots available for purchase.

Live programs added later and receiving audience plaudits are Fashions in Your Living Room, sponsored by Wolff & Marx; Hoffman Hayride, musical variety, Hoffman Radio Corp., the sponsor; Tip the Scales, courtroom-set quiz show by Smith & Rector, Inc.; WOAI Corp. for Admiral; Armchair Holiday, travelogue with narration for Kewaskum Utenall Co.; Vespers aired Sunday; Serenaders, a vocalist team; The Question Mark, using a drawing board for quiz, and Trophy Room, sparked by Ed Hyman, WOAI-TV sports director.

Wrestling Matches Are Weekly Feature

Wrestling matches are shown every week in an hour-long telecast sponsored by Shawmut Hardware & Hardware Store. Featured interviews by Mr. Hyman between matches are sponsored by Mrs. Bohnet's bread.

In its first week of programming, six network shows were delivered to the screens via kinescope recording. Now, viewers have a pick of 44 network shows. WOAI-TV is affiliated with ABC, CBS and NBC.

In the field of public service and special events, WOAI-TV has hit its stride in giving impetus to the expressed desire of Mr. Hyman and Mr. Perry. Most of its public interest shows, according to the station, was Cancer Show, which ran continuous for five hours on May 28 and climax a fund-raising campaign for the Bexar County Division of the American Cancer Society. It was estimated 35% of contributions received resulted directly from this telecast.

Special events included the first Southwest International Trade Fair held on San Antonio's Comic Con month; first annual Armed Forces air-ground show at Randolph Air Force Base last May; championship rodeo at first annual San Antonio Livestock Exposition and telecast of Texas Open Golf Tournament (a simulcast) last February; Battle of Flowers Parade baseball game in April.

Mr. Youngblood has obtained films made by Air Force photographers of major news events occurring in the area for showing over the station. Arrangements are made through the Public Information Office at nearby Kelly Air Force Base.

Bankers at the station—such as Dallas Wyant—have contributed to WOAI-TV's pace setting. An example is TV Dade Ranch, a show which features the only duly registered branding iron of its own, depicting a twined T and V that is the program's prized prop. Also created by Mr. Hyman, WOAI-TV is the script for The San Antonio Reader, a series presenting excerpts from the station's productions which are available for sale. Prints have been sent to offices of Edward F. Coles, Inc., national representative, for showing to national advertisers.

While observing its first birthday, WOAI-TV is distributing a special anniversary program schedule profusely in two colors. And announcements telecast since Nov. 28 to the effect that viewers could send in a request for a postcard, which drew a heavy volume of mail, the demonstrative proof which station and advertiser recognize.

SHOWING BANK SERVICES

Barry Lauds TV FILM CENSOR

Barry Case Appealed to SCOTUS

Philadelphia's state censorship of motion picture film used on television, twice ruled invalid in separate actions, has been appealed to the U. S. Supreme Court [Broadcasting • Telecasting, March 20].

A suit of censors has been filed by the Pennsylvania State Board of Censors, which had its censorship order contested in the courts by a group of five TV stations—WITV, Pittsburgh (DuMont), WPTZ, Philadelphia (Philco), WFIL-TV, Philadelphia, WCAU-TV, Philadelphia, and WCAU-TLV Lancaster.

The high court must now pass judgment on the case. If it grants the writ, oral argument will be scheduled. If it refuses to consider the question, the case will be stricken from the docket.

Parties are the right of the Pennsylvania board to regulate motion picture film used on TV. The Third U. S. Circuit Court of Appeals, Philadelphia, unanimously upheld the telecasters' assertion that the censorship order is unconstitutional because of Congress' power gained by enacting the Communications Act and establishing the FCC, and thus regulating interstate communications.

The appeals ruling had supported a Federal District Court decision by Judge William H. Kirkpatrick more than a year ago that the regulation of the Pennsylvania censorship board, requiring all TV stations in the state to submit films for clearance before airing, was invalid. In the appeals court, a panel of three judges placed television in the same category as radio, noting that Congress intended that the FCC have sole jurisdiction over the field.

BANK advertisers can "do something in television never before possible in any medium"—they can illustrate and demonstrate banking services and advantages—because of the "unique and revolutionary power of the medium and its depth of penetration."

And while "radio as we have known it will supplement television under certain conditions, in the majority of instances, television will have a different effect."

These convictions were held by John J. Barry, vice president of the National Shawmut Bank of Boston, at the fall meeting of California Bankers Assn. in Los Angeles, which was slated to be held this week. Mr. Barry urged bankers not to be misled as local advertisers by the thesis that radio is "not dying," and cited the case of the Shawmut Bank which has used radio heavily for 10 years and had to face up to the challenge of television in Boston.

Test Illustrates Thousands of Million standard radio sets as opposed to nine million television sets in America is a potent argument to present to the network advertiser with national aspirations."

"When 600,000 of those television sets are in my backyard and the total number of radio families in our home territory is 840,000, that ratio of roughly ten-to-one in favor of standard radio becomes a ratio of roughly four-to-one...Up to 70 of the radio audience...can be assumed to be viewing television every evening."

Contending that Shawmut "practically is the only full-time listener...in the state of Pennsylvania...in the state of New Jersey...and in the state of New York," Mr. Barry has obtained statistics on radio and television listenership. While the FM station is now a "matter of self-preservation" and if they enter television, to obtain good time franchises now. Mr. Barry noted that use of radio and television together would lead to an increase in use of Shawmut services since June 1948, and pointed out that the firm has not used a newspaper advertisement in 2 1/2 years. A large volume of business —"running into millions of dollars" and stemming from financing of over 10% of TV sets bought on time in the Boston area—can be attributed in "large part" to use of television alone, he asserted.

Norge Adds Revere

NORGE division of Borg-Warner Corp., Chicago, will sponsor every third program of Four Star Revere Wednesdays, 9-10 p.m. over NBC-TV from Dec. 27 through July 11. Agency is J. Walter Thompson Co., Chicago. Pet Milk Sales Corp., and Motorola are the other sponsors.

"when national sponsors reach the conclusion that TV circulation is large enough to warrant their major or total investment...that day has not come yet."

Referring to high budget radio shows only, Mr. Barry said less expensive programs will be developed, with emphasis on local origination and cooperatives and participating features. Meanwhile Shawmut, he added, has decided to cut back on radio "at some future date," now making use of standard radio time periods during the daytime hours "against the day listening habits radically changed."

Stressing radio's strength in certain time segments as in types of news and other programs, Mr. Barry advised bank advertisers to re-examine their schedules now as "a matter of self-preservation" and if they enter television, to obtain good time franchises now. Mr. Barry noted that use of radio and television together would lead to an increase in use of Shawmut services since June 1948, and pointed out that the firm has not used a newspaper advertisement in 2 1/2 years. A large volume of business —"running into millions of dollars" and stemming from financing of over 10% of TV sets bought on time in the Boston area—can be attributed in "large part" to use of television alone, he asserted.

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ATLAS FILM CORPORATION • ESTABLISHED 1913

CREATORS AND PRODUCERS OF TELEVISION COMMERCIALS

1111 SOUTH BOULDER
Oak Park, Illinois

CHICAGO: AUSTIN 7-6620

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and now--
the magic link
for closed circuit tv

the dumitter

Actually a miniature closed-circuit television transmitter. Takes signal directly from any standard camera chain, modulates a carrier frequency of either Channel 2 or 3, and feeds via cable directly through the antenna posts of standard TV receivers. Receivers operate exactly as though tuned to a televcast on that Channel.

Performance superior to other forms of transmission. Audio and video reception absolutely free from outside interference. Truly, the MAGIC LINK for closed-circuit television.

Ideal for use in industrial television applications, for field demonstrations of TV receivers, for studio use, for sales meetings, and countless other uses. Does away with expensive, bulky equipment and circuitry modification of receivers.
November 29 Decisions... BY COMMISSION EN BANC

FCC actions

November 29 to December 7

Grants authorizes new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new stations and transfer applications.

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Grants authorizes new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new stations and transfer applications.
KOA Denver received large spread in 'Denver Post' last month in conjunction with price of turkeys at Thanksgiving time. Piece started on first page, along with picture of Announcer Starr, Yealand dressed as pilgrim inspecting fowl at local turkey farm. Story and pictures were continued in picture section telling of fall program that was broadcast Monday before holiday.

CRIME INVESTIGATION

WIOD Miami, Fla., newsmen made special recordings when ex-deputy sheriff of Miami testified on alleged illicit operations of sheriff's office before Senate Crime Investigating Committee in Washington. Taped program was relayed on direct line by WRC Washington to WIOD, where Dade County listeners heard broadcast that night. News broadcasts and exclusive interview with witness were also made through WRC facilities.

VIOLET BOOKLET

KSD St. Louis sending brightly colored booklet to trade and advertisers. Cover is headed "KSD St. Louis Presents," with lettering set in white spot against violet shade background. Back cover and front page features a photograph of people at banquet facing speakers table. Inside give facts and data on coverage, market, programs, news shows, advertisers and "firsts" claimed by station. Also has pictures, maps and charts.

PROMOTION FOLDER

WWL New Orleans sending to time-buyers eight-page, green-and-gold, promotion folder illustrating with facts and figures that "Sales Don't Stop at the City Limits—and Neither Does WWL" and emphasizing amount of territory covered by station outside New Orleans. Booklet, prepared by Katz Agency, includes BMF maps and profiles for daytime and nighttime areas.

JUNIOR NEWS


WESTINGHOUSE MOVES

Westinghouse Radio Stations Inc. sender brochure to trade announcing new headquarters office in Washington, D. C. White piece has gold Westinghouse seal on cover. Inside is drawing of Washington Monument in center fold, with people in long line carrying objects moving into city at left. On right is announcement of new offices.

FOLDING PIECE

CBS Radio Sales sending folding mail piece to trade and advertisers. Piece is headed "Looking at it their way — with drawing of their men with their heads in television screen. Inside is done in blue, with men looking at TV set, saying, "What do they see in Tchaikovsky?" Copy tells about Tchaikovsky show available and how it sells from viewers viewpoint.

WEATHER REPORT

KSTP-TV Minneapolis, "Hawf's Weather Report," Mon.-Fri., 10:15-10:30 p.m. Show uses cartoons illustrating weather predictions. P. J. (Hawf) Hoffstrom, m.c., uses weather map as basis for drawing comical picture to explain weather.

STARTS OWN SHOW

WSTV Steubenville, Ohio, "The Song Service," Sun., 8-8:30 a.m. Features Negro spirituals and other music requests along with church news and announcements. Mrs. Lillian Hampton started show last February, giving sponsors herself, after requesting information on how to start program from Joseph M. Troesch, assistant general manager of station. Popularity of show necessitated change of time from midnight to present time, station reports.

CIRCUS SHOW

J. H. SUTTNER Productions, Oconomowoc, Wis., "That Circus Man," five-minute package film to be released first of year. Features "tales of a trouper, tall but true, told by that circus man, Al Priddy." Billboard of circus animal or performer featured is available in actual action movies as he tells story. Booklets of favorite Priddy stories will be available as premiums.

TV FIRE COVERAGE

WDTV Pittsburgh had on-the-spot coverage of fire in Bell Telephone building across street from new studios. Station reports that this was first on-the-spot TV coverage of a fire in Pittsburgh. Station used open segments in programming and set up cameras in windows of second floor offices, shooting scenes in street below. Top-ranking members of fire department and police force also were interviewed.

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FULL PAGE AD

WPIX (TV) New York ran full page advertisement in New York Times Dec. 1. Page had two-line banner headline announcing station's plans for telecasting winter program from Madison Square Garden. Pictures of events to be televised along with personalities, stars and salesmen were featured. Copy gave details of program along with advertisers who are sponsoring shows.

HOUR GLASS

RCA THESAURUS has sent to clients lucrative paperweight with miniature hour-glass built into it and carrying legend: "Thesaurus Sells Time."

HORSEFEATHERS

KLX Oakland, Calif., sending advertising form letter with white feather attached. Letter is headed:

MAIL FROM KOREA

WCEN Mt. Pleasant, Mich., Korean Mail Bag, Sat., 10:15 a.m. Program using letters sent to relatives and friends from men fighting in Korea. Listeners are asked to send in excerpts or letters to station. Most interesting are screened and read on show.

WOMEN GRAPPLERS

CROSLEY Broadcasting Corp. TV stations (WLWD Dayton, WLWC Columbus, WLWT Cincinnati), women's wrestling tournament started Dec. 10 p.m. To determine first time sports championship will be decided in TV studio, station reports. Tournament open to all women over 18 years old, with single elimination for purse of $2,000 to winner. Show originates in studios of WLWD and fed to WLWC and WLWT. Winner is to wrestle Mildred Burke, champion, for title.

BUS CARD PROMOTION

WGNR New Rochelle, N. Y., has started extensive bus card promotion campaign in 100 lower Westchester County busses. Cards prompt listeners to stay tuned to 1460, WGNR "The Voice of Westchester."

HOWARD J. McCOlLISTER COMPANY

PAUL W. McCOlLISTER, GENERAL MANAGER

Regional Representative

66 ACACIA DRIVE, APTHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage • Member NAB

BROADCASTING  •  Telecasting
Follow the lead of these Business Leaders... they're all giving Schenley to wish friends the best!

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

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

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

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

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

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

It's "Good Business" to give SCHENLEY

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

seek to acceptance of any interference received from WALR Fall River, Mass.

WGAR Bestco, Cleveland, Ohio—Placed in pending file to await outcome of proceedings in Richard case, application for new Class B FM station.

KLIF Triniti Bestco, Corp. Oak Cliff, Texas—On petition commission set aside action taken in February 8 to withdraw power 1 kW d to 5 kW on 1190 kc, renewed application in pending file and retransmitted to proceeding line.

BY THE SECRETARY

WLP Lexington, Ky.—Granted license for frequencies to be assigned pending new noncommercial license applications, new noncommercial license applications.

WFRW-EF Erie, Pa.—Granted renewal of license for new noncommercial license applications.

WKRA-FM Youngstown, Ohio—Granted license for new noncommercial license applications.

Lubbock Bestco, Lubbock, Texas—Granted license and for new remote pickup KXK-929, TXA-741.

WLC-FM Jerome, Idaho—Granted license for frequencies to be assigned pending new noncommercial license applications.

KAR-FM Liberty, Ky.—Granted license for new noncommercial license applications.

KTRF-FM Modesto, Calif—Granted license for frequencies to be assigned pending new noncommercial license applications.

WKOS-FM Jerseyville, Ill.—Granted license for new noncommercial license applications.

COLUS Bestco, Columbus, Ga.—Granted license and for new remote pickup KDK-919.

WCM-FM Columbus, Ohio—Granted license for new noncommercial license applications.

WBZ-FM Chicago, Ill.—Granted license for new noncommercial license applications.

WBQI-FM Augusta, Ga.—Granted license for new noncommercial license applications.

NATIONAL TELECASTING

COMMERCIAL RADIO MONITORING COMPANY

“Nearly 100% accurate service for over 10 years”

For immediate service phone:

P. O. Box 7037 Kansas City, Mo.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building, Washington, D.C.</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers, 906 Nat'l Press Bldg., 1407 Pacific Ave., Washington, D.C.</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering, Munsey Bldg., Washington, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>1608 Connecticut Ave., Seattle, Wash.</td>
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<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Washington, D.C.</td>
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<td>CHAMBERS &amp; GARRISON</td>
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<td>JOHNN CREUTZ</td>
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<td>&quot;Registered Professional Engineer,&quot; 820 13th St., N.W., Washington, D.C.</td>
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<td>WALTER F. KEAN</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering, Riverside, Ill.</td>
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<tr>
<td>ADLER ENGINEERING CO.</td>
<td>Television and Broadcast Facilities, 1 La Ferre Lane, New Rochelle, N.Y.</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., Washington, D.C.</td>
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<tr>
<td>GAUTNEY &amp; RAY</td>
<td>Consulting Radio Engineers, 1052 Warner Bldg., Washington, D.C.</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
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Help Wanted

Salesmen

Experienced time salesman for local station. Must have strong sales background, will have chances at commercial management with increased salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.


Salesman: 1000 watt, Pennsylvania independent. Small market. Will pay $75 to start. Must be able to make sales of account to new man. No world beaters. Good radio man willing to work and interested in earning more. Box 17TH, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive and experienced salesman with 1000-1500 watt for new York, Westchester, Long Island area. Send sales and salary and please. Send full details. Box 1206H, BROADCASTING.

Topnotch salesman. If you would like a small western town and can sell age and build up small station, we have the people and still meet agency men, mayly good account men. We are looking for a married man willing to settle here and organize, build up and sell the station. Good real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Select complete details about yourself and we'll tell you more about our station. Send this carefully. Contact KRPL, Moscow, Idaho.

Salesmen—Experienced in constructive selling, radio. Must be able and alert and ethical. To represent leading station. No experience necessary. Excellent salary. Send full information: references, please. Bay City, Michigan.

One of our salesmen has moved on to all agency. If you are ready to move into a new area, contact him. One of America's better Indies—WGAY, Alexandria, Va. Send references against commission. Experience and def preferred. General Manager, WGAY, Silver Spring, Md.

Wanted, experienced energetic salesman to sell to the TV stations in the midwest area very attractive program for children. No objection to supplementing this with present duties. Write or call The Ghost Rider Enter- prises Inc., Empire State Building, 250 Fifth Avenue, N. Y. C., 4-1751.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, personal interviews, commercials. Write full details, and expected salary. Box 950H, BROADCASTING.

Announcer, Ohio station. Must have experience news, special events, commercial plus complete operation and alert and ethical. Excellent opportunity for right man. Box 115TH, BROADCASTING.

Morning personality by midwest 5 kw station. Capable handling western Hemisphere audience. Rush disc or tape, full details. Send immediately. Box 165H BROADCASTING.

Eastern network station needs versatile disc jockey—special events man. Must be top. Box 174H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Hard hitting able Negro disc jockey, wild, fratic, strictly hep style, must have perfect pitch, loud voice, energy, promotion conscious. Ability to sell out on air and in person important. Ad ability. Must be able to work smoothly in south important. Pay based on ability, guarantees, talent, commission, plus bonus. New 1000 watt station in complete details, including picture autobiography. Send no audition disc. Box 167H, BROADCASTING.

Combination announcer-engineer wanted. Accent on announcing. $50.00 per week plus bonus for good man. ABC outlet for 2000 watts, requires top quality disc or tape plus full details, experience and references. Box 100H, BROADCASTING.

Wanted: Announcer-jockey for sunny spot. Must have top announcing voice. Rush qualifications and complete details. Box 175H, BROADCASTING.

Announcer with first class license wanted immediately by full time station in small town with great potential. Send no audition disc, first letter. Box 145H, BROADCASTING.

KNPT, Newport, Oregon, needs two good combination men immediately due to increase in rate from 1000 watts. We can use one or two good announcers with first class tickets. Interested in personal, genuine and men willing to announce. Opportunity to work into major markets. Write Box 160H, BROADCASTING. Contact KRPL, Moscow, Idaho, give details, experience, ability, etc. Open audition salary, experienced and references. Opportunity for first phone-anouncer position. Open salary guaranteed. Basic experience preferred. Mutual 1500 watts. Phone 540 or 1021, KSVF, Arte- city, Okla. for complete details. Box 99H, BROADCASTING.

5000 watt Mutual affiliate needs good announcer for news. Record shows and spot announcements. "Call Box 8001 at $50.00 weekly with increases to right price." Several opportunities for midwest area, bottle chasers and syndicate shows. Excellent opportunity to get into network. Direct application and disc to Ray Beals, Great Blackwood, New York. Requires experience, age, marital status. Eloquence preferred. Immediate opening.

Wanted: Two combination announcer-engineers, accept on announcement immediately for midwest station. Please give all details in first letter otherwise no consideration. Location not necessary, but helpful. WDEC, Wuestman, Me.

Wanted: Announcer with first class license for permanent, well paid position. Send details and type to WGIH, Wilmington, N. C.

Wanted: Two experienced announcers for permanent position. Send disc and details (no phone) to WHIC, Henderson, N. C. phone 173.

Staff announcer, sound commercial experience. Send show background and photo details. WPCI, WPCF-PM, Sharons, Pa.

Announcer-engineer, full time Mu- tual affiliate. Send full letter immediately. WPNF, Brevard, N. C.

Wanted, one first class operator for WAGM, Fayetteville, N. C. Caroli- na Mail letter of experience, education and references.

Help Wanted (Cont'd)

Men with at least 8 years combined electrical and radio experience to instal- l, service and repair radio and television devices. Must have travel throughout territory and be willing to travel continuously. Excellent salary plus ex- penses. Transportation provided. Must have Band B license, references, references and expected starting pay first letter to Box 165H, BROADCASTING.

Transmitter operator (no announ- cing). Must have phone license to operate tape-recorders, turntables, ABC, MBS, and SCR, for at least 9 months of the year. Box 195H, BROADCASTING.

Engineer with announcing capabilities not required. Salary not necessary immediately by CBS affiliate. Contact John Tedesky, 336 Market St., Seattle.

Engineer-announcer urgently needed. Experience not necessary if willing to work and learn. Must include tape tape bridge, WMVC, M. T. Carmel, Illinois.

First class engineer-announcer, Mutual affiliate box 800-1, 3000 watts, 6 weeks. Good working conditions, personnel. Contact Post Office Box 1015, Miles City, Montana.

Continuity writer with at least one commercial radio operation, preferably at network affiliate of 100,000 or more in midwest. Reply, giving experience, references, salary expected and copies, to Box 950H, BROADCASTING.

One woman copywriter and one experi- enced writer wanted immediately by Box 115H, Broadcasting.

High Hooper, progressive station with heavy commercial schedule, seeks pro- gramsman with experience in Mutual. Several opportunities are open. An- nouncer-engineer with good voice and radio experience. Send letter and references immediately to Box 100H, BROADCASTING. Treasurer who will be his own bookkeeper. Desires experience immediately. Box 1000H, BROADCASTING.

One woman copywriter and one experi- enced writer wanted immediately by Box 115H, Broadcasting.

Excellent reason for desiring change. Available usual and unusual assignments. Send references, fully experienced. Excellent record and good appearance. Send full details, $50.00 weekly. Box 200H, BROADCASTING.

Announcer, colored, excellent voice, good appearance. Send references. Request Box 75H, BROADCASTING.

Newspaper, sports and special events com- missions wanted by Mutual affiliate. Must be married. Presently employed large NBC station as news writer. Has written many successful play-by-play major college foot- ball, professional baseball and profes- sional baseball articles. Experienced in writing stories, variety shows, all-around top caliber man with public relations experience. Prefer AM or FM. Send full details, $200.00 weekly. Box 95H, BROADCASTING.

Announcer, first phone ticket, $25, 3½ years' experience, news and sports. Send full details, references and photo of ANNOUNCER, Technical

Experienced TV broadcasting technical man sought for full time position. Those with several years experience in larger AM broadcasting stations will be given consideration in lieu of actual TV experience. New station required by long established company. Send full details to Box 1015H, BROADCASTING—TELECASTING.

Situation Wanted

Manager

Assistant manager, program director. Over 20 years in radio sales, and management. Regional, highly competitive market, salesmen, producer, administrator, personnel man, writer, production, etc. Excellent references. Available after April 1. Box 521H, BROADCASTING.

Commercial manager, well experienced, seeks change. Box 100H, BROADCAST- ING.

Manager with thorough background in all phases of radio available. No mil- lions. Must be sober, sober busi- ness administrator able to operate efficiently and profitably. Strong on sales, promotions, and program management. Change necessitated through pending sale staff change. Future who will be his own assistant manager. Young, married, reliable. Box 112H, BROADCASTING.

Sales and feature promotions, 42, mar- ried, 10 years experience, seeks 20-25 years' experience newspaper and radio sales. Guaranteed producers. Good record. Box 120H, BROADCASTING.

Success breeds success! Nine successful years of management, sales, pro- gramming and production. Improved get-and-keep sales record. Excellent record as manager of eastern station. Ability to start any station within the United States continually. Excellent salary. Box 400H, BROADCASTING for further details.

Salesmen

Good salesman wants good job. Box 59H, Non-resident. Fifteen month experience. DJ, news and sports pro- grams, general staff. Excellent reason for desiring change. Available usual and unusual assignments. Send references, fully experienced. Morning shift desired. Box 125H, BROADCASTING.

Basketball, play-by-play. One of na- tion's best play-by-play announcers weekly. Box 155H, BROADCASTING.

Sportscaster. Exciting play-by-play for top football, basketball, baseball, boxing or any other sport of interest. Will work for favorable status. Married. Veteran. Number one play-by-play announcer of high caliber. Box 31H, BROADCASTING.

Experienced announcer, single veteran, available immediately in eastern United States. Excellent experience wanted at network affiliate. Box 110H, BROADCASTING.

Announcer, colored, excellent voice, good appearance. Send references. Request Box 95H, BROADCASTING.

Television

Experienced TV broadcasting techni- cal man. Excellent experience in major station. Those with several years experi- ence in larger AM broadcasting stations will be given consideration in lieu of actual TV experience. New station required by long established company. Send full details. Box 1015H, BROADCASTING—TELECASTING.
Situations Wanted (Cont’d)

Experienced newscaster, available in January. Excellent background. Interested in locating in East. Box 181H, BROADCASTING.

Vet, above average background, current events, sports, classical music. Dramatically inclined, good voice, personality. Box 170H, BROADCASTING.

Anouncer with board experience now employed on network station. Veteran, 25 year old. Wants: Two years radio school. High starting salary and unemployment insur- ance! Box 172H, BROADCASTING.

Dependable, sober, first class announcer experienced all phases of Broad- casting. AM, FM, TV,方向性 antenna design and per- sonnel. Nine years experience as chief engineer. Draft exempt. 4 years experience. Box 174H, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Prefer 1500 or more gross. Available references. Box 844G, BROADCASTING.

Engineer, experienced studio, phasing and remote work. Willing to go to coast. Box 852G, BROADCAST- ING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer, first class radiotelephone li- cense. Six years experience, FM, AM, and TV. Formerly in DJ work, now interested in current market. Proficient in copy and type operations. Want to get my references tell you. Undraft- able. Four years experience. Box 140H, BROADCASTING.

Engineer, 3 years experience. Active ham 20 years. Wants permanent posi- tion in West. Have experience available immediately. Box 191H, BROAD- CASTING.

Four years of broadcast engineering experience. Four years teaching radio- technology in college. No draft experience. Willing to work for 4000 per year. Box 109H, BROADCASTING.

Situations Wanted (Cont’d)

For Sale

Situations Wanted (Cont’d)

Wanted: Buy (Cont’d)

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 142H, BROADCASTING.

Want 1 kw AM transmitter and a com- plete/or sections of Wincherton tower type 101. Box 185H, BROADCASTING.

Obsolesete 1 kilowatt broadcast or com- munications telephone transmitter. Particularly interested in WJ in amplifier type T1A utilizing 908a or similar finals. Box 162H, BROAD- CASTING.

Equipment wanted. 1000 watt station. Must be hand. No hurry. Box 230H, BROADCASTING.

Pay will cash for WJXZ RCA field meter. Get in touch with KSTT, Davenport, Iowa.

Wanted: Standard audio rack, state price and condition. Fred Chasey, WDKX television or allied business in Camden, N. J.

Commercial radio. No draft. Willing to pay $800 for 177H, BROADCASTING.

200 ft. tower, 1 kw transmitter, moni- tors, turntables and console. State con- dition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Help Wanted

Salesmen

PBS

America’s newest and fastest growing network

requires the services of fifteen additional men thoroughly experienced in station relations and sales.

Phone: 718-670-2329 for appointment. Write or wire Office Suit 374 Park Sher-aton Hotel, New York City.

PROGRESSIVE BROADCASTING SYSTEM

Situations Wanted

Salesmen

TEXAS REPRESENTATIVE

Have downtown metropolitan office with low overhead. Interested representing well known name in program sales. Knowledgeable, connected at every level. Box 186H, BROADCASTING.

Situations Wanted (Cont’d)

ANNOUNCER Staff or sports de- sired at longer engagement. Oper- ating company is a new one. In- cludes sales and program- ming. College. Married. Disc and references. Write now to Box 206H, BROADCASTING.

 announcers

Heur TV transmitter, audio optional, end Add. payable. % We pay our employees a good starting salary. Sam McLaughly, 8271 S. Loomis Blvd., Chicago, Illinois. Tri-Tangle 4-1458.

TELEVISION

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CAPTIVE AUDIENCE

WIND Chicago has been asked to send its weekly program schedule to librarian at government penitentiary in Terre Haute, Ind. Librarian reported station is listened to regularly, and that schedule will be used in compiling weekly program of radio broadcasts to be aired on prison’s central communication system.

NEW TV AD

BUTLER Floor Co., Butler, Pa., placing television set in lobby of local theatre for advertising. Ads are projected in color on the upper portion of two-screen console, lower part being used for regular telecasting. These ads show new scenes every 15 seconds, total time for each advertiser being three minutes. Details for campaign were handled by Video Advertising, N.Y.

ROUNDTABLE


CHRISTMAS PARADE

WBKB (TV) Chicago featured hour-long telecast of Santa Claus Parade along State St., Nov. 18, 9:30-10:30 a.m. Local florist who sponsored show distributed 1,000 flowers and plants to watching crowd. Camera on 11th floor of WBKB building and one on street covered event. Station used two commercial films of institutional type at beginning and end of telecast. Station reports that by noon sponsor received 1,000 calls from viewers, mostly congratulatory.

 Controlling Interest in Profitable Central California Network Regional

$65,000.00

Money-making network regional in single station market removed from metropolitan service area yesterday's radio and tomorrow's television in rich growing productive market. The service area is heavily populated with more than 200,000 residents according to the 1950 Census. This station has been the air for a few years and get immediate acceptance from both the listeners and the tonebuyers and has made money from the very start. RCA compensate to on valuable real estate which the station owns. Between 60% and 70% of the station’s income is derived from this value and price more quickly. We would suggest that you immediately.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Wheaton Station, 200 N. 16th St.
Sterling 3431-2

CHICAGO
Herald B. Murphy
Bay V. Hamilton
235 Montgomery St.
Rolphand 6-4550

SAN FRANCISCO

JEWISH SERIES

Set for Holiday Airings

FORTY-FIVE U. S. and Canadian stations will carry a series of four-quarter-hour Jewish educational programs during the holidays, starting this week. The series, produced for District 5 of B’nai B’rith America’s oldest and largest Jewish service organization, is described as “an experiment in public service to bring in richful and educative sustenance to Jews in small towns and to acquaint non-Jews with present-day interpretations of Biblical Jewish Holy Days.” Herbert Kraus, former public relations director of WMOR (FM) Chicago, handled production.

The holiday series includes A Hanukkah Holiday, Speak Up For Brotherhood, A Purim Prologue and Out of the House of Bondage. Stations which will broadcast the segments are:


MICH. MEETING

Baughn Named MAB President

EDWARD F. BAUGHN, vice president and general manager, WFGC Ann Arbor, Mich., was elected president of the Michigan Association of Broadcasters during the group’s annual meeting in Lansing [BROADCASTING • TELECASTING, Nov 13] He succeeds Stanley Pratt, WSOO Sault Ste. Marie, for a one-year term.

Named to the MAB board of directors were Lester Lindow, WDFP Flint; James Riddell, WXYZ Detroit; Leonard Versluis, WLAV Grand Rapids, and Don DeGroot, WWJ Detroit. Mr. Lindow was elected vice president and Mr. Riddell secretary-treasurer.

TO ALL STATION MANAGERS

CTS offers a new, urgently needed service. Proven network procedure transcribe spots either straight to recording or for local sponsors at minimum cost. CTS insures greater radio sales per use, and spots. CTS information and rates upon request.

Commercial Trans-Service

143 W. 41st St.
N.Y.C.
Westinghouse

(Continued from page 80)


51 Turning Point

(Continued from page 54)
elected president. Other officers elected were Mr. Wooten, vice-presi-dent; Frank Armstrong, WDSG Dyersburg, secretary—treasurer. A. D. Smith Jr., WCDT Winchester; Mr. Sowell, and Earl W. Winger, WDOD Chattanooga, were elected directors.

Resolutions were adopted opposing FCC allocation of specific TV channels to educational institutions or other specific groups, thanking the Nashville Tennesseean and Bonner for coverage of the meeting; voicing appreciation of speakers' contributions and entertainment provided by WSM.

T. B. Baker, WKDA Nashville, moderated a small market stations panel. Members were Cliff Goodman, WERB Johnson City; Frank S. Proctor, WJTS Jackson; Frank Armstrong, WDSG Dyersburg; R. M. McKay Jr., WKRM Columbia.

Members of the convention committee were Paul Oliphant, WLAC, chairman; Jim McKinney, WKDA; Clarence Wagggoner, WMAM; Tom Stewart, WSIX; Van Irwin, WNAH; Bill McDaniel, WSM, all of Nashville.

In his talk, titled "The Outlook for Radio in 1961," Mr. Davis said 1961 "will begin the end of great profits in radio—but not the end of profitable radio... Profitable radio can go on for a long time—perhaps forever—despite the competition of that precocious child of electronics—television. But 1961 means the beginning of the end of a gusher of profits for radio broadcasters."

Mr. Davis figures 1961 will bring an adjustment in network rates and in station rates in TV cities and “even a loss in total hours sold in cities not directly affected by television.”

Advertisers will put pressure on broadcasters in TV cities to cut rates, according to Mr. Davis, since “the actual circulation will no longer be there.” With network affiliates becoming more competitive for local and spot sales, independents will have to work harder, he predicted, offering figures on loss in network time sales as evidence.

Broadcasters will have to get cooperation from talent, he said, though more talent will be used in TV than in radio. He felt the TVA demands “have hurt the broaden-

ARE YOU INTERESTED IN THE DES MOINES AND IOWA MARKET?

THEN BE SURE TO SEE THE KRNT AD ON PAGE 40 OF THIS ISSUE

READ—Something Every Sales Manager Should Know!

FOR SOUTHERNERS ONLY!

Station manager's job open in network affiliate in a leading southern market. City is over 30,000; county about 100,000. Good starting salary plus commissions. Give full details first letter. Enclose snapshot.

Box 217H, BROADCASTING

December 11, 1950 — Page 95

Manufacturing a production of type 315 5 kw and 10 kw AM transmitters, being sold by the Graybar Electric Co.
FCC Actions (Continued from page 89)

Applications Cont.: Allentown, Pa.-WFMZ-TV, the station of Allentown, Pa., has been approved for construction of a new television station near Reading, Pa., on channel 36. The application was filed on Nov. 30.

Applications: Application was filed by the owners of WFMZ-TV, Allentown, Pa., for construction of a new television station near Reading, Pa., on channel 36. The application was approved by the FCC on Dec. 3.

License Renewal: The license renewal application for WFMZ-TV, Allentown, Pa., was filed on Nov. 30. The station is owned by Allentown Broadcasting Corp.

NEW GRANTS, TRANSFERS, CHANGES

Docket Actions

FINAL DECISION

WHAT: Motion to change from 1560 kc to 1560 kc day and to deny application of WABT to change from 1560 kc to 1560 kc day.

AM FM STATION IN NEW GRANTS, TRANSFERS, CHANGES

1. Armstrong Broadcasting Co., Inc., Boston, Mass., for a new AM FM station in the city of Somerville, Mass., on channel 1240 kc day. The station will have a new antenna and will be located at 1240 kc day.

2. American Broadcasting Co., New York, N.Y., for a new AM FM station in the city of New York, N.Y., on channel 1180 kc day. The station will have a new antenna and will be located at 1180 kc day.

DELETIONS

One FM application was deleted by the FCC last week. The deletion was filed by WNOX, Knoxville, Tenn., which requested to be deleted because it was no longer in operation.

GRANTS PENDING HEARING

1. Applications for AM stations in the cities of Knoxville, Tenn., and San Antonio, Tex., are pending hearing.

APPLICATIONS IN CABLE

1. Applications for cable systems in the cities of Philadelphia, Pa., and Cleveland, Ohio, are pending hearing.

APPLICATIONS IN PROGRESS

1. Applications for AM stations in the cities of New York, N.Y., and Chicago, Ill., are in progress.

Changes

1. The owners of WABT, Boston, Mass., have donated the station to the American Broadcasting Co., New York, N.Y., effective Jan. 1, 1950.

2. The owners of WABT, Boston, Mass., have announced the resignation of John J. Daly, president, and the appointment of Harry J. McInerney, vice-president, effective Jan. 1, 1950.

3. The owners of WABT, Boston, Mass., have announced the appointment of William H. Smith, sales manager, effective Jan. 1, 1950.

4. The owners of WABT, Boston, Mass., have announced the appointment of John J. Daly, president, and the appointment of Harry J. McInerney, vice-president, effective Jan. 1, 1950.

5. The owners of WABT, Boston, Mass., have announced the appointment of William H. Smith, sales manager, effective Jan. 1, 1950.

Auto Sponsor

(Continued from page 19)

the Detroit office of J. Walter Thompson Co. and CBS.

General Mills followed Ford's lead last summer when it took over sponsorship of 65 shows on NBC for $10 million. The total price that General Mills paid for the schedule, including time and production, was reported to be $700,000. All the programs used in the GM campaign were nighttime shows and were broadcast in periods that became available as other sponsors took summer hiatuses.

Radio-Television

Coincidentally General Mills last week figured in another network sales innovation when it participated with CBS in a special radio-television tie-in deal. The advertiser assumed a quarter-hour sponsorship of an hour-long radio network show, "FBI in Peace and War," which fills a half-hour, alternate weeks, on CBS-Television, for an as yet untitled TV show. The show, which has been sponsored by P & G for the whole half hour will now be retained by the latter company for 15 minutes. Starting date on the television show still is undetermined.

KODAK BATESVILLE, Ark. Filed Nov. 30.

Rapid City, S. D.—The Heart of the Black Hills (KBBH), 1560 kc, 250 kw, estimated construction cost $131,676.70, first year operating cost $36,000, estimated revenue $46,000, Mr. T. M. Tomberlin is the oil investor. Filed Nov. 21.

Jacksonville, Fla.—The Metropolitans (WABJ), 1560 kc, 12 kw, 1.8 kw aur., antenna 22.5 ft. above average terrain. Estimated construction cost $131,676.70, first year operating cost $36,000, estimated revenue $46,000, Mr. T. M. Tomberlin is the oil investor. Filed Nov. 21.

BROADCASTING • Telecasting
is of particular significance in connection with transmission service," the decision stated. "A station often provides service to areas at a considerable distance from its transmitter but a station cannot serve as a medium for local self-expression unless it provides a reasonably accessible studio for the origination of local programs."

"It is apparent that Sec. 307(b) and the Commission's efforts to apply it may be largely frustrated if, after a station is licensed for the purpose of providing both reception and transmission service to a particular community, it removes its main studio to a distant point and originates all or substantially all of its programs in a city or town other than that which it was licensed to serve," the decision continued. "Such action on the part of the station may substantially cut away the basis of the Commission's decision authorizing the establishment of the station."

The decision continued:

A requirement that a station maintain studios and originate a substantial proportion of its programs in the city which it is licensed to serve could hardly be considered an unreasonable burden, since it would enable the station to carry out the proposal which it made to the Commission or whatever city it chose to serve, for its license. Nor can we agree that the proposed rule would so severely limit a station's programming as to make it impossible for it to serve programs of interest to the people to a substantial degree.

The origination of 49% of its programs at points distant from its location should ordinarily be more than adequate to permit it to perform this function properly. The proposed rule would not constitute censorship of radio programs in violation of Sec. 328 of the Communications Act. The rule would not require a radio station to broadcast or not to broadcast any particular programs but would simply assure that on an over-all basis its programs would serve the public interest and that substantially the area which the station originated would be served.

"However," the Commission stated, "certain modifications of the proposed rule do appear to be necessary in order to prevent discrimination and hardship in unusual cases." Thus FCC explained its revisions respecting network stations, transmitter site studios, multiple-city studios and the expectation of synchronous amplifiers.

NEW BUSINESS

(Continued from page 10)

BROADCASTING

Section 3.30—

(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the transmitter site for which it will be licensed in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located provided that the main studio may be located at the transmitter site or at another site in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that each such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the origination of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. A station shall be permitted to originate more than one program in any one place shall be considered to be located in and shall maintain main studios in such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the following: a) main studios or other studios and remote points situated in any or all of the particular cities, towns, or political subdivisions in which the main studios are located.

Section 3.31—

The location of a standard broadcast station shall not move its main studio outside the borders of the borough or county, state district, or political subdivision in which it is located, unless such move is to the location of the station's transmitter, without first making written application to the Commission for authority to move, and securing written permission for such removal. The location shall promptly notify the Commission of any other change in location of the main studio.

CROSSER IN HOSPITAL

CHAIRMAN Robert Crosser (D-Ohio), of the House Interstate & Foreign Commerce Committee, had a cataract operation on his left eye last Wednesday at the Bethesda (Md.) Naval Hospital. His condition was reported satisfactory, and the Congressman is expected to be back at his desk in about two weeks.

ACCOUNTANT

Three years experience in Radio or Television broadcast accounting. Age 30 to 40 years, Salary $5,200 per year.

Box 218H, BROADCASTING

December 11, 1950 • Page 97
Excess Tax Speedup
(Continued from page 24)
growth companies, such as Philco.
According to Mr. Philco's position, the House bill would discriminate against the TV industry as a whole unless some provision were included to take care of growth companies. Mr. Balderston said: "As I understand the philosophy of the excess profits tax, it is to tax only those profits which have been generated as a result of the defense program. Actually, the television business has been hampered in the year 1950 by the defense program through serious shortages of material."
Pointed out by Mr. Balderston in his statement:
- On basis of estimated 1950 profits, all industries would pay an estimated excess profits tax on about 30% of estimated earnings as against an estimated 60% by the TV industry and an estimated 88% by Philco.
- Relief suggested by the House bill (permitting average of 1949-46 alone as earnings credit) would not afford relief to Philco because of adverse earnings during 1949.
- The year 1950 is the first normal year of operations for the TV industry and the "only fair and equitable treatment" of the industry must take into account this year's earnings.
Mr. Balderston told the committee that Philco already plans an expansion program over the next 18 months in excess of $12 million because of growth in electronic production for defense. Additional investments will have to be made, he said, if other defense projects, now under consideration by Philco, are undertaken.
"If a large proportion of our earnings are siphoned off through a discriminatory excess profits tax, the proper incentive for expansion program for the defense effort," he said.
The question of advertising expenditures by corporations came up, on which the Treasury Secretary Snyder on Monday. Secretary Snyder said the Bureau of Internal Revenue should be able to "aggregate ... as a reasonable deduction, more effectively in corporations' disallowance for tax purposes because of past experience in the last war. He also suggested Congress should write such a provision into law."
Sen. Robert A. Taft (R-Ohio) asked the Secretary: "What is reasonable and unreasonable advertising, who can tell?" Secretary Snyder said discretion would have to be used, depending for example whether a company "suddenly switched its advertising budget's space and type of advertising."
Secretary Snyder reminded the Senator that the government was not returning the bonus tax for the way he could advertise since it was "generally agreed that "advertising must be maintained." Sen. Eugene D. Millikin (R-Col.) added that if a corporation was not needed to war production, etc., it was all "more reason to keep the company before the public."
Sen. C. Sprague, RTMA president, testified Wednesday. During his delivery, Sen. Taft warned against excess profits tax provisions which would limit production when greater outside needs is needed to combat inflation. His statement came after Mr. Sprague called the special provisions inserted in the bill still unfair to growth industries.
Sen. Taft suggested the growth formula should be based on production rather than on earnings, and said that the growth formula shouldn't run into the future and not stop at 1950. Mr. Sprague warned the committee the House bill, if made law, would impose an unfair burden on the radio-TV industry as compared to business generally and also would put more than their current "Tea" feature.
Satisfied sponsors have included, among others, Katz Drug Company, Land-Snap Motors, Jones Store, and Continental Pharmaceutical Corp.
Contact us, or any Free & Peter "Colonel" for availability!

Rhymline Time, featuring emcee David Andrews, pianist Harry Jenkins and KMBC-FKRMI's celebrated "Heads, in one of the Heart of America's favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymline Time is a musical-comedy TV show that pulls more mail than any other current "Tea" feature.
Satisfied sponsors have included, among others, Katz Drug Company, Land-Snap Motors, Jones Store, and Continental Pharmaceutical Corp.

Available!

Report for the 1951 season has been completed by Rhymline Time Radio program. During the broadcast season, Rhymline Time will begin at 7:30 and end at 8:15, with the exception of the network shows, which will begin at 8:30 and end at 8:45. The program will feature the latest in music and comedy, as well as interviews with famous personalities.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
For the wise broadcaster
OUR UNIQUE POLICY
provides adequate protection.
See also the inexpensive
CARRIED NATIONWIDE
For details & quotations

Employers
Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

BROADCASTING • Telecasting
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Network Billings
(Continued from page 21)

Remedies category was Miles Labs who spent $665,301 during September 1950. Procter & Gamble product
first in the Soaps & Cleansers product
purchasing $1,051,078 worth of time, while Philip Morris topped the tobacco manufacturers with purchases of $257,145 (see Table III).

Although the gross radio network billings for the nine-month period January-September 1950 showed a 2.5% decline, many individual cate-
gories increased in total time pur-
chases. Among the product groups which evidenced increases were the Automotive manufacturers, whose 1950 January-September billing topped last year's by $2,889,588 (Table 1); Drugs & Remedies, which added $2,700,779 to last year's January-September billing: Beer Wine & Liquor, which in-
creased $1,121,116 and the Miscel-
leanous group, $1,735,245.

Product group majors for Janu-
ary-September 1950 period, were Food & Food Products, $33,168,753; Toiletries & Toilet Goods, $18,750,-
623, and Drugs & Remedies, $18,-145,058, which ranked one, two and three respectively.

TABLE II

| Top Ten Radio Network Advertisers for September 1949 and 1948 |
|---------------|----------------|
| Rank Order | |
| 1. Procter & | | |
| Gamble | $1,604,561 | 1 | $1,355,232 |
| 2. General Foods | $766,411 | 2 | $620,245 |
| 3. Miles Labs | $463,138 | 3 | $504,333 |
| 4. General Mills | $579,294 | 4 | $504,333 |
| 5. Sterling | | | |
| 6. Drug Co. | $556,682 | 6 | $446,873 |
| 7. Campbell | $492,824 | 7 | $492,824 |
| 8. Lever Bros. | $453,116 | 8 | $504,809 |
| 9. American Tobacco Products | | | |
| 10. Philip Morris | $376,142 | 9 | $362,463 |
| 11. Upper & Meyers | $356,851 | 10 | $352,963 |

Robert M. Pierce

ROBERT M. PIERCE, 15, son of Mr. and Mrs. Robert M. Pierce of WDKO Cleveland, was killed in an automobile accident Dec. 3 near Montpelier, Ohio. Mr. Pierce was a student at Bowling Green State U. where he was majoring in pre-
engineering. He was graduated last year from Lakewood High School, Cleveland.

WDBR

THE TEST STATION IN HartFORD - THE COUNTRY'S NO. 1 TEST STATION |
| According to Sales Marketing Survey (Nov. 10th Issue) |

| Agriculture & Farming | Sears, Roebuck Co. | $41,949 |
| Apparel, Footwear & | Brown Shoe Co. | $41,949 |
| Automotive, Auto. & | | |
| Supplies | | |
| Beer, Wine & Liquor | Pabst Brewing Co. | $34,561 |
| Bldg. Supplies | Lincoln Lumber Co. | $34,561 |
| Confectionery, Soft Drinks | Wm. H. Wright Jr. Co. | $19,991 |
| Drugs & Remedies | Miles Labs | $463,203 |
| Engraving & Printing | | |
| Food & Food Products | General Foods | $524,368 |
| Drugs & Remedies | | |
| Other Products | Standard Oil of Indiana | $106,282 |
| Household Furnishings | Philco Corp. | $50,941 |
| Household Equip., Supplies | Armstrong Cork Co. | $44,325 |

WBAL Renewal
(Continued from page 21)

unmindful of the fact that the Commission should not lightly dis-
turb extensive investments which are made in broadcast properties.

"On the other hand," he said, "licensees should not be permitted to utilize their investment in broad-
cast facilities as a reason for re-
taining their facilities when they have not utilized those facilities in rendering real public service to their community."

He said "this is the scheme of things provided for by Congress" and urged the TEC to reconsider his position since the factor who performs a real service to the community and furnishes the stimulus of competition to such licen-
sees, may lack the ability to fa-
thefully discharge his obligation to operate in the public interest."

In the same vein, Comr. Weber

held that granting licenses on the basis of improvements and promises which have be-
ne "wrested" from an existing station having an unsatisfactory service record is "tantamount to the grant-
ing of proprietary rights in radio frequencies in violation of the Act."

The only exception he made was in cases involving "the most unusual condition which I do not believe exist here."

Webster's Views

Comr. Webster also drew a dis-
tinction between a case involving only a renewal application and one in which both a renewal appli-
cation and a competing application for the facilities are involved.

Where only a renewal is in-
volved, he said, denial would result in loss of service to the public—a factor which he thought the Com-
mission should weigh against the sta-
tion's past operations and its promises of improvement. On the other hand, he continued, where there is a quality applicant seek-
ing an unsatisfactory station's facili-
ties, denial of the renewal would in no sense constitute "a sanction or penalty as such."

The Comm. would weigh against the station's past operations and its promises of improvement. On the other hand, he continued, where there is a quality applicant seek-
ing an unsatisfactory station's facili-
ties, denial of the renewal would in no sense constitute "a sanction or penalty as such."

To the competing applicants' charges and counter-charges accus-
ing each other of misrepre-
sentations to the Commission the majority expressed belief that "such errors as did occur are due primarily to inadvertence, misun-
derstandings, or differences in de-
notations of technical terminology."

In an event, FCC said, "to the extent they did occur, both of the applicants are to be censured," with either one to be either disqualified or preferred as a result.

WBAL operates on 1090 kc with 50 kw, directionalized at night.

Messrs. Pearson and Allen, seek-
ing the identical facilities in the name of Public Service Radio Corp., a new company which they control with stock and sub-
scriptions totaling 95% interest each. Mr. Allen is president only of Mr. Pearson treasurer and a vice presi-
dent.

Based on then-prevailing prices, their original construction cost estimate was placed at about $251,-
000 aside from miscellaneous fees, incidental construction costs, and organization expenses.

In addition to Messrs. Pearson and Allen, there are 13 stock-
holders including Joseph P. Healy, Baltimore banker and civic leader, who is chairman of the board of directors, and other hometown business and professional people in the Baltimore area.

WOV GIVEAWAY

Emplies Vie for Trips

EMPLOYEES at WOV New York are taking part in a giveaway pro-
gram which will net the winner a four-week, expense-paid trip to Italy. Climax of the project will take place at the station's Christ-
mas party when three winners will be named. Other two prizes are a two-week trip to South America and the West Indies and a seven-
day trip to Nassau and Bermuda.

During the eight weeks before Christmas each employee draws a number from the "Lucky Pot." Running totals are kept and at the climax each employee will get to draw three additional numbers. Three people with the highest to-
tals will get the prizes, valued at over $4,000 by Ralph N. Wall, WOV general manager. In addition to the all-expense-paid trips, winners will get time off with pay to enjoy their prizes.

Bob Egan

Poste, Cone, and Breding

Chicago, Ill.

Dear Bob:

Hi's a plumb sight how folks is spendin' money here in Charleston, West Virginia, 100 home town.

WCHS: That station is sure lookin' pretty now, and they got new news from folks like you what's gettin' around. WCHS, 'cause with the station reachin' more and more, it make sense to expand.

Dear Bob: Did you have a good vacation? When you're back, you might want to come down to the station and see what's hap-
penin'... we're always glad to see friends from out of town. I mean, business for us is important.

Yours, Bob, WCHS 663,001.

PHILIP MORRIS

WCHS

Charleston, W. Va.

December 11, 1950 • Page 99
Education's Bid
(Continued from page 74)
received a boost on Wednesday from Sen. Leverett Saltonstall (R-Mass.), Sen. Clinton Anderson (D-Ariz.), Rep. John M. Vorys (R-Ohio) and Sen.-elect Mike Monroney (D-Okla.) as well as from George Meany, secretary-treasurer of the American Federation of Labor. The latter was particularly critical of current commercial TV programming.

James Marshall, New York City commissioner of education, leading off Tuesday's session, related New York's experience in educational radio and outlined plans and needs for the future, stating even one VHF channel might not be sufficient for the area's millions.

New York Activities
His testimony was filled in by James F. Macraw, Board of Education broadcasting director supervising WNYE (FM) who detailed the city's 32-year history in the field and its present extensive work.

Mr. Macraw said TV expansion plans were in "suspended animation" because talks with three networks to date have resulted in no programs. He noted commercial competition has forced educational TV shows off the air, citing 65 programs were aired between 1945 and 1947 but only five have been carried since then.

Similar story of conflict with commercial interests was related by Morris Shafer, supervisor of the Bureau of Adult Education, New York State Dept. of Education, Albany. He told of an adult educational project for the state in cooperation with NBC in which the bureau invested some $12,000. He said 2,000 adults originally enrolled in the program, currently titled Living 1950, which was the total number that could be handled by the bureau.

Mr. Shafer testified that in the 2 1/2 years the half-hourly program has been aired there have occurred seven different live time periods besides various delayed handling on certain New York state affiliates. He said the bureau dropped its association with the show in June of this year.

Mr. Shafer concluded education cannot build programs and audiences except on equal terms with commercial programs. He saw the remedy to the conflict by putting education on its own facilities.

Ira Jarrell, Atlanta, Ga., superintendent of schools, testified local educational experience has been that of getting the left-overs in time from commercial stations. She stated local funds already are available for TV and indicated educators are ready to go in the new medium.

Other testimony Tuesday included: Dr. David Dye, director of the Medical Film Institute, New York, appearing for the Assn. of Medical Colleges in the U.S. and Canada; Arthur Moehlman, professor of history and philosophy of education, State U. of Iowa who outlined basic communication concepts and cited TV's use to avert "human isolation"; Floyd Brooker, chief of visual aids section, U.S. Office of Education; Vaughn Seidel, Alameda County (Calif.) superintendent of schools; Christine Gigson, Harvard U.

Asks Reservations
On Wednesday, Sen. Saltonstall, former Massachusetts governor, related his interest in educational TV as well as that of his friend, Ralph Lowell, head of Lowell Institute. The Senator considered that good sense, good business and American tradition called for reservation.

Chairman Walker commented to Sen. Anderson that he was not concerned about the advisability of educational TV, but rather about the use of the channels by educators. He mentioned "tremendous pressures" face the Commission to put those channels into use should they go idle. Sen. Anderson did not believe the facilities would go unused by education and further saw adequate financial support once the reservation was made and a goal established.

APT's Mr. Meany told the Commission "radio and television have made some contribution to establishing a common basis of understanding" among people but the history of the past 25 years has shown that radio has not played the great role educationally that was expected of it.

He saw even greater expectations for TV and said APL believes "this new and powerful medium should not be handed over entirely to the advertising industry for exploitation as a sales medium. The Government owes a greater obligation to the American people."

Others appearing Wednesday included:

Poul Durrill, director of adult education, Des Moines public school system; John M. Cory, executive secretary, American Library Assn.; John Hannah, president of Michigan State College, which has operated WKAR East Lansing since 1922 and which has pending bid for TV; William H. Sener, U. of Southern California, who outlined plans for full-time educational TV in Los Angeles and indicated a channel could be employed now.

Park Livingston, Chicago attorney and U. of Illinois trustee, who outlined the university's experience in AM with WILL Urbana, operating since 1922, and FM with WIUC there, as well as active interest in TV; Carl H. Menzer, director of U. of Iowa stations WRTI and KSUI (FM) Iowa City, who related broadcast experience of the school since 1919 and outlined TV plans; James M. Mills, manager of Purdue U's WBAA West Lafayette, Ind., who related specific TV proposals; James McPherson, director and executive secretary of division of audio-visual instruction, National Education Assn.

Novik's Views
On Thursday, Morris S. Novik, public service radio consultant to APL, International Ladies Garment Workers Union (AFL) and United Automobile Workers (CIO), urged maximum and prompt reservation for education. He suggested sponsorship of such stations should be by broad, broadly representative committees or under joint auspices of several educational institutions, formation of suitable advisory boards, and encouragement of affirmative role in political education on broad basis. He also indicated he didn't feel the JCCET proposal went far enough and that a separation reservation might also be made for non-profit operations on quasi-commercial basis, such as by labor unions.

Richard B. Hull, manager of Iowa State College's WOI-TV Ames, who appeared earlier for National Assn. of Educational Broadcasters, presented details of the WOI-TV operation, first educational TV outlet. WOI-TV now programs about 60 hours weekly, he indicated, including selected commercial shows from the four networks. Hull said the freeze was carried for the duration of the freeze, it was explained, as a service to the area.

Comr. Hennock Concerned
Comr. Hennock said she had difficulty understanding why WOI-TV wasn't programming educational shows 10 hours or 8 hours a day instead of what she considered only 2 1/2 hours weekly. Mr. Hull explained there were more than 2 1/2 hours of educational features weekly since the station carried among other things certain network shows of high educational value. But Comr. Hennock observed any commercial station does the same.

She said she was concerned why FCC should allow education to run commercial stations even to begin with and wanted to find out why educators were superior or required special consideration. "It amazes me you're not strictly educational!" Comr. Hennock told the witness.

Mr. Hull explained WOI-TV is different in that it carefully selects, and often rejects, commercial offerings in order to present the most rounded schedule.

Others appearing Thursday:
Robert L. Shayon, radio and
television for the critical research on television's influence on children and youth. He also served as a consultant for the American Society for the Prevention of Cruelty to Children. Huber died in 1962 at the age of 60.

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**Huber Bill**

**House Committee Bars Action On Newspaper Ownership**

REP. WALTER B. HUBER (D-Ohi) last Wednesday dropped into the FCC's headquarters to begin his campaign to stop any attempt to extend the scope of the newspaper ownership rule to include television stations.

HUBER, a long-time advocate of a free press, said he was concerned about the potential for government interference in the news media and wanted to ensure that the newspaper industry retained its independence.

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**John Quales**

**WRGA President Dies**

JOHN WARNER QUARLES, 70, president of WRGA, Inc., died Dec. 4 following a two-year illness. He assumed control of the station in 1948 when it was sold to a 100-watt, part-time operation and built it into a full-time, Mutual-affiliated station.

Quarles was born in Rome and spent his entire life there. In addition to his work with WRGA, he was a founder and director of the National City Bank.

Surviving are his wife and two sons, J. H. (Happy) Quarles, WRGA general manager, and J. D. (Jack) Quarles, an attorney.

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**AT&T Hearing**

(Continued from page 81)

was filed following the succeeding conference, after which the netwerk-AT&T negotiations resumed in New York and continued throughout the week. First indications were that progress was being made toward an amicable settle-

ment. FCC representatives did not sit in on the New York sessions.

It was reported unofficially that the negotiators recognized the ex-

ceptial importance of the most fundamental involving the question of whether one TV network affiliate, through its accept-

ance or rejection of a specific program, can impose its choice upon other stations which happen to be located farther down the scale of the relay facilities.

It was agreed at the pre-hearing conference that, if an agreement is reached, AT&T will present its case, first at the hearing. Then, following presentation of FCC data, would come DuMont and ABC, fol-

lowed by CBS and NBC. Individual

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**Class 2 Clears**

**FCC Clarifies Handling of Applications**

FCC moved last week to clarify its policy of withholding action, pending a decision in the daytime-skywave case, on "all pending applications which seek daytime or limited time operation of U. S. 1-A or I-B fre-

quencies."

The policy has been in effect since the May 1947 initiation of the daytime-skywave proceeding, which is in connection with the pending clear-channel case.

FCC said the policy has not been applied to applications for new full-
time Class 2 assignments, and made clear that it need not be applied to applications for changes in facilities by fulltime stations already assigned to one of the clear channels.

The reason, FCC explained:

Such full time stations are required at night to give other stations a "higher degree of protection than may reasonably be expected to be required by the Commission's decision" in the pending daytime-skywave case. "Therefore such assign-

ments may readily be conformed to such rules and regulations and standards as may be adopted [in the daytime-skywave proceeding] by modifying them to allow the use during some or all of the day-
time hours of the antenna and power specified for use during nighttime hours," CCC said.

To incorporate its policy into its rules, FCC adopted the following footnote, effective immediately, to Rules Sec. 1.371 dealing with "acceptance of applications":

Pending conclusion of the proceeding in Docket No. 8333 [daytime-
skywave] action will be withheld on all of the following types of applic-
as:

(a) Applications by existing broadcasters for fulltime Class 2 stations proposing new daytime or limited-time assignments on any of the frequencies specified in Sec. 3.25 (a) and (b), and which propose an increase in the power of that assign-

ment or a change of the antenna radiation pattern or a change which would result in an increase in the radiation towards any Class 1 sta-
tion; and

(b) Applications from existing daytime or limited-time stations presently assigned to a frequency specifically mentioned in Sec. 3.25 (a) and (b) proposing a change in the antenna radiation pattern or a change which would result in a substantial change in the frequency...

The frequencies "specified in Sec. 3.25 (a) and (b)" are the following:

Sec. 3.25 (a) -- 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210 kc.

Sec. 3.25 (b) -- 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, and 1560 kc.
FORT INDUSTRY EMPLOYEES ENTER LOYALTY PROGRAM

EMPLOYE loyalty and identification program for Fort Industry Co. stations and its newspaper, The Florida Sun, Miami Beach, started Dec. 7, Pearl Harbor Day, in ceremonies at each Fort Industry location. Name of every newsroom and physical description data were issued each employee. George E. Storer, president, in transcribed message played at each meeting, cautioned against admiring to transmitter plants and other areas not designated for public use anyone without proper identification. Describing the worsening international situation, Mr. Storer said, "It is time for all of us to stand up and be counted. Employe loyalty was given opportunity to sign voluntarily loyalty oath which, in essence, disavows any connection with an organization directly or indirectly affiliated with or controlled by Communist party.


NAB COMPLETES PLANS FOR TV CONVENTION

ALL TELEVISION stations of every category, whether NAB members or not, invited to organization meeting of new NAB-TV [BROADCASTING * TELECASTING, Dec. 4], to be held Jan. 13 at Stevens Hotel, Chicago. In letter to all video stations by Mr. WJBK, WJBK-FM, WJBK-TV Fort Worth, chairman of special convention committee, said meeting is designed to get everybody's views in setting up organization dealing exclusively with TV and its growth. NAB has done much for TV and will do more, he wrote. Interlocking arrangement with NAB to be considered, with associations serving entire broadcast and TV industry. NAB designation of special NAB-FM show would be available to NAB-TV on economical basis.

NAB-RTMA MEETING SOUGHT ON FM SET SHORTAGE

SUGGESTION that NAB and Radio-Television Mfrs Assn. FM policy groups hold early ses- sion on problem of meeting public demand for FM sets was made Friday by Ben Strouse, WWDC Washington, NAB FM director and chairman of NAB-RTMA. RTMA named FM Policy Committee last month.

FM stations long plagued by lack of rece-ivers, Mr. Strouse noted. He said NAB's FM members were "reassured" by RTMA's action in reenforcing policy group and pointed to need of placing promotional steam behind FM set business.

WEBT, WINX JOIN PBS

WEBT Brockton, Mass., signed affiliation con- tract with Progressive Broadcasting System, according to joint statement issued last week. Station is owned and operated by Enterprise Publishing Co. WINX Washington is PBS affiliate in nation's capital.

...at deadline

UAW-CIO REHEARING PLEA DENIED IN WCAR CASE

ORDER denying UAW-CIO Broadcasting Corp. of Michigan's petition for rehearing on FCC approval of WCAR Pontiac's move to Detroit [BROADCASTING * TELECASTING, Aug. 7, Sept. 4] was issued by FCC Friday.

UAW-CIO applied to reconsider FCC's denial of its own application for 1130 kc in same proceeding, but contended grant to WCAR (which also included power boost from 1 kw daytime to 50 kw day and 1 kw nighttime on 1130 kc) would "adversely affect" UAW-CIO plans to re-file its own application. FCC rejected this contention.

EDUCATORS CONCLUDE TV ALLOCATION CASE

EDUCATORS for time being concluded their case Friday for reservation of TV channels in VHF and UHF (see early story page 74) while Allen B. DuMont Labs. Thomas T. Gohman, and "Round the World" illustrated allocation plan for educational stations in upper part of UHF which was termed "compatible" with DuMont's overall VHF-UHF commercial allocation proposal [BROADCASTING * TELECASTING, Oct. 23, 30]. Education to complete case Jan. 15.

Witnesses endorsing reservation proposal included: Gen. Owen Bush (Ret.), Mrs. John E. Hayes, president National Congress of Parents and Teach- ers; Keith Hayne, director of Information, U. S. Dept. of Agriculture; Dr. M. C. Wilson, USRA; Mrs. Charles Weeks, president Radio and Television Council of Greater Cleveland; Kenneth Bartlett, dean of University College and director of radio-television, Syracuse U.; Stuart Haydon, U. of Chicago consultant and administrative consultant to National Assn. of Educational Broadcasters, who prepared and identified exhibits on groups comprising Joint Interlocking Committee which co-ordinated education's case before FCC.

EASTERN SCHOLASTIC GROUP DEFERS ACTION ON TV

POSTPONEMENT of action on proposed restriction of telecasting of sports by Eastern College Athletic Conference, pending National Collegiate Athletic Association Convention in Dallas Jan. 12-13, decided Friday in New York by ECAE Television Committee. Although still of opinion that "live telecasting of sports events prevents the institution of inter-collegiate athletics," committee said "independent action by regional groups should be held in abeyance pending NCAA convention," at which NCAA TV committee will report re- sults of year's study and survey by National Opinion Research Center, jointly sponsored by NCAA and TV networks.

NEW UHF DATA FILED

NEW CHARTS on comparison of UHF television experience with theory and FCC predictions submitted by RCA-NBC to FCC to support complaint challenged by Commissioners in RCA-NBC Bridgeport report [BROADCASTING * TELECASTING, Nov. 27, Oct. 30]. Radii of service Grades A, B and C extend further in new comparisons than in earlier ones where data were computed on different standards and proposed to strike unless new figures were submitted. RCA-NBC however contended initial charts showed only what they purported to show and limitation of assumptions used had been explained.

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Closed Circuit

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similar to Faye Emerson or Wendy Barrie format starting Jan. 4 on WCBS-TV New York, Thursday, 6:45-7 p.m. Advertiser will probably expand on network soon. J. Walter Thompson Co., New York, is agency.

ARMAND S. WELL Co., Buffalo (fertilizer), buying two to three quarter-hour farm pro- grams without any radio markets starting Jan. 8 for 10 to 12 weeks for Mathiesen Chemical Co.

KELOGG Co., through its agency, Kenyon & Eckhardt, New York, which recently purchased Victor Borge Show on MBS three times weekly, planning to sponsor in addition half-hour television show. Network and program still unset.

McCANN-ERICSON, New York, understood to be looking for television show for its Na- tional Biscuit Co. account.

GROWING number of abandoned AM applications traced to FCC tightening of engineering considerations, making it tougher to get CPs. Factors include growing shortage of channels, even for daytimers, and difficulty of finding acceptable sites.

'STAR' CRITICIZES FCC FOR COLOR CONFUSION

DISPUTE between FCC Chairman Wayne Coy and Washington Daily News over FCC's color TV decision (early story page 73) continued Friday, while Washington Evening Star (WMAL-AM-FM-TV) called upon FCC to "reconsider its precipitate action" authorizing CBS color.

Star said editorially that demonstration of RCA's improved compatible color technique proved FCC's "inability to complete the RCA demonstration which the FCC's October decision on color television was pre- mature." Editorial continued:

FCC can blame nobody but itself for the utter confusion which has developed ... Although RCA had promised to demonstrate their improved color tube within a short space of time, the FCC had refused to wait. ... The improved RCA color tube produces its results by a means which place a pair of mechanical color patterns on a parity with mechanical colors as far as quality goes, while eliminating spinning color discs or adapters for black-and-white reception. And, in addition, large-size pictures are possible.

Need for reconsideration of color TV decision, Star said "should be obvious to any member of the Commission who makes the effort to at- tend one of the current RCA demonstrations."

Daily News printed Chairman Coy's letter, released Thursday afternoon, in Friday Letters to Editor column, appending Editor's Note challenging Mr. Coy's conception of "admissible evidence." Answering Mr. Coy's argument that FCC could not have looked at and con- sidered improvements reported by RCA on July 31, because they were not on hearing record, News said:

Suppose FCC were to hear a murder case, in- stead of in a controversy involving the possible unnecessary expenditure of hundreds of millions of citizens' dollars. What would you think of a judge who refused to consider the new evidence because he might alter a verdict, which is, of course, exactly what new evidence was submitted for? Or who refused to reopen because the new witnesses would have to be cross-examined, or the record reopened? . . .

SWEENY LEAVES ABC

MICHAEL SWEENEY, spot sales department, ABC, Friday announced his resignation from network, effective immediately.

BROADCASTING * TELECASTING
LEADER...in nearly 1/10th of America

This is a BIG market—13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media...WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.
RADIO AND TELEVISION STATION REPRESENTATIVES

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