how to turn one dollar into eight

Being a true and amazing story of WOR's power. There's no reason why the results couldn't have been yours.

He came in on the 10:10 Philadelphia local, you know.

He was a tall man and rather blunt about the whole thing.

He said, "Look, I must sell my stock of these within a month or less." We looked and saw the product. It was good.

We said, "Sorry, but, of course, we can't guarantee to sell it."

He said, "I've heard some wonderful things about WOR and I'm willing to try. Let's go."

We did.

One of our brain-boys—oddly enough, we have a few scattered around—planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

In a little less than 4 weeks, our man who came in on the 10:10 had this to report...

For every dollar of his $1,600 spent with WOR, he received $8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One—one, mind you—WOR news broadcast pulled 4,400 answers.

That, if we're not too fumble top-side, is good going. That we think is very economical, fast and profitable selling. May we do the same for you?

our address is—

WOR that powerful station
at 1440 Broadway, in New York

P.S. This advertisement is based on a sponsor-approved WOR case history.
2050 WILL BE A BIG YEAR FOR PIONEERS

Every year is big for pioneers. But even in a miraculous age, some years are bigger than others.

Among the biggest years was 1948, when a handful of men put a handful of television stations on the air. The cost was staggering, so was the effort. But the vision was clear.

The South's first television station was WTVR, which went on the air March 31, 1948. Four years earlier (on March 8, 1944) Wilbur M. Havens, president of Havens & Martin, Inc., had filed formal application for the station with the FCC.

WTVR's record of firsts is impressive. So are its sister stations, WMBG (AM) and WCOD (FM). Pacing the field is not only the mark of these stations—but a big tip to timebuyers.

Your Blair or NBC sales contact will tell you more.

WMBG AM
WCOD FM
WTVR TV

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company
11 out of every 100 Philadelphia families write to KYW

Talk about pulling power! When we counted our mail received this year to date, we found that the total from Philadelphia alone amounted to 11 percent of the BMB radio families in the county. Other counties, too, scored amazing response-records... proof of the consistent listenership that every advertiser seeks. To reach more families-per-dollar in the rich Philadelphia market-area, use 50,000-watt KYW! Availabilities? Check KYW or Free & Peters.
SPECULATION placing CBS Board Chairman William S. Paley in some top radio-TV emergency post, following his conference last Wednesday with President Truman and NSRB Chairman W. Stuart Symington, can be dismissed on unimpeachable authority. Col. Paley served overseas in Psychological Warfare in World War II.

ALLIED RADIO, Chicago, reports that within past two weeks more than 40 stations have ordered tubes for 1953 in anticipation of shortages. Most stations request quarterly shipments.

PLANS UNDERWAY for formation of advertising agency to be known as Emerson Foote Inc., New York, effective in early spring, by Emerson Foote, former president of Foote, Cone & Belding.

CURRENT THINKING of FCC on by-product FM services: Radio should be used only where wire lines can’t; i.e., Transit Radio appears okay, provided licenses do not surrender responsibility to transit companies by programming exclusively for transit audience. But services which supply only restaurants, hotels, or homes via “bypep” would be out, since wire lines could be added. Added thought: If full utilization isn’t made of FM allocations, FCC might consider assignment to TV or other services suffering excruciating facility shortages.

TOP CBS executive is authority for statement that two of biggest bulk buyers now on that network have demanded reductions of 10 to 15% on AM network on ground that commitments as of Feb. 1 have been made in writing by another network for that ratio of reduction. Unless assurances are given, it was reported, certain programs would be moved due to lower rates and desirable adjacencies.

NBC, which provoked pandemonium with its threat for rate reductions on AM stations in TV markets, paradoxically, has taken leadership in increasing its TV network rates. With new 13 3/4% (15%) increase scheduled for Jan. 1, total TV rate boosts, based on “circulation” increases, will have reached 80% for year.

BROADCASTING TELECASTING

Closed Circuit

Upcoming

Jan. 11-12: Canadian Broadcasting Corp. Board of Governors meeting, Montreal.

(Other Upcomings on page 37)

Announcing

January meetings... BROADCASTING TELECASTING... Page 4 • December 18, 1950

BROADCASTING TELECASTING

...at deadline

Business Briefly

TWO TINTAIR BUYS ● Bymart Inc., (Tin tair) to sponsor new dramatic series, Saturdays, 11:30-12 noon over CBS, beginning Jan 20. Firm renows Somerset Maugham Theatre Wednesdays, 9-9:30 p.m. through April 11, or CBS-TV Agency, Cecil & Perugin, New York.

OLDSMILE-CHASE ● Oldsmobile Division, General Motors Corp., will continue its sponsorship of Sam Levenson on CBS-TV, beginning Saturday, Jan. 27, 7-7:30 p.m. Agency, D. P. Brothers Inc., New York.


COMMUNICATIONS BOARD PLANS MOVE FORWARD PLANS for creation of permanent top-level frequency planning and communication policy agency in government—“National Telecommunications Policy Board”—were reported considerably advanced Friday.

President Truman’s Temporary Communications Policy Board, which is recommended formation of such a board in its report to President in February [BROADCASTING TELECASTING, Dec. 4], devoted most of Thursday-Friday meeting to working out details. It will continue at next meeting, Jan. 8-9; temporary board is headed by Dr. Irvis Stewart, former FCC Commissioner, now president U. of West Virginia.

SENATE FINANCE GROUP REVISES TAX BILL RADIO-TV industry expected to gain some relief in Senate Finance Committee version of House-passed excess profits tax measure (H1 9827) announced Friday. Senate group broadened relief provisions, including one for so-called “growth” companies.

Under Finance committee’s tentatively approved bill, a growth corporation would be eligible for average earnings credit (period of 1946-49 inclusive), their average earnings in one-half of 1949 and 1940 of 1960; various radio-TV spokesmen—such as Radio-Television Mfrs. Ass’n, Allen E DuMant Labs, TBA’s tax unit and NAB—have urged some such change in any proposed profit tax law.

WNAK, KRNT TO JOIN CBS EFFECTIVE JUNE 15 WNAK Yankton, S. D., and KRNT De Moines, Iowa, both ABC affiliates, joining CBS network, effective June 15.

WNAK operating with 5 kw day and night on 570 kc is owned and operated by Cowie Broadcasting Co., with Robert N. Tichnor, general manager. KRNT, also Cowies station, operates with 5 kw on 1350 kc day and night. Robert Dillon is vice president and general manager.

Stations being replaced by CBS are KSO De Moines and KSCJ Sioux City, Iowa, N affiliation announced for these stations.

BROADCASTING TELECASTING
Mid-America Looks to KCMO for On-the-Spot Farm Market Reports

Gospel in the rich Mid-America farm area are the daily broadcasts, direct from the Kansas City Livestock Exchange, by Bruce Davies, KCMO's ace Farm Market Reporter, and Associate Agriculture Director.

Monday through Saturday, Bruce Davies is on the air...with his Market Summary at 6:45 AM, Livestock Markets at 12:40 PM, and Grain and Produce Markets at 12:50 PM. These market reports plus farm news and analysis by Jack Jackson, KCMO's Agriculture Director, make the first radio farm service in Mid-America.

Active in the Future Farmers of America and the 4-H, Bruce Davies judges many livestock contests and speaks the language of the farmer as he daily works with them from his vantage point in the stockyards.

Bruce Davies' reports are now available. Ask the Katz man for details or call, write or wire KCMO.

50,000 WATTS Daytime
810 KC. 10,000 WATTS Night
Out of 47 West Coast regional shows

**"The Cisco Kid"** has moved up to 9.4 (third place) from... 8.9 (fourth position) in December, 1949.

For the same period, "Cisco Kid" outrated all other 1/2-hour Westerns by 50%!

**"Cisco Kid"** is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday... and is second only to "Bob Hawk" in Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

**SENSATIONAL PROMOTION CAMPAIGN** — from buttons to guns—is breaking traffic records!

This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.
BILL
Stay-Smoochie
GORDON

WHK's LATEST SUCCESS STORY!

In 16 short weeks
- 28 ADVERTISERS
- 18 QUARTER HOURS PER DAY SOLID
- 3000 MEMBERS IN GORDON FAN CLUB
- BOOKED SOLID FOR PUBLIC APPEARANCES
- 11,500 PIECES OF MAIL
- GOOD AVAILABILITIES – HURRY!
1. H-f voice coil, aluminum wire-wound to deliver full h-f range
2. Heavy ALNICO V magnets
3. Cross-over condenser
4. Centering adjustment for h-f cone
5. Centering adjustment for l-f cone
6. Sturdy die-cast aluminum frame
7. Shallow cone for smooth response and greater angle of distribution
8. H-f and l-f cones coaxially-mounted mechanically independent
9. H-f cone. Diaphragm diameter only 2 1/4". Wide-angle distribution to 15,000 cycles
10. Ample gap clearances
12. Cone rim treated to minimize edge reflections for smoother response
13. Offset mount eliminates front cavity — insures smooth response

LC-1A Loudspeaker Mechanism
MI-11411
Among the great achievements of the RCA Princeton Laboratories is the development of the most advanced speaker in the world—the RCA Duo-Cone, Type LC-1A.

Expressly designed to give sound its true translation, this professional speaker is matched by no other high-quality sound reproducer.

Unique duo-cone design (originated by Dr. H. F. Olson of RCA Princeton Labs) provides a smooth response from 50 to 15,000 cycles—with no resonant peaks, harmonics, or transient distortion. Full power is radiated over 120-degrees at 15,000 cycles—makes it possible to enjoy high-fidelity sound anywhere in the room! Smooth crossover response around 2000 cycles eliminates all undesirable interference between the high-frequency unit and the low-frequency unit. Controllable "roll-off" at 5 and 10 kc...when used with the MI-11707 filter...restricts the h-f distortion and surface noises present in many recordings.

Today, more than 3000 of these speakers are serving in station control rooms, listening rooms, auditioning booths, lobbies, clients' offices, and private homes.

For more information, mail the coupon.

Department 19-LC.
RCA Engineering Products
Camden, N. J.

Send me price and information on

- LC-1A Speaker Mechanism, MI-11411
- LC-5A Wall-Ceiling Cabinet, MI-11406
- LC-1A Speaker with Console Cabinet, MI-11411/11401

Name______________________________
Station or firm______________________
Address____________________________
City______________________ State______
HERBERT S. FOX supervising the creative art on several accounts Cunningham & Walsh N. Y. appointed vice president.

JOHN M. KEAVEY appointed account executive G. M. Basford Co., N. Y.

ROBERTA THEOBALD, Brisacher, Wheeler & Staff, S. F., transferred to L. A. office. She will be in charge of buying radio and TV time.

JAMES P. DANAHER to Brooke, Smith, French & Dorrance, Detroit, in traffic department.


HAROLD ROLL Agency, Omaha, changes name to Anderson & Roll. JOHN V. ANDERSON becomes partner.

ALAN R. TRIPP, new president of Adrian Bauer, one of Philadelphia's outstanding advertising agencies, should contribute to a highly successful future for the agency as a result of his diversified experience.

Alan's interest in the advertising field was awakened at a very early age through his father, who was also in the advertising business. At 16 Alan wrote his first advertising copy—on ladies' girdles, in which he admits knowledge of the product was not very evident.

He had entered New York U. at the age of 15, and from there went on to Northwestern U. where he was graduated with distinction as the youngest member of his class. He majored in advertising.

After graduation Alan worked for the Chicago Daily News doing market research. This he considers as his most useful experience, because he learned about sales, and, he says, "A good advertising man has to know sales."

He later became advertising manager for the Pilot Radio Corp. and then moved to New York to write copy for Samuel Krinit Advertising Agency. A year later he joined RCA as trade publication editor and director of intra-plant sound.

After four years in the Army, as an officer in the Signal Corps, and Army information service, Alan returned to Philadelphia and became associated with Adrian Bauer in an executive capacity.

The Adrian Bauer agency is one of the oldest in Philadelphia, and employs a staff of 20. Mr. Bauer, who is chairman of the board, is celebrating his 26th year in the advertising business.

Outstanding accounts of Adrian Bauer are the Middle Atlantic Division of General Electric Co., Philadelphia Dairy, Albert M. Greenfield & Co. Real Estate, and Good & Plenty Candy.

The latter account was expanded to 100% television advertising in 2½ years. Programs used are Lucky Pup on CBS, Western Film Theatre, and spot announcements.

The agency buys the Penn football games on television in conjunction with its advertising campaign for General Electric Automatic Blankets.

The Adrian Bauer-Alan Tripp partnership, besides being a successful advertising team, also can contribute quite a bit of useful talent. Alan, whose hobby is writing songs, has composed a number of the agency's commercial jingles, while Mr. Bauer, who is talented as an artist, designs the company's Christmas cards.

Alan's other hobbies are amateur photography and golf. He is vice president of the Philadelphia Television Assn. and a member of the Poor Richard Club. He is 33 years old, married and has two children, Jeffrey, 7 and Barbara, 5.
LAWRENCE DUNHAM, Hoefer, Dieterich & Brown, S. F., named production manager to succeed DAVID SCOTT, who joins U. S. Army as captain.

WILLIAM C. LYDAN, account executive McCann-Erickson, N. Y., to Foote, Cone & Belding, S. F., in same capacity, effective Jan. 1.

C. W. SCARLETT, Russell T. Kelley Ltd., Toronto, to senior account executive Grant Adv. of Canada Ltd., Toronto.

CHANGE of addresses: Bristol Advertising Service and Essex Advertising Service both move to 150 Montgomery St., S. F. Brabacher, Wheeler & Staff to new building at 1660 Bush St., S. F.; telephone, Prospect 6-2860. Kenyon & Eckhardt to 620 Market, S. F.

ART-COPY Adv., Newark, announces opening of new offices at 104 E. 40th St., N. Y. MARY ELIZABETH LANPHER, account executive, will be in charge. New office will specialize in fashion and consumer accounts, using radio and other media.

DAVID PRESSMAN, director and producer, succeeds MARC DANIELS, who resigns to move to Hollywood to direct motion picture, as producer-director of Nash Airplane Theatre on CBS-TV for Geyer, Newell & Ganger, N. Y. ALEX MARCH, GN&G assistant producer of Philco Playhouse, named script editor of show.


LOYD SHERWOOD, Foote, Cone & Belding, L. A., transfers to S. F. office of agency as business manager.

E. G. V. EVANS appointed representative of Harry E. Foster Adv. Ltd., Toronto, in western Canada, with offices in Winnipeg.

RICHARD ST. JOHN, Langendorf United Bakeries Inc., S. F., to Guild, Bascom & Bonfigli, S. F., as assistant to WALTER GUILD.


MONROE G. GORDEN, Goldsmith Brothers, N. Y., and NAT WATERSON, Watson & Fried, N. Y., to John Mather Lupton Co., N. Y., in copy department and production manager, respectively.

HAROLD A. McIntyre, media department Schenley Industries Inc., N. Y., to Kudner Agency, N. Y., as member of media department.

WILSON, HAIGHT & WELCH Inc., Hartford and N. Y., elects LAWRENCE C. HUMASON, president Humason Mfg. Co., Forestville, as director; R. CHANNING BARLOW, account executive, as vice president, and KATHERINE SHEEHAN, media supervisor, as assistant production manager. ELEANOR O'BRIEN becomes media supervisor.

JOHN W. FOX, Eastern manager Western Associated Farm Papers, to G. M. Basford Co., New York.

THOMAS R. SANTACROCE, Biow Co., N. Y. appointed vice president in charge of merchandising for agency.


COMPTON ADV. Inc., N. Y. announces appointment of three new members to radio and TV copy dept. They are HOWARD DOYLE, Benton & Bowles, FRANCES FRADIN, Hutchins Agency, and GERALD SIMON Gamble TV Productions.

COME AND GET IT!

Five mornings a week the call goes out for Breakfast at the Lenox. And audience ratings prove it's mighty popular fare with the ladies in Buffalo and Western New York. It's a good-humored audience participation show, originating in the beautiful Sepia Room of the Hotel Lenox. So if you want a lively show to sell your products, check with Petry for details on Breakfast at the Lenox. Sold in 10 minute segments, two, three or five times weekly. And the low cost will surprise you.
Columbia Pacific delivers

the most on the Coast...

Coast people listen most to Columbia Pacific during the daytime. They listen most to Columbia Pacific at night. And Nielsen confirms it:

During the entire week, Columbia Pacific commands a bigger average share of audience — day and night — than any other Coast network.*

So..to reach the most on the Coast, tell your sales story on...

*CNR, Pacific distribution of minutes listened, January through September 1950.

Columbia Pacific ...the IDEA Network
KGNC'S ADVERTISERS KNOW THE VALUE OF USING THIS MEDIUM FOR THEIR SALES MESSAGES AS SHOWN BY THE FACT THAT
PHILLIPS PETROLEUM COMPANY RECENTLY COMPLETED...

KGNC'S ADVERTISERS KNOW THE VALUE OF USING THIS MEDIUM FOR THEIR SALES MESSAGES AS SHOWN BY
THE FACT THAT
PHILLIPS PETROLEUM COMPANY RECENTLY COMPLETED...

6,666 CONSECUTIVE NEWSCASTS
ON THE AIR
EVERY WEEKDAY AT 12:30 P.M. SINCE JULY 1, 1935
WE ARE PROUD TO HAVE BEEN SELECTED BY THE PHILLIPS PETROLEUM COMPANY FOR THIS 15 YEARS OF CONTINUOUS SERVICE TO THE PUBLIC.

AMARILLO'S NBC OUTLET KGNC
710, 10,000 WATTS YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS

new business

RID-X OF TEXAS, Kilgore, Tex. (Rodenticide), appoints Morrow-Wolf McCan, Longview to handle advertising for Warfarin compound. Spot radio being used. Expanded schedule on early-morning and late-night show considered for 1951.

REED PRODUCTS, St. Louis (Corbex), sponsoring 26-week test spot campaign on three stations in Midwest. Agency: Dorrance-Waddell Inc., N. Y.

THOMAS A. STEEVES Ltd., Vancouver (Little Dipper cake mixes), starts spot announcements and Sunday programs on number of British Columbia stations. Agency: James Lovick & Co., Vancouver.


RAINIER BREWING Co., S. F., appoints Brisacher, Wheeler & Staff, S. F., to handle advertising.


BLACKSTONE WASHING MACHINE Corp., Jamestown, N. Y., renewing Blackstone, Magic Detective series, quarter-hour transmitted program produced by Charles Michelson Inc., N. Y., for scheduling by local dealers, beginning Jan. 1. Program aired in 1949 by Blackstone, but due to factory strike, campaign was discontinued until production was recently resumed.


Network Accounts...

GILLETTE SAFETY RAZOR Co., Boston, to sponsor 11th annual Blue-Gray bowl game classic from Cranston Bowl, Montgomery, Ala., over MBS, Sat., Dec. 26, 245 p.m. Agency: Maxon Inc., N. Y. Company also will sponsor live telecasts of Orange Bowl Game, 1:45 p.m. over WTVJ (TV) Miami and Rose Bowl Game 4:45 p.m. over KTTV (TV) Los Angeles, KPIX (TV) San Francisco and KFMB-TV San Diego, New Year's Day. Highlights of games probably will be presented over CBS-TV network, several days later.


Adpeople...

ALBERT L. WALTERS, director of personnel Hunt Foods, transferred from Hayward, Calif., general offices to Fullerton general offices where he will supervise department of industrial relations.

PHIL WICKSTROM, advertising manager in charge of RCA advertising for Leo J. Meyberg Co., S. F. (radio supplies), joins U. S. Navy as lieutenant.

ROBERT J. KEITH director of advertising and public relations Pillsbury Mills Inc., Minneapolis appointed vice president. PAUL S. GEROT vice president and Dr. SAMUEL N. STEVENS president Grinnell College and personnel consultant were appointed to board of directors. EDMUND P. PILLSBURY was also appointed vice president.
is the best, the most economical way of delivering your sales message to Greater Cincinnati, as is proved by this latest Hooper Report.

What delivers the nation's fifteenth largest metropolitan area to WKRC advertisers? It's a balanced blend of top locally produced programs and the best from CBS. Of course that makes sales-sense to you (as it does to so many!), so contact WKRC or your Katz man.

RADIO CINCINNATI, INC.—Hotel Alms, Cincinnati 6, Ohio

<table>
<thead>
<tr>
<th>TIME</th>
<th>50,000-watt Independent Station</th>
<th>250-watt Network Station</th>
<th>WKRC (CBS)</th>
<th>50,000-watt Network Station</th>
<th>1,000-watt Daytime Station</th>
<th>5,000-watt Network Station</th>
<th>250-watt Daytime Station</th>
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<tr>
<td>MON. THRU FRI. 8:00 A.M.-12:00 Noon</td>
<td>9.7</td>
<td>23.0</td>
<td>33.1</td>
<td>21.8</td>
<td>0.8</td>
<td>10.9</td>
<td>*</td>
</tr>
<tr>
<td>MON. THRU FRI. 12:00 Noon-6:00 P.M.</td>
<td>7.6</td>
<td>20.6</td>
<td>27.7</td>
<td>26.3</td>
<td>3.3</td>
<td>10.0</td>
<td>2.6</td>
</tr>
<tr>
<td>SUN. THRU SAT. EVE 6:00 P.M.-10:30 P.M.</td>
<td>10.2</td>
<td>13.5</td>
<td>34.1</td>
<td>29.8</td>
<td></td>
<td>11.2</td>
<td></td>
</tr>
</tbody>
</table>

*No listeners found in sample

CINCINNATI
Most of them are out
of the picture!

You may be focusing on less than half of your Northwest market. For if you've got your eyes on TV, you're overlooking the almost half a million radio families in WCCO territory who are completely out of the range of television. In fact, there are three and a half times more WCCO radio families outside the TV service area than there are TV set-owners inside."

But...use WCCO and you reach all of 113 Northwest counties where 894,600 radio families spend more than three billion a year in retail sales!" What's more, you get the biggest weekly audience everywhere you go—inside Minneapolis-St. Paul and outside. (Even in the home counties of the 16 next-largest cities of this area—some as far as 195 miles from the Twin Cities—WCCO gathers a much larger audience than the hometown station in 12 out of the 16!) It simply means that the best way to capture the most customers and sales in your entire Northwest market is to make yourself heard on...

WCCO
"Good Neighbor to the entire Northwest"
Minneapolis-St. Paul...50,000 watts
Represented by Radio Sales
**Feature of the Week**

**Strictly Business**

The Tampa-St. Petersburg Metropolitan Area has

50% more people today than in 1940.

The Tampa-St. Petersburg Metropolitan Area is

2nd in population in Florida.

And the Tampa-St. Petersburg Metropolitan Area ranks

42nd in the nation.

**Spots on WFLA**

Will give you effective coverage of this big, growing, year 'round Florida market.

Tampa Tribune Stations

WFLA AM 1450

FM 107.1

NATIONAL REPRESENTATIVE

JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE

HARRY E. CUMMINGS

JACKSONVILLE, FLORIDA.
Ordinarily we would use this space to tell you what great shakes we are as a radio station - how WHDH leads all other Boston stations in overall audience, cost-per-thousand listeners, national accounts - exclusive and otherwise - and in other ways vital to the interest of time buyers ...

Instead, we would rather extend the warmth of Christmas greetings to all of you who have - and will share in the continuing success WHDH has enjoyed during the past four years...
Human Rights Concert

EDITOR:
I should like to... express our appreciation to all those who made possible our second annual concert commemorating the adoption of the Universal Declaration of Human Rights which took place at the Metropolitan Opera on Sunday night [Dec. 10].

The Human Rights Concert, which is well on the way of becoming an annual affair, in fact a broadcast, not a concert in the ordinary sense of the word. It owes its existence and its success to the fact that the radio systems of member states throughout the world have demonstrated their willingness to devote large blocks of valuable time to marking this important anniversary, and to the fact that artists of the greatest distinction have shown themselves more than willing to contribute a program worthy of a vast worldwide audience.

The success of this year's concert is indeed a further evidence of the support which the United Nations continues to receive from the radio industry throughout the world. This year's concert was a resounding success, and the list of those who contributed to it is a long and distinguished one reflecting the truly international character of great music and great musicians—the New York Philharmonic-Symphony Orchestra with Dr. Fritz Busch and Sir Ernest MacMillan conducting, the Schola Cantorum of New York, Miss Marian Anderson, Mr. Claudio Arrau, Mr. John Brownlee, Miss Judith Anderson and Mr. Charles Boyer. We are indebted to the American Federation of Musicians, the American Federation of Radio Artists, the Theatrical Protective Union and other organizations whose contributions made this impressive concert possible. The broadcast this year was carried by CBS and WNYC New York.

A concert of this scope and quality is, in itself, a striking reaffirmation of faith in the Declaration of Human Rights and will, I feel sure, make a significant contribution to the development of greater understanding of the purposes and importance of this great document.

B. Cohen
Assistant Secretary General
for Public Information
United Nations
New York

Tribute to Yoder

EDITOR:
I am... enclosing a tear sheet from the editorial sheet of the Denver Post for Wednesday, Dec. 6. You will note there is a wonderful editorial regarding Mr. Yoder's transfer to KNBC in San Francisco [Broadcasting Telecasting, Dec. 11]...

Bill Day
Manager, News, Special Events
KOA Denver.

A GOOD FRIEND GOES

When Lloyd Yoder picks up his belongings and leaves for San Francisco to take a position for NBC, Denver and the Rocky Mountain Empire will be sorry.

Mr. Yoder has been a fine civic leader, an outstanding radio station director, and in his spare time one whale of a football official.

San Francisco will be lucky to get him back, and we are sad to see him go, though Denver knows the change is a good one for Mr. Yoder.

Our friend's accomplishments have been discussed in the news columns of this newspaper. There is no need to recount them here. It is better to think of a little bit of the spirit of the man, the calmness and fairness of Lloyd Yoder that has brought him so many friends.

It is true that Denver will be sorrier for losing him. We can hope that he will think of us fondly once in a while, as we will think of him.

* * *

Lauds TBA Support

EDITOR:
On behalf of the Television Broadcasters Assn., I would like to thank you sincerely for the splendid support you have given our organization during the past, and particularly for the great help you rendered during our last TBA Clinic.

The work which has been so important to television needed the periodical support you have given it. I am personally grateful, also, for the help I received from you during my administration.

R. Poppele
President
Television Broadcasters Assn.
New York

Public Service Shows

EDITOR:
... The little symbolic guy representative of the feature "In the Public Interest" is especially fine...

It is nice to see this department dressed up like your other principal departments. It seems to me that the public service broadcasts of radio and TV stations, broadly speaking, are—or at least should be—their most significant characteristic in the pattern of American life...

John F. Clagett
Clagett & Schilz
Law Offices
Washington
EXTRA RELIABILITY!

G-E transmitting tubes have it! So... Mr. Manufacturer... specify General Electric, to design max dependability into your radio equipment!

Here are tubes better-built by G.E. for better performance! Each has that something extra in design, in manufacture, which means real dependability when the chips are down and your equipment is working peak-load and full-time.

GL-5686... It's a new nine-pin miniature that does the work of a 6AQ5 or 6AR5—does it consistently, because every tube gets 50 hours' service at the factory under Class A conditions, with frequent samples also being selected for full life tests. You can bank on the GL-5686!

GL-807... The G-E grid construction is substantial and strong—will stand up under punishment. Moreover, special G-E development work in metals and other substances gives this tube premium quality from cap-terminal through to base-pins.

GL-813... Superior G-E internal shielding, in the form of a large ground-plane barrier, gives ample protection against feedback—cuts down sharply on the need to neutralize. Improved design joins with precision G-E manufacture to offer you the leading beam power tube in its class.

Why not ensure your new transmitter's performance by choosing these and other G-E tubes your customers can count on, day-in and day-out? Just write for data sheets that give all ratings, in all classes of service. Or better, ask for the help of expert G-E tube engineers, who will be glad to consult with you personally on applications.

Address Electronics Department, General Electric Co., Schenectady 5, N.Y.

TYPICAL OPERATION, CLASS C TELEGRAPHY

<table>
<thead>
<tr>
<th></th>
<th>GL-5686</th>
<th>GL-807</th>
<th>GL-813</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plate voltage</td>
<td>250 v</td>
<td>600 v</td>
<td>2,000 v</td>
</tr>
<tr>
<td>Plate current</td>
<td>40 ma</td>
<td>100 ma</td>
<td>180 ma</td>
</tr>
<tr>
<td>Driving power (approx)</td>
<td>0.15 w</td>
<td>0.2 w</td>
<td>1.9 w</td>
</tr>
<tr>
<td>Power output (approx)</td>
<td>6.5 w</td>
<td>4.0 w</td>
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<td>Max plate dissipation</td>
<td>7.5 w</td>
<td>25 w</td>
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<tr>
<td>Freq. at max ratings</td>
<td>160 mc</td>
<td>60 mc</td>
<td>30 mc</td>
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WPTF the Number One Salesman in North Carolina—the South’s Number One State—is Proud of this Recognition

15 YEARS of PUBLIC SERVICE

also WPTF-FM

50,000 WATTS 680 KC NBC AFFILIATE FOR RALEIGH AND DURHAM, N. C. and all Eastern North Carolina

FREE & PETERS, INC. NATIONAL REPRESENTATIVES
NBC RATE CUT PLAN STALLS

By ED JAMES

A SUDDEN and vigorous attempt by NBC to force its radio affiliates in television markets to reduce their evening time rates—a move which, if successful, would unquestionably depress the entire radio rate structure—was at least temporarily stalled last week by the objections of a majority of the affiliates.

The network had asked some affiliates to agree to reductions ranging as high as 25% in their evening rates effective Jan. 1. After a week of persuasion, NBC was obliged to postpone its plans. Last Thursday, seven days after it began its campaign by personal visits and telephone calls to affiliates, NBC altered its tactics and invited the affected stations to meet in New York Jan. 10 for a discussion of the rate question.

At the time the network abandoned its whirlwind campaign, 11 stations were reported to have at least tentatively agreed to accept the reductions. Four of them, not unaturally, were wholly-owned-and-operated NBC stations in television markets (the fifth owned-and-operated NBC radio station is in Denver, where no television exists).

The seven affiliates that were understood to have expressed some willingness to cut rates as requested were WBAP Fort Worth, WGY Schenectady, WMC Memphis, WWJ Detroit, WSM Nashville, WSNB New Orleans, WSOC Charlotte, N. C., and WWJ Detroit.

TV Affiliates Benefit

Five of these stations—WBAP, WGY, WMC, WSM and WWJ—are AM sisters of television stations which are affiliated with NBC-TV and which, like all NBC-TV affiliates, will benefit from an average 35% increase in television rates Jan. 1. One of them, WSM Nashville, is situated in a market where TV has just arrived, and hence the amount of reduction in WSM's radio rates asked by NBC was slight.

NBC's rate cut plan—which the network was expected to pursue with greatest determination—was viewed by rival networks and other broadcasters with utoomistry.

Some of the most powerful leaders of the industry made no secret of their belief that a rate reduction by NBC would force similar reductions by all AM broadcasters in television areas.

They believed that if NBC succeeded in its plan, other networks, TOTAL radio expenditures of major national advertisers will be increased next year, offsetting widespread claims that sponsors might abandon the medium in favor of TV, according to first checkups of sponsors' 1961 budgets.

An extremely small number of advertisers will cut radio expenditures next year and this group comprises only a slight percentage of national advertising funds, judging by responses to BROADCASTING & TELECASTING inquiries.

Scanning of advertiser plans for 1961 indicates that nearly every company whose plans are well under way will remain with the broadcast medium despite organized efforts to beat down radio rates because of TV's impact. Their comments reflect confidence in the medium that broadcasters have been working for many years and will continue to provide the biggest value per dollar spent.

In many cases, advertising executives qualify their observations with comments on the darkening international horizon. They indicate that if materials shortages, rationing and other emergency developments interfere, their budgets will be revised.

Included in the list of sponsors who will cut their budgets next year or at least stand pat on radio and in many cases TV expenditures are such major companies as General Mills, Procter & Gamble Co., Enso Standard Oil Co., RCA-Victor, Borden, American Home Products Corp., Arthur Murray School of Dancing, Falstaff Brewing Corp., Coca-Cola, Brown & Williamson Tobacco Corp., F. W. Fitch Co., Assn. of American Railroads and Benrus Watch Co.

New Money for TV

Few companies that plan to increase TV expenditures expect to take the money away from radio but several cases are noted where the TV budget will be increased by a greater percentage than the broadcast allocation, according to responses to a BROADCASTING & TELECASTING request for 1961 plans. There are a number of cases where radio remains stationary as TV expenditures increase.

Samuel C. Gale, vice president and advertising director of General Mills, who believes 1951 should be a good year for foods, plans "some increase in over-all radio and TV budgets." Procter & Gamble Co. (Continued on page 56)
ness which Benrus expects to continue in 1951.

Brtolco, Inc., will raise its radio and TV expenditures 25% over 1950, according to Joseph M. Allen, vice president and advertising manager.

RCA-Victor Division has planned a strong advertising sales promotion campaign for the first quarter, according to Rollie Coffin, director of advertising. Radio and TV will be up 25% over last year.

William M. Stedman, advertising director of American Home Products Corp., said the company is planning any cutback on radio or TV, but is concerned about the unsettled international situation and its effect on business.

Esso Plans Increase

Esso Standard Oil Co. radio and TV expenditures, as now planned, will considerably exceed those of 1950 and previous years, a spokesman indicated.

Stuart Peabody, assistant vice president of The Borden Co., said "radio expenditures will be up slightly by year end, but TV up proportionally."

The 210 Arthur Murray Studios will spend about $1 million in radio and $2 million in television, according to Arthur Murray, president.

The Toni Co., spectacular exploder of radio in bringing its permanent wave products into a dominant place, will continue to make the product "America's No. 1 advertised cosmetic," according to Don P. Nathanson, director of advertising. Half the budget will go into daytime radio, 10% into television. Radio will be at the same level, but TV will be doubled over 1950.

Radio and TV budgets of Falstaff Brewing Co. will each be up 50% next year, according to Karl K. Vollmer, advertising manager.

Brown & Williamson Tobacco Co., completing the biggest year in its history, looks for continuing gains in 1951 which in turn will mean larger advertising appropriations. The bulk of the money will continue in radio and TV, according to J. W. Burgard, advertising manager. "So far because of constantly increasing sales we have been able to get into spot television on Kool, Raleigh and Viceroy not only without curtailing our radio budget but in fact with a slight expansion of our radio budget at the same time," Mr. Burgard said.

'Railroad Hour' Plans

Assn. of American Railroads plans to continue its famed 'Railroad Hour' on NBC, with 1951 expenditure estimated at $1,315,000 as against $1,150,000 in 1950, according to H. F. McLaury, advertising manager.

F. W. Fitch Co. radio and TV budgets will be larger than last year, said Robert J. Figgott, advertising manager.

Emerson Radio & Phonograph Corp. expects to spend the same amount on radio and TV next year, said Benjamin Abrams, president. One national proprietary sponsor, preferring to be un-named, will increase its radio budget by $100,000 in 1950 but has no TV plans.

ELECT MEEKER

Succeeds Avery in NARSR

ROBERT D. C. MEEKER, president, Robert Meeker Assoc., was elected president of the National Assn. of Radio Station Representatives for 1951 at a NARSR meeting last Wednesday in New York. He succeeds Lewis H. Avery, president, Avery-Knodel Inc., who headed NARSR during 1950.

Other NARSR officers for the new year are:


Russel Woodward, Free & Peters, was elected a director for a three-year term. Mr. Avery, as retiring president, automatically became a board member for a one-year term, and Joseph J. Weed & Co., continued on the three-man board for the second year of his two-year term, to which he was elected a year ago.

Group did not accept the resignation of Edward Petry & Co., tendered by the company's president, Edward Petry, as this company's dues are paid through 1950 and as NARSR is hopeful that Mr. Petry may be persuaded to change his mind and remain a member.

COUNTING the catch are these two fishermen who tested their skill on the Homosassa River in Florida: F. J. Koey (II), vice president and general manager, WTSF St. Petersburg, and Frank White, president of MBS.

BUICK DRIVE

To Spend $150,000

BUICK motor division of General Motors Corp., will spend approximately $150,000 in a short term schedule to introduce its new 1951 car, using the 'saturation plan' on ABC, "Operation Tandem" on NBC, and a spot announcement campaign in radio daytime. [CLOSED CIRCUIT, Dec. 11.]

The saturation plan on NBC starts January 14 to 20 and covers six evening radio programs. These are: Step the Music, Sunday, 8:15 p.m. segment; Metropolitan Opera Auditions of The Air, Tuesday, 8:30-9 p.m.; Screen Guild Players, Thursday, 8-9 p.m., with program commitments for Monday, Jan. 15, 9:30-10 p.m.; Wednesday, Jan. 17, 8:30-9 p.m., and Saturday, Jan. 20, 8-8:30 p.m. to be announced at a later date.

Buick will sponsor NBC Operation Tandem from Jan. 17 to 20 with programs not yet committed. The spot campaign will be on daytime radio in the same week. Kudner Agency, Inc., New York, is the agency.

"Yeah our radio's on ... we're listening to police calls!"

NATIONAL GUARD

Cities Radio's Cooperation

ACCEPTANCE of the National Guard's transcribed radio series by 1,689 stations thus far as a public service feature was cited last week by two top National Guard Bureau officials, who praised the radio industry's patriotism in the present international crisis.

Maj. Gen. Ernest L. Smith, chief of the NGB information office, lauded stations for making the 15-minute Mindy Carson-Bill Stern show, "probably the most successful show of its type in the history of the guard." As evidence of its popularity, he mentioned numerous letters from program managers of stations throughout the country.

Satisfaction with radio's role also was expressed by Maj. Gen. Raymond H. Fleming, NGB acting chief, who stated that stations are making "a very definite contribution to the strengthening of our country's national defense." These stations, he added, have shown an "excessive response" in support of the guard's recruiting campaign.

Additional outlets are negotiating for the program, a 39-week series which will run through June 30. Stations interested in some 20,000 communities are making use of the show in successfully carrying out the campaign.

The guard recently concluded a $38,443 paid campaign of spot announcements over more than 1,800 stations during the month of November, and plans to launch a spring drive calling for a similar radio outreach in 1951.

NAB Board Winter Meeting Plans Set

NAB board of directors will hold its winter meeting Jan. 31-Feb. 2 in Belleville, Ill., the association announced last week. It will be the first board meeting of 1951, and the last prior to the scheduled industry convention slated in Chicago in mid-April.

Such problems as the future of Broadcast Advertising Bureau and creation of an autonomous NAB-TV for video stations will be taken up by the board. Budget plans for the fiscal year starting April 1 will be considered. The board's 13 members will be held in the Belleville-Biltmore Hotel.

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BROADCASTING industry members conferred with President Truman at White House Thursday. Left to right: G. Richard Shatto, WIS Columbia, S. C.; Gilmore N. Nunn, WLAP Lexington, Ky.; Ralph W. Hardy, NAB Broadcast Advisory Council secretary; Mort C. Watters, WCPO-TV Cincinnati; Clair R. McColough, WGAL Lancaster, Pa.; Chris Witting, DuMont TV Network; Frank White, MBS; Howard Lane, Field Enterprises; Seymour N. Siegel, National Assn. of Educational Broadcasters; Jack R. Poppele, WOR New York, Television Broadcasters Assn.; Arthur B. Church, KMBC Kansas City; Robert Hinckley, ABC; Justin Miller, NAB; J. R. Louiseberry, WGR Buffalo; Frank M. Russell, NBC; Earl Gammons, CBS; Roger W. Clipp, WFIL Philadelphia; Robert C. Sprague, Radio-Television Mfrs. Assn.; William Fay, WHAM Rochester; A. Frank Katzentine, WKAT Miami Beach, Fla.

RADIO IS READY

The broadcasting industry faces a critical world situation with definite assurance from President Truman that radio and TV stations are not to be seized under the government's emergency powers. On the eve of declaration of a national emergency highest government officials, commenting favorably on the broadcasting industry's voluntary cooperation in World War II, promised that a similar course will be followed in the present crisis.

These reassuring comments were expressed to the Broadcast Advisory Council in a whirlwind Washington tour last Thursday.

They were supported by promise that censorship restrictions will be imposed only in case of critical emergency and by official recognition of the predominant role radio will take in maintaining national morale.

On top of all this, broadcasters were told they must take a leading part in keeping the public informed by means of dispassionate reporting of the news.

Future Conclaves

This all-day heart-to-heart exchange of views and discussion of common problems by the highest civil and military officials convinced Washington leaders they should hold more meetings in the future.

President Truman's vote of confidence in the ability of broadcasters to inform the nation came just two months after his expression of faith in a free American radio, on equal footing with the press. This opinion had been given by Mr. Truman in a letter sent to BROADCASTING • TELECASTING last Oct. 11 when he congratulated the publication on its 20th year of service.

In the October letter he had described radio and television as the media that constitute "audible journalism," and had urged continued support of "free, competitive radio institutions in the established American tradition."

The advisory council, policy-making group directing the radio-television defense effort meeting for the first time, conferred with highest military and civil echelons of diplomatic, military and production agencies. They ran the gamut of top-level government officials who gave them the plain facts now facing the nation and lauded their voluntary efforts to bring the public into the defense program.

At the end of the day the council members voted to meet immediately after the first of the year. At that time they will discuss specific plans to achieve objectives thus far outlined by the government. More sessions will be held with other key federal agencies, including FCC and Civil Defense Administration.

Truman's Mood

The President was in a "courageous mood" during his conference with council members, Justin Miller, NAB president, declared afterward, providing considerable background information on the world situation. Judge Miller is chairman of the all-industry group. In emphasizing the gravity of the situation, the President was said to have told council members the U.S. will not go out of Korea unless it is pushed out.

Mr. Truman gave the council an insight into his Friday night radio-television speech and the prospect that a national emergency is necessary. He was described as pleased with encouraging news about the improvement of morale in France during the last year.

Judge Miller's comments on the President's own problems were picked up by press associations and widely circulated. The NAB president said the President explained, during a frank exchange of comments with broadcasters, that he sometimes finds it difficult to realize that he is two persons - the President and a human being.

Sometimes he has trouble with "that other fellow, the human being," the President was quoted as saying. The comment was tied by newsmen into sharply worded letters sent by Mr. Truman in the last fortnight.

Members of the council expressed (Continued on page 50)

BASEBALL COVERAGE

BROADCASTERS and advertisers were prepared last week to wrap up the loose ends of pending radio-TV contract negotiations for baseball coverage as the threat of restrictions on major league broadcasts subsided at the annual convention of the national sport.

No action was taken on the "explosive" radio-TV issue, which came to the fore largely on the basis of complaints lodged by minor league clubs. Major league network broadcasters, they protested, had been primarily responsible for their attendance slump in 1950 (BROADCASTING • TELECASTING, Dec. 11). Though George Trautman, president of the National Assn. of Minor Leagues, appeared armed with a three-point program designed to curb baseball coverage, the issue never got on the agenda - officially at least - in the wake of the dismissal of A. B. (Happy) Chandler.

The minor leagues, mindful that many radio-TV pact already had been set, were hopeful that restrictions may be levied at least by 1951.

MBS was advised that its Game of the Day, originated this year from major league parks throughout the two circuits, could continue in 1951 unless other "developments" take place, probably those concerning the international situation.

No official action was reported with respect to coverage by Liberty Broadcasting System.

In abandoning the minor league proposals, the two major league circuits delegated authority for broadcast coverage to individuals, who could restrict or limit radio-TV as they deem necessary.

Trautman Support

In so doing, the leagues backed up the contention of Mr. Trautman that the matter rested chiefly in the laps of the major leagues, not the Justice Dept., with whose officials he had conferred.

The majors held a joint meeting last Wednesday, winding up the (Continued on page 47)

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THIRTIETH anniversary of radio, exemplified by KDKA Pittsburgh, which started commercial broadcasting on Nov. 2, 1920, was observed on foreign soil—Bermuda—Dec. 8-10 with the assistance of nearly 100 U. S. advertising executives. Members of the two-plane load mission to “Shangri-La,” which represented estimated placement of $400 million in radio and TV time, were the guests of Westinghouse Radio Stations Inc., at the Elbow Beach Surf Club on the British island, just four hours from New York.

A graphic review, high-lighting “Operation Shangri-La,” which was a mystery holiday until the planes landed, is presented herewith.
COMMUNICATIONS' role in the nation's mobilization effort crystallized further last week on a number of fronts as Congress continued hearings on the administration's $3.1 billion civil defense program.

Both the Senate and House Armed Services Committees were moving into the last stages of sessions held on President Truman's request for his newly setup Federal Civil Defense Administration legislative teeth.

There were indications that the two committees would report out a set of bills early this week, and a promise that the 81st Congress would approve legislation, with minor amendments, before it adjourns. An outlay of $32 million is sought for communications, the "nerve system of civil defense," to implement the program over a three-year period. [Broadcasting, Telecasting, Dec. 11].

Other developments last week included:

- Completion of a test dealing with "radio silence."
- Revelation by the Administration that it plans to ask $83 million from Congress to sustain civil defense operations for the current fiscal year ending June 30, 1951.
- Issuance of a "check list" by the Federal Civil Defense Administration to guide cities on communications and other planning.
- Deferment by a House Appropriations subcommittee of a request for an additional $357,000 for the District of Columbia defense establishment.

Buy Radio Units

The $83 million outlay, when submitted by the President and approved by Congress, will clear the way for federal communications equipment for state and city defense organizations. Equipment will consist of mobile and portable units, fixed station equipment and transmitters, and air raid sirens. Contract negotiations for the material are being held up pending the Chief Executive request.

Civil defense operations have been maintained up until now through a special $1.2 million allocation out of the President's emergency fund. It was revealed during hearings on the civil defense program.

The check list for city planning groups calls attention to the government's "Basic Civil Defense, a manual detailing government, state, city and local community participation in the nation's defense and blueprinting the "safety net" role of radio and television in the event of an emergency. [Broadcasting, Telecasting, Sept. 25].

- The government asks city groups whether they have:
  - Appointed a capable communications coordinator?

CIVIL DEFENSE

Radio-TV Role Crystallizes

- Set up a volunteer committee to study communications problems and recruit experienced personnel?
- Form an organized federal, state and local communications of warnings and alerts?
- Compiled a completed roster of active radio operators and their equipment?
- Made resource studies of communications equipment and facilities, and alternate communications systems?
- Provided for their use in case of emergency?
- Provided for the use and control of both of the aforementioned communications, systems, facilities, etc?
- Other facets covered in the guide include provision for control centers, mobile support, transportation, air raid warning systems, etc.

D. C. Situation

The District of Columbia request for more funds was abandoned until the 82nd Congress takes over. The District now operates on a $100,000 budget, and had sought an additional $600,000 for equipment, uniforms and training pamphlets. Civil defense officials stressed that at present the District has not control of the system and is forced to rely largely on "existing radio facilities" to alert the populace.

Using facsimile of State Council of State Governors disclosed in Chicago last Monday that all 48 states have created civil defense organizations which could operate tomorrow in the event of attack. Twenty-nine cities have mutual aid pacts, and 11 others are included in regional defense plans.

New York and New Jersey have joined their defenses for mutual aid and assistance (see separate story).

It also was disclosed last week the FCC and the Continental Air Command had completed its "drama rehearsals," in relation to the problem of radio silence or "electronic emissions." Air raid warning systems would play a vital role, in connection with primary and secondary radio networks, in warning civilians of imminent attack. Technique of using subaudible or coded frequencies to warn local civil defense officials of impending raids is part of the emergency plan. No details were available on the test.

James W. Wadsworth, deputy administrator for the Civil Defense Administration, stressed the importance of the air raid warning system now being operated by the air control when it has appeared as much as 14 days before Congressional committees. He emphasized that "even a few minutes of advance warning, plus a well-organized and well-trained civil defense organization, would cut out our casualties in an atomic raid by at least 50%.

The civil defense deputy told the Armed Services subcommittees, headed by Sen. Estes Kefauver (D-Tenn.) in the Senate and Rep. Carl Durham (D-N. C.) in the House, that the office plans to release two manuals this month, deal--

EMERGENCY NETWORK

EMERGENCY radio network, designed to alert people of vulnerable New Jersey to an emergency, passed its first test last week and set a pattern for other states.

New Jersey's ability to cope with air raid attacks was emphasized by Gov. Alfred E. Driscoll said as the hookup organized voluntarily by broadcasters performed smoothly in its initial functioning. The broadcasters have financed the facilities, which soon will be tied into a two-state network now being set up in New York.

Two FM transmitters, New Jersey stations that had been alerted without warning went promptly into action. Leonard Dreyfuss, State Defense Director, pointed out that "the air connection by FM rather than by wire lines which might be put out of service in an emergency."

Based on early reports of monitoring locations of New Jersey with the exception of the Atlantic City area could have heard the Tuesday broadcast by Gov. Driscoll. Stations were alerted at 1 p.m. for a 2 p.m. broadcast. Regular programs, commercial and sustaining, were thrown off the air during the program in which Gov. Driscoll and Mr. Dreyfuss discussed the setup.

Speaking to the combined facilities of the 18 stations on the hookup, Gov. Driscoll said one of the most important links in our civil defense communications system is established as a reality." He pointed out that the stations are a critical target for attack, particularly the industrial areas and transportation arteries forming the gateway between New York and Pennsylvania.

"We can get a message to the people of New Jersey through this network in a matter of minutes," Mr. Dreyfuss said. "The stations to which you are tuned didn't know one hour ago that we would be broadcasting now; the whole operation is entirely unrehearsed."

24-Hour Readiness

"These radio stations are standing by 24 hours a day to join the network, should we need to use it." It's important for you listeners at home to make radio a part of your own plans for civil defense. Remember that the radio in your home is the fastest, most direct means of securing accurate information. Use radio in case of emergency. The whole network can be used to you, where, when, and how to help. Learn what to do when the air raid alarm sounds. Cooperate with your local

N.J. Sets Pattern

area civil defense organizations. Your safety will depend on it."

Concluding the program, Gov. Driscoll said:

"I would like to commend and congratulate New Jersey's independently-owned radio stations for their cooperation in banding together to make this network project an accomplished fact.

And to our listeners, thank you for your attention. As we have said, the radio in your home is an important way for you to find out what is going on. During an alert and afterward, keep your set tuned in. If you have a spare set, or if your set is easily portable, take it into your basement or shelter if you must take cover. If your electric power fails and you are not in an area where you must take shelter, remember that automobile radio function too. In an emergency, tune your radio to the station to which you are now listening. As a member of the New Jersey network, it will be operating to serve you."

James L. Howe, WCTC New Brunswick, advises that the New Jersey network said the first test broadcast had demonstrated the

(Continued on page 38)

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EXPERIMENTAL model of new high-speed, long-distance facsimile system, developed by RCA Labs. in Princeton, N. J. has been installed at Oak Ridge National Laboratory to provide complete reference library for outlying research laboratories. Roger Olden, RCA research engineer, prepares the system for operation. New system provides reader-transmitter which will scan flat surfaced copy such as book pages, and enlarges small type material by any ratio up to 4 to 1. Ordinary telephone line transmits the signal which is reproduced by the recorder at a speed of 15 linear inches or 120 sq. lines per minute in black and white print.
AMONG seasoned livestock men who know best, the commercial radio venture of the Livestock Market Institute of South St. Paul, Minn., launched three years ago as a brand new type of market reporting, rates as a distinct favorite.

Thousands of upper midwest farmers, thirsting for a vivid account of trade in the daily million-dollar market that reflects the “bread basket of the Great Northwest” and understandably unsatiated with government and other reports, have been tuning in the unique “Livestock Market Network.”

The object of this interest is a program called Farm and Home Topic Time, aired Monday through Friday, 12:45-1 p.m., on a five-station network of local, “home town” stations, selected in preference to one large, blanket-coverage outlet.

The institute, comprising 74 firms doing business in South St. Paul, reports that its members—commission firms, which sell livestock on the market, and dealer firms and order buyers, who do the buying—have traced increased business and improved customer relations directly to the program.

Since 1947 Farm and Home Topic Time has emerged with one of the largest noon-time rural audiences in the entire region.

Above all, it has given livestock men a different outlook on advertising and a new understanding of the power of radio at the rural level.

The institute provides one central source, covering the market completely every day and reporting the news at a convenient time for rural listeners. Commercial announcements as well as public service spots are included on the show.

The network program has more than paid for itself, and is continuing to expand its outlets. Of the institute’s current $50,000 annual advertising budget, $28,000 is spent for radio time alone, not including cost of tape, line and other items. The $28,000 figure almost approximates the institute’s total budget of earlier days.

The program commenced initially March 17, 1947 on a hookup comprising major network affiliates WTCN (ABC) Minneapolis-St. Paul, KWLM (ABC) Willmar, Minn., and KGLO (CBS) Mason City, Iowa. It was rebroadcast later in the day by KMHL (MBS) Marshall, Minn. Within a few months the institute added KMHL to its “live” network and the station has continued to carry the program regularly. KSUM Fairmont, Minn., was the next addition, being replaced in mid-1950 by KTOE (ABC) Mankato, Minn.

Program Expanded To Dakota Outlets

In recent expansions two western stations—KSDN Aberdeen, S. D. and KFYR Bismarck, N. D.—were added, each receiving special tape-recorded reports covering the trade at South St. Paul and also containing special information of interest to listeners in that region.

The network records the special programs each afternoon and air-
Mr. Niemeyer, an ex-Navy public relations man and former assistant promotion director of the St. Paul Dispatch and Pioneer Press, is contact official on the account. Copy and production are handled by Leo M. Fremont, whose background includes copy and promotion posts with radio stations in Minnesota, Iowa, Colorado, and MBS Chicago offices.

The agency prepares all commercials for Farm and Home Topic Time, handles research for special transcribed broadcasts carried on days the market is closed, works closely with stations in directing a continuing promotion and publicity operation, and prepares a monthly calendar of events to which Messrs. Carlson and Pendergast refer for timely information.

The two energetic institute directors combine two major features in every program—a complete, accurate report on the day's trade and current events at South St. Paul, which may take any of several forms and include a variety of subjects.

Latest market information is gathered each day in the stockyards by talking to commission men, dealer firm and order buyer representatives, and to shippers, giving a broad cross-section of trading—live, pencil and other contacts keep Messrs. Carlson and Pendergast abreast of trade all over the nation. Farm and market trends in every major meat center, in big cities are continually watched and factually reported with accent on livestock prices. Thus listeners—all of whom depend upon livestock for a large portion of their income—are accurately apprised of developments.

Broadcasting from their own studios, Messrs. Carlson and Pendergast "live" in the visiting farmer and that of the trucker who hauled the livestock to market.

Local events and public service campaigns also are promoted and publicized on Farm and Home Topic Time. Farm and home safety is continually emphasized and the U.S. Treasury recently cited the program for its "outstanding volunteer service to community and nation in the promotion and sale of U.S. Savings Bonds."

The program takes to the road throughout the year, broadcasting direct from various events. As a result, it has won star billing in many localities. One example is the famous "Kaffe Fest" at Willmar, Minn., where the program has been featured for the past three years. Others include the Minnesota State Fair, North Iowa Fair and numerous county events. These appearances have done much to build the program's extensive following in small towns and rural areas.

To further cement the close bond of friendship with listeners, Christmas cards are sent each year to studio visitors. Messrs. Carlson and Pendergast, in turn, receive several hundred.

Groups 'Suloted' Each Friday
Each Friday is "suloted" day on the program. Messrs. Carlson and Pendergast spend from five to seven minutes saluting the history, current agricultural and livestock production of each week's honor county. Pre-salute news releases are sent to every newspaper in the county, as well as to the county agent, civic and commerce associations, etc. The salutes involve considerable research and have been much to knit a closer relationship between the market, the institute and the farmers and feeders and their communities throughout the area.

From time to time special guests make their appearance on the program. These have included some of the country's best-known livestock and agricultural experts, as well as educators, 4-H youngsters, farmers, feeders, trucker and civic figures, including Secretary of Agriculture Charles A. Brannan and Minnesota's Governor Luther W. Youngdahl.

As a method of thanking program guests and to cite others who have contributed their time or effort to the institute in years, Carlston and Pendergast devised a unique "Grand Order of the Golden Bull" award. The recipient receives an impressive, hand-lettered certificate, complete with embossed gold seal, ready for framing. The certificate reads:

"[Name] being duly qualified and disposed is hereby and forever enrolled in this distinguished order according to the ancient and honorable traditions which encompass complete microphonic fright and a known faculty for expressing statements ofuder and absolute insignificance. Be it known to all men that the above-named shall hereinafter be termed radioactive for the Livestock Market Institute of South St. Paul, and with due dignity and respect be identified as 'a member', such title having been fittingly transcribed in the Great Book."

Each recipient receives some special title, such as "Sir Lamba Tongue," "Sir High Bidder," "Sir Good fellow," etc., and his name and the date of presentation are recorded in what is called the "Great Book," kept in the institute's offices. Each recipient receives a portrait of a livestock or poultry of the day which is escorted into the studio, and is given to the recipient along with the certificate. Each recipient receives a complete list of stations and their frequencies.

Informal Publicity Effective
Each of the institute members carries on informal publicity which is highly effective. Representatives of the commission and dealer firms and the order buyers spend much time "in the field" talking to farmers and feeders. They never miss the chance to tell about the program and to name the nearest station on which it can be heard.

Institute members also include special inserts in their mail, calling attention to the program. The institute directors recently transcribed a series of "personalized" announcements which three of the stations carry several times weekly. Other stations carry live announcements to promote the program.

The institute may expand still further in two directions—in the number of stations on the Livestock Market Network and with use of television. Ultimate entry into video will depend upon expansion of television reception in the rural areas, according to Mr. Fremont, copy and production director. A basic TV formula for coverage of the market news already has been devised, he told Broadcasting.

WGAR MILESTONE
Observes 20th Radio Year

STORY OF WGAR Cleveland's 20 years in radio was aired last Friday as a feature of the station's two-hour long anniversary program edition. First program was broadcast, 8:30-9:30 p.m., called 20 Candles, reviewed the history of WGAR from its inception.

A special message from General Manager Carl E. George concluded the first-hour recap of WGAR milestones. The second hour of the program pointed out local talent, Memory Medley, 10:10-10:50 p.m.; and a radio panorama of CBS personalities, WGAR Salute, 10:30-11:30 p.m.

In addition to the special broadcasts on WGAR, established by G. A. Richards, chairman of the board, and also chief owner WJR Detroit and KMPC Los Angeles, a statement was issued by John P. Patti, president of the three Richards outlets. Mr. Patti, who with Elmer Krause, secretary-treasurer, and Donald McCollister, transmitter supervisor, is an "original employee" of the station, lauded radio as "a major force in American life."

He dedicated WGAR to continued and "greater service."

December 18, 1950
MAKERS of the parts and tubes that go into radios, TV receivers and other electronic equipment approached an impass last week as they faced the fact that certain metals that might partially close or completely shut down important segments of the industry.

The men who lead their raw materials, manufacturers would be forced to lay off countless thousands of employees. Most of these skilled and partly skilled workers would quickly get into the radio-TV field, manufacturing industry would lose a heavy share of its productive capacity, according to officials of Radio-Television Mfrs. Assn., who conferred last week with National Production Authority.

Magnet and loud speaker manufacturers conferred last Thursday with NPA officials, who apprised them of the critical cobalt shortage and the prospect of an allocation plan by February.

Of major importance was the revelation by NPA that speaker and magnet manufacturers could expect no relief next year with respect to the cobalt supply. Industry representatives were flatly told that civilian consumption for radio-TV speakers during January and subsequent months would return to the November level of 30%, or possibly 35%. December's non-defense usage was cut back to 60% (Broadcasting • Telecasting, Dec. 18). To ease the strain on industry.

The reason, NPA officials said, is that the overall demand for cobalt has increased dramatically. To that end, the agency said it is studying an allocation plan based on the essentiality of end product uses.

Manufacturers, noting the essentiality of industry, already so labeled by the Commerc Dept. under which NPA operates, promised to plan their uses accordingly to the extent possible, to point out that there are few acceptable substitutes for cobalt.

Military Needs Greater

NPA officials, in turn, emphasized that military or "DO" orders have commanded far more than was previously necessary, and that the industry already has drawn on supplies during November-December originally tabbed for stockpile and military needs.

Industry representatives were told by Interior Dept. and other government representatives that there is little hope of increasing the cobalt supply, at least 30-60.

The magnet manufacturers pointed out that they are now producing smaller magnets and taking other steps to conserve the material. Manufacturers of loudspeaker felt they could convert some of their production to electron-magnetic types of speakers, which would require large quantities of scarce copper.

The manpower issue also arose as both industry groups pleaded for sufficient supply of cobalt that would enable them to maintain operation and thus retain skilled and partly skilled workers to meet the transition from non-defense to military production. NPA officials stressed that it would aid manufacturers in all conservation measures to enable them to carry on production and not be forced to let go their skilled personnel.

Aside from its uses for magnets contained in radio and television speakers, cobalt also is utilized in unused televisions, receivers and magnetic separators.

RTMA's Electronic Parts Mobilization Committee convened Tuesday with John G. Daly, director of the NPA Electronics Products Division, and Donald S. Parris, his chief deputy.

Ready To Make Cuts

Manufacturers are quite agreeable to necessary cuts in production of civilian electronics products, they told NPA. Many of them said they could stay in business on such a curtailed basis, but pointed out that curtailed production will cut into the industry's ability to meet military orders start moving in quantity.

Heading RTMA's committee at the Tuesday conference were A. D. Flannodan Jr., Indiana Steel Produc Co., and R. E. Laux, General Instrument Corp., chairman.

One of the headaches facing parts makers, they indicated, was NPA's lack of staff and procedure. An appeal from an NPA order, despite its urgency and the threat of loss of plant capacity at a critical time, might require at least six weeks, NPA conceded.

Industry spokesmen suggested NPA endeavor to speed up the processing of company appeals from limitation orders covering use of raw materials. To accomplish this, they suggested, NPA should permit individual applicants to use the percentage of material sought in their appeals pending the delay in the NPA decision.

While Washington officials tried to solve the dilemma of holding the electronic industry's capacity together for the expected flood of military orders, manufacturers continued to turn out civilian receivers in large quantities. In the first December week 342,354 radios and 198,051 TV sets were produced, according to an industry survey among both member and non-member companies.

Bins were getting low, however, and in few cases were companies running waiting lists of 60-90 day availability of necessary materials. The time lag between materials and supplies and the production line itself was fast narrowing. This lag is the key element in keeping lines operating, with consequent efficiency and economy.

RTMA urged NPA to do everything possible to make available the raw materials used in electronic manufacture and ease restrictions on stockpiling where the national defense would not be impaired. The RTMA committee urged member companies facing material shortages to expedite steps to conserve scarce metals and develop substitutes where this can be done.

Typical of the labor problem was the situation at one of the major plants where union rules require that layoffs be based on seniority. A company official said this breaks up production units and requires regular hiring and firing before orderly production can be resumed.

Then, when the military orders come, the company indicated it will be difficult to move into high gear because laid-off employees will be in other jobs and the labor supply will be short.

Though manufacturers know that vast quantities of electronic orders are only paper, only tickles

Continued in Detroit

WJR HEARING

LEO FITZPATRICK, chairman of the board of WGR Buffalo and former general manager of WJR Detroit, told an FCC examiner hearing new-slan charges against WJR's Dick Richards, that he "never consciously put anything on the air in violation of FCC rules" during his tenure at the Richards-owned Detroit station.

His testimony came as the second phase of FCC's hearing on Mr. Richard's news policies entered its second week in Detroit. The first phase—which lasted 88 days—dealt with news policies at Mr. Rich-ards' KMPC Los Angeles.

A third phase, dealing with Mr. Richards' WGR Cleveland, also is in progress, but FCC now is considering a defense motion to decide the case on the basis of the KMPC record before going into the WJR and GWGR phases [Broadcasting • Telecasting, Dec. 4].

What Defense Attorney Hugh Fultam estimated to be a parade of "over 150" witnesses for Mr. Richards also got under way last week. The list included Michigan Secretary of State Parris, Alre Jr. and other political, civic, and business leaders.

Mr. Fitzpatrick, put on the stand as an FCC witness — though he characterized himself as an "ex- traordinarily reluctant" one — emphasized that no ill feelings resulted from his leaving WJR and said his decision to leave was motivated by "all of dynamic energy, and of the percentage of temperaments" rather than by any specific act.

He described the scene as follows:

"Well, I was just called down to Mr. Richards' office and he just said, "Fitz, I don't think this can go much longer."

"Then I said, "Well, I don't either." I said, "The best thing to do is for me to let you buy me out."

"He said, "Well, I think that is true," and at an RTMA meeting I asked, "Why do we go here?"

And I said, "We'll go down to the Reces Club and have a drink to which we did. There were heated arguments and no angry discussions at all."

Letters Identified

Mr. Fitzpatrick identified a number of letters and memos and from to Mr. Richards, which FCC counsel pointed out dealt with their "national security" that Mr. Richards was prejudiced against certain racial and religious groups.

Fitzpatrick emphasized that as general manager of WJR he disregarded many of Mr. Richards' suggestions if they conflicted with his own understanding of FCC rules. He said, in part:

Mr. Examiner, I knew that I was dealing with an individual who was very strong in any campaigns that he would enter into and was dynamic energy, and of the many letters and recommendations that I received, many of them were ignored.

In reply to some of his requests, naturally, I wrote him letters which might be called letters of appeasement or letters inferring that we were only putting a lot of his suggestions which we actually didn't do. I was trying to keep a placidity, if possible, in my organizational.

Does that explain my position?

Examiner Cunningham pressed for testimony on "particular type of [program] which you would not report" to Mr. Richards. Mr. Fitzpatrick replied:

I [tried] to keep a complete and equal balance, knowing the rules of the FCC and having been schooled in them for 25 years. I felt that I knew what was in the best interest of the community, and necessity, and when I had an equal balance of both sides of a controversial subject, I maintained that, despite Mr. Richards or anyone else, while I was in command of the situation.

However, he, being away in Cali

(Continued on page 80)
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
SEVEN radio and two television stations were cited by the School Broadcasting Conference in its annual "Utilization of Broadcast Media" study presented at a luncheon on Wednesday, the second of the three-day 14th annual conference in Chicago's Sherman Hotel.

The conference, by vote of the National University Committee, also conferred its annual award of merit on Mrs. Elizabeth E. Marshall, assistant director for the Chicago public schools, state radio chairman for the Illinois Congress of Parents & Teachers, and an active member of the Aasn. of Women Broadcasters and the Broadcast Conference. The presentation was made "for meritorious service to educational radio."

An estimated 1,200 persons from all parts of the country interested in educational broadcasting attended Dec. 14-16 to hear panelists and individuals discuss the overall subject of radio and television as related to education.

Stations cited for their educational and public service broadcasting were:

WBBM (CBS) Chicago for The Quiz Answer, written and produced by Perry Wofford and to the status of human relations in Chicago.(

WLS Chicago, for its WLS Schooltime, aired daily, Monday through Friday, as a service to middle school classrooms.

WMAQ-AM-FM (NBC) Chicago, Destination Freedom, a public service show presenting in dramatic documentary form "contributions of the Negro to development of democratic traditions as part of the pages of American history and the American way of life." Written by Richard Durham and produced by Homer Heck and John Keown.

Zoo Parade" Listed

WNBQ (TV), NBC 0 & O station in Chicago, and B. Marlin Perkins, director of the Lincoln Park Zoo there for Zoo Parade.

WOC-TV Davenport, Iowa, series of Education Week programs under the direction of Mary Louise Marshall, head of women's activities.

KCNO Kansas City, Mo., A Report Card on You, interpreting the school curriculum and educational facilities to the community, to the end that the public may become better acquainted with their produced and educational problems.

WFRL and WFJS (FM) Freeport, Ill., special citation in recognition of their joint leadership and cooperation in promoting the development of an extensive series of educational programs for children and home listening their community.

KJON (FM) Long Beach, Calif., owned and operated by Long Beach Public Schools, for its "Brilliant," accomplishments in its programming and utilization, achieved in its short span of only a year.

A special citation also went to the San Francisco Examiner, for broadcast of Schoolcast, on KTA and KALW (FM), now aired for the 10th year.

The contrast between commercial and educational broadcasting was drawn at the Wednesday awards luncheon by Sylvester L. (Pat) Weaver Jr., NBC vice-president in charge of TV, who outlined "How Television Accepts Your Challenge." Although the approach of NBC to TV is mainly as a network medium, TV is considered on a social basis also, Mr. Weaver said.

Difference Contrasted

He contrasted the difference between educational and commercial telecasting as that between a national-weekly magazine and the special group magazine. Airing a show which reaches a small audience "affects our own basic interests adversely and those of the industry and the public as well. Better programming is available only if the operation is profitable."

The difference between beams and mass programming is the same as that between handicraft work and mass production, Mr. Weaver said. "The marriage is not one which I would recommend, and we don't intend to go into any basic way on NBC." He allowed for "exceptions," however.

Video gets a "rock bottom vitality" from the spotting of shows so people know they are available, Mr. Weaver said. As in radio, elements of culture and education can be inserted in shows "of a more popular type," thus developing the special interest sought by educational broadcasters.

NBC, as a public service, slides operatic vignettes unobtrusively into the "Show of Shows," rather than telecasting an entire opera. The general program policy is to divide into program categories and programs for which all of the people like some of the time, he said. "We admit it's sugar-coating and popularizing, but it is a basic theme in the mass media, and I believe in the schools."

He described television as a medium of reality, "not basically an art form." "It's not a story telling entertainment device, as movies are," he said.

"It is not our job to appeal to interests of special groups," he said. However, NBC has come up with its new "Operation Frontal Lobes," a scheme which by the end of 1961 is slated to have an hour of public service programming in Class A time each week, offering "the best" music, drama and "three-dimensional" reporting programs.

Mr. Weaver was introduced by George Jennings, conference director and director of radio and television for the Chicago public schools.

Thursday afternoon, in a panel (Continued on page 79)

Nine Stations Cited

WASHINGTON, D.C. (Continued from page 79)

WDSU-AM-FM-TV

Nine Stations Cited

SCHOOL BROADCASTS

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Thursday afternoon, in a panel (Continued on page 79)

TAX INCREASES

Excess Profits Only Part, Experts Predict

A GREATER take for Uncle Sam of radio-TV profits loomed last week as more-taxes-to-come reports were bandied about in Washington circles. Most excess profits tax proposals are to be a new and faster tax program, the first of the kind. The new law passed by Congress earlier this year, the regulation incorporated in the law, is to be 45% for 1950. It is reported that administrative leadership will ask that the rate be raised as high as 50% in 1951.

Meanwhile, the Senate Finance Committee approached the last lap in its consideration of the House-passed excess profits levy. It is speculated that the committee may drop the House idea of an excess tax surtax by boosting the earnings credit from 85 to 100%. This credit is obtained by averaging the three best profit years during 1946-49 inclusive.

According to Finance Chairman Walter F. George (D-Ga.), the House measure would mean that an "excess" 15% of so-called "normal" profits would be subject to the proposed 75% tax. However, should the Senate raise the credit base then it would probably also increase the normal corporation levy to the 50% level, thus bringing the administration to the punch [Broadcasting* Telecasting, Nov. 27].

In any event, the mood in the Nation's Capital was for greater taxes for greater revenue. President Truman had asked Congress which some $4 billion. However, the House measure (HR 9827) is geared to a figure some $600 million short of the revenue mark.

Developing industries, such as television, have protested that the House plan would penalize them if their highest average earnings in the 1946-49 period are taken as a base without inclusion of the first six months of 1950 when the earnings are figure the "normal." The latter period also was pre-Korea and thus not applicable to the "intent" of the profits levy which, the industries say, is designed to skim off well-arounded profits.

SALE of WDSU-AM-FM-TV New Orleans for $1,185,000 to a new group including Edgar B. Stern Jr. and General Manager Robert D. Swacey has been reported in transfer papers filed with FCC for approval. Edgar B. Stern Sr., who with Edgar Jr. has been operator of the properties, is retiring from radio.

The Sterns, doing business as WDSU Broadcasting Service, are licensees of the stations. Stern Sr., 90% owner, "no longer desires to actively engage in the business with the additional burdens placed upon him by reason of his son's absence and is thus willing to dispose of his interest," the Commission was told. Edgar Jr. is stationed in Washington on active Army duty.

WDSU, established in 1924, is assigned 5 kw fulltime on 1280 kc, directional, as an ABC outlet. Terms are $100,000 cash, while WDSU-TV, established in 1948, is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw.

Interest Given

Proposed assignee is WDSU Broadcasting Corp., a Delaware corporation in which $1,000,000 worth of $10 par stock has been issued as follows: Edgar Jr., 67%; Mr. Swacey, 20%; A. Louis Reed, commercial manager, 10%; and Lester E. Kabuco, executive officer, to the Sterns, 3%. An additional $100,000 worth of stock is to be issued in the same proportion, FCC was informed.

Commission for the transfer is $1,185,000 as adjusted by addition to or diminution from the book value of assets of the licensee partnership between Sept. 30 and Dec. 31. Terms are $100,000 cash at time of transfer; assumption by assignee of all liabilities, but not to exceed $250,400; furnishing of five-year 2% note by assignee for balance. Edgar Sr. is providing funds needed by assignees to acquire their holdings, on five-year 2% basis.

Balance sheet for WDSU Broadcasting Service as of Sept. 20 listed total assets, liabilities and capital of $1,185,344.67. Assets included goodwill entry of $519,168.28. Notes payable were as given as $852,000, all $519,168.28. Partners' capital was given as $500,000 with deficit of $240,057.26, leaving total capital of $289,942.74.

The Sterns acquired WDSU-AM-FM-TV in 1948 for $785,000 from Fred Weber (32.5%), H. G. Wall (37.5%) and E. A. Stephens (40%). Edgar Sr. in addition to WDSU has held extensive business interests in cotton, timber and other fields.

Page 32 * December 18-1950
WOR's BUDDY ROGERS  Heard weekdays on a station that attracts millions of listeners every day in 14 states, from Maine to North Carolina. Known to and loved by millions throughout the United States. This great personality is for sale at very low cost. Wire, write or call WOR program department, 1440 Broadway, New York City—L.Ongaere 4-8000.
CHRISTMAS

A NEW high in Christmas consciousness on the part of radio-TV promotion and programming seems guaranteed for the 1950 holiday season.

In addition to plans by the networks for special Christmas programs, local stations are marking the Christmas season with effective promotion ideas and local-interest shows with a Christmas slant. Among those reporting their promotion plans to Broadcasting

**TELECASTING** are the following:

WOR-TV New York reports that all TV programs are giving complete support to the annual WOR Children's Christmas Fund which provides toys and clothing for all children in the 19 city hospitals maintaining children's wards. Layettes for all babies born during Christmas Week in these hospitals and in 49 voluntary hospitals maintaining maternity wards will also be distributed.

Associated Program Service, New York, announces a ready-made "program gimmick" for its subscribers—a disc carrying special Christmas greetings and general holiday good wishes from 15 of the firms' stars, including Evelyn Knight, Mindy Carson, Dick Jurgens, Kay Armen and others.

Sale of Christmas Seals is being given a boost by cowboy disc jockey "Pigfoot Pete" at WOKO Albany, N. Y. Listeners who buy seals from the local Tuberculosis Assn. through his "Jamboree" program are awarded gifts such as Christmas cards, records, photographs of cowboy movie stars and comic books featuring Roy Rogers and Gene Autry.

WFC-AM-FM Sharon, Pa., is holding a "Letters to Santa Claus" contest for adults in the area, instead of the youngsters. The best letters to Santa from a man and a woman over 21 will win FM radios. WFC uses the letters on a weekly "Santa Claus, Senior Division" program and plans to announce the winners on Dec. 23.

In Philadelphia, WIBG held its annual Zella Drake Harper Christmas party for dependent children, with Mrs. Harper officiating on a half-hour broadcast. Children from several orphanages and settlements, more than 1,000 altogether, packed the State Theatre for several hours of Christmas fun. Each received gifts donated by listeners to Mrs. Harper's two daily shows.

**Washington Activity**

Washington, D. C., stations have set up collection booths for several causes around the capital's downtown business area, featuring music for Christmas shoppers and occasional live broadcasts marking the progress of different drives. WMAL has its well-stocked "Country Store" collecting thousands of cans of food for Washington's less fortunate citizens. WRC is operating a "Doll House" where generous Washingtonians can donate dolls and toys for needy children in the capital area. WOL's booth is collecting everything from hard cash to toys, food and clothing for the city's underprivileged children.

WWDC is accepting cash contributions at its booth for the Blue Plains Old Peoples Home.

In Culpeper, Va., a Voice of America float was assembled for the city's annual Christmas parade on Dec. 6 by WCVA that city in cooperation with the State Dept. and MBS. Culpeper High School students helped with the float, theme of which was to encourage local youngsters and adults to write letters to Gabriel Heatter's "Voices of America." WCVA's broadcast of the event was recorded for re-broadcast by the Voice of America.

**Personal Appearance**

Dayton Co., Minneapolis department store, RCA Victor, and KSTP-TV Minneapolis-St. Paul sponsored a personal appearance at the store of NBC's famed Kukla, Fran & Ollie troupe who regularly appear on KSTP-TV via kinescope. After only one TV spot announcement of the appearance, all tickets for the four performances were gone. The personal appearance of the famous TV characters and their creator Burr Tillstrom on Nov. 25 started off the Dayton Co.'s Christmas promotion with a bang.

To tie in with the "in person" show, twelve large store windows on the street have been set up to tell about "Christmas with the Kuklapolitans." A different animated scene in each window features the puppets going about their activities on Christmas Day. An estimated 200,000 shoppers stop to watch the familiar TV gang every week, it is reported.

KDAL Duluth, Minn., held a pre-Christmas Santa Claus-meets-to-Duluth party at a local airport on Thanksgiving Day. Nearly 4,000 kids and parents were on hand to see the well-stuffed old gentleman's widely publicized arrival by private plane. Part of the promotion included a two-way radio conversation between Newscaster Bill Krueger and Santa the night before, with Santa agreeing to meet KDAL’s plane "somewhere in Canada."

Harry J. Lazarus & Co., Chicago advertising agency, announced a successful pre-Christmas stunt developed for its client, Walkaloon Motor Co., Chicago, maker of "Betsy Walker" life-size walking dolls. TV cameramen joined those from other news sources in recording a stirring parade by 12 of the 21-inch high dolls in Chicago's State St. Agency reported that over $1 million worth of publicity space had been captured in the nation's newspapers. The vital pre-Christmas shopping days.

WJR Detroit is providing entertainment for the annual Christmas party at Children's Hospital in that city. A two-hour program for the children includes visits to those confined in bed as well as those who can watch the show in the auditorium, is planned for Dec. 20.

Special Programs

On the special-programs front, in addition to the network schedules, the following stations in the country are broadcasting and telecasting of their plans:

WOR New York will broadcast the fourth consecutive annual Joyful Hour, transcribed program, on Christmas Day, 8-8:55 p.m., featuring more than a score of well-known entertainment personalities in a musical and dramatic interpretation of the Biblical Christmas story. Cast includes Ann Bly, Shirley Jones, Johnnie Ray, Husse Mac Donald Carey and Pat O'Brien. Program will be aired on WOR in cooperation with the Family Rosary Assn. Co.

Interviews of local boys and girls visiting "Santa's Workshop" are being held daily for 15 minutes on WENT Gloversville-Johnstown, N. Y. The workshop is located in the Johnstown YMCA building where scores of old toys, donated in a "Toys for Joy" campaign recently, are being repaired for less fortunate children.

Seasonal interviews with civic and religious leaders are being carried by WTIC Hartford for its morning Radio Bazaar from Dec. 11 to Dec. 19. The history and traditions of the holiday season for all religions are emphasized in the interviews.

In Philadelphia, WIP is broadcasting programs of Christmas music, plays and stories daily until Dec. 25 when the station will play King George's annual Christ.

(Continued on page 50)
This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

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

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

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

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

"They have sent us a new time stretcher. Thank G-!
Now we can make room for all this other business."
**NBC Rate Cut Plan**

(Continued from page 33)

"special package" deals made lately, NBC said that the station, added up to total prices far below card rates.

The pattern of the NBC rate reduction proposal was not unlike that of the lumbered report issued last summer by the radio and television group of the Assn. of National Advertisers, although in many localities NBC proposed less drastic reductions than the ANA demanded.

Overall, however, the NBC reductions averaged out not too far below the average reduction proposed by the ANA. According to competent sources, the average of the reductions in the 50 cities asked by NBC was between 11% and 12%. The average reduction sought by ANA in its list of 53 cities was 14.5%.

The maximum amount of reduction asked by NBC was 25%. ANA demanded 25% or more (up to 55%) in 52 cities.

The formula applied by NBC to determine the percentage of decrease in radio rates used BMB statistics whereas the ANA used Homer Hoyt figures.

For each of the affected stations NBC estimated the number of television families that would exist in its area on Oct. 1, 1951. That figure was multiplied by the radio station's BMB percentage of total radio homes, a figure arrived at by dividing the total radio homes by the radio station's total evening BMB audience.

(Example: If the total radio homes in a station's area were 500,000, and the station's total evening BMB audience were 350,000, the station's BMB percentage of total radio homes would be 70%.

(Assuming NBC's estimate of television homes in the area on Oct. 1, 1951, was 50,000, that figure would be reduced by the 70% to 35,000. The theory of reducing total television homes by the BMB percentage of total television homes set up must be presumed to have been installed in radio homes that did not listen to the radio station before getting television and hence those radio homes should not be counted as a loss to the radio station's audience.)

**Residual Listening**

The NBC formula further reduced the television impact figure by subtracting another 25% for "residual listening"—i.e., listening to radio in television homes. (In the case of the hypothetical station above, the 35,000 "TV families in the BMB audience" would be further reduced to 26,250 by multiplying the "TV families used as a base" by 75%.)

The NBC formula further reduced the television impact figure by subtracting another 25% for "residual listening"—i.e., listening to radio in television homes. (In the case of the hypothetical station above, the 35,000 "TV families in the BMB audience" would be further reduced to 26,250 by multiplying the "TV families used as a base" by 75%.)

**Radio in Television Homes**

In many markets the NBC formula produced reduction percentages higher than 25%, but the network established an arbitrary limit of 25%, apparently on the theory that such an amount would be the most it could ask of stations and also that probably it was enough to satisfy advertisers.

NBC executives, most of whom were pressed into service in the campaign to sell the plan to affiliates, were understood to have told the stations that it was unlikely that rates would be reduced no later than Jan. 1. They reportedly pointed out that the season in which new shows begin to fall. Winter and that winter was already here—without much new business having been brought into the shop.

The proposed rate adjustments would apply to the E-11 p.m. period. No adjustment in daytime rates was suggested—although in some quarters there has been talk that the networks were interested in reducing daytime rates.

**Cite Economic Trend**

The opponents who argued that the time was not ripe for rate cuts pointed out that a reduction in radio prices would be completely contrary to present economic trends.

General price indices are still rising, they said. Furthermore, excess profits taxes seem certain and will trim profits, but until NBC data is passed it is impossible to forecast its effects.

Granting that radio has suffered less of audience in television markets, the opinion was expressed that radio's competitive position with respect to other media was sound. Newspapers and magazines in the past year have suffered wide rates, whereas NBC's rates were rising.

Further, they said, with the possibility of paper shortages, advertisers might well be forced in the future to use radio, which is not subject to the serious advertising.

Another, and more telling, argument that some of the affiliates used was that NBC's plan work business volume was off this year, their individual business was up. Some reported they are enjoying the best commercial years of their history because of the increased volume of local and spot advertising.

As long as they were voting more time than they ever had before, it was felt, was difficult to persuade that this was the time to cut their prices.

It was obvious that many of them indeed had proved to be more obdurate than NBC originally had anticipated. In setting the meeting at which it hoped to re-cover the situation on Jan. 10, NBC had left itself time to muster all its resources of persuasion.

Throughout the tumultuous week, NBC executives refused to discuss any details of their proposal publicly. They plainly believed at the outset that the process of soliciting station agreement would be so swift that the rate cut could be announced to the industry as an accomplished fact before news of the undertaking leaked out.

When secrecy obviously was lost, the network issued a terse announcement that it was asking stations located in "cities where television is available" to participate in a reduction in nighttime radio network rates to be effective Jan. 1, 1951.

Last Thursday NBC issued another announcement even more terse than the first: "Owners and operators of radio stations affiliated with NBC in cities where television is available were invited today by NBC to attend a meeting in New York Jan. 10 to discuss nighttime radio rates in those markets."

Although no official amplification was available, it was learned that the NBC wire, a short one, invited the stations to the joint meeting. NBC felt that in light of discussions NBC executives had had with stations earlier in the week, it was "desirable to talk over the question more fully."

The exact number of stations to which NBC addressed its rate reduction proposal could not be determined, but there was general disagreement over the number even among the cautious officials of NBC, but the best guess was 50.

These cities that were included in the ANA report. Presumably three of the cities listed in the ANA report—which included a total of 5%—were not found to justify a rate decrease under the NBC formula, although at the time this story went to press the identity of those cities could not be learned.

The ANA list of stations for which it demanded radio rate reductions follows:

**WIRE Indianapolis, WSOC Charlotte, WSBM New Orleans, WOC Dubuque, WSBAT Atlanta, WHO Des Moines, WHAM Rochester, WFAA Dallas-Fort Worth, WMC Memphis, WJAC Johnstown, WSB San Antonio, KOMO Seattle, KNBC San Francisco, KVOS Tulsa, KYW Philadelphia, WSPD Toledo, WBCR Birmingham, KTAG Phoenix, WPTU Huntington, WBBF Kalamazoo, KOB Albuquerque, WBZ Boston, KSFJ San Diego, WJAX Jacksonville, KFI Los Angeles, WOWW Des Moines, WJAR Providence, WBBQ Richmond, WTON Norfolk, WDEL Wilmington, WIOD Miami, WBEN Buffalo, KSD St. Louis, WNYE Syracuse, WDAF Kansas City, WBAL Baltimore, WRC Washington, WGLL Las Vegas, WERC Erie, WINR Binghamton, WNOX Knoxville, WJAI Cleveland, WTMK Minneapolis-St.

**HOUSING CENSUS**

1950 Data Being Processed

**RESULTS** of the 1950 U.S. Census of Housing are being processed and will be made available in published form as soon as they have been tabulated and assembled, according to Frank R. Wilson, information officer and assistant to the Director of the Census.

**Detailed figures** will cover standard metropolitan areas, state economic areas, and other geographical regions, including over 700 communities, sub-divisions, general characteristics and all types of analytical reports.

In addition the bureau will have extensive figures on agriculture, ranging from livestock and acreage to equipment and facilities.

Broadcasters desiring the census data or any other information on their nature and availability by writing Mr. Wilson at the Bureau of the Census, Washington 25, D. C.
Emergency Network

(Continued from page 27)

efficiency of the broadcasters’ voluntary operation. The project was developed by the New Jersey Assoc. of Broadcasting without using any outside funds. None of the stations involved are large financial entities. Each carries its share of the cost burden as a public service.

In charge of the project are President Carl Mark, WTMN Trenton, of the state association, and network committeemen, Jerome McCarthy, WTOA Trenton; Roland Trenchard, WAAT Newark; Paul Alger, WSNJ Bridgeton. Plans for the network were submitted to the state Office of Civil Defense last July and accepted in October by Gov. Driscoll, Mr. Dreyfuss and the New Jersey Communications Commission.

The 18 AM and FM stations are fed through FM facilities of WTOA, WAAT and WSNJ.

Cooperating with the network are Lloyd Mannanan, president of the American Radio League; Capt. Jack Murnana, communications officer, New Jersey State Police; Paul Krause, responsible for the network’s line communications, and Joe Keating, MBS assistant commercial supervisor, who is Mr. Howe’s deputy.

Only the Governor and Civil Defense Director are authorized to alert the network. Alerts are transmitted to all stations by the state teletype hookup, operated jointly by state and local police. Each station is affiliated with a state or local police headquarters. Broadcasts originate from the office of the Civilian Defense Director in the first phase of operation. Equipment is installed in the State House Annex, Trenton.

Auxiliary Power

Each station has rules, and transcribed cue announcements cover every contingency. Stations are getting auxiliary generators, and half of the network members already have these power supplies installed.

Where possible stations are to be notified at least one hour in advance of an alert. During this period all relaying stations will monitor the originating unit continuously. Listeners will be advised of approaching broadcasts by means of cue announcements. After emergency programs, five minutes of transcribed music will precede a repeat. The second program is designed to bring all information to listeners tuning in late.

Identical formats are followed by all stations during the alert period until an all-clear is given. New York State officials watched the New Jersey test closely. Gen. Lucius D. Clay, New York State Civil Defense Director, has been in close touch with Michael H. Hana, WHCU Ithaca, and Dave Driscoll, WOR New York, in development of a two-state network. Such a joint project would bring exchange of emergency information and quickly alert citizens of two key industrial and agricultural states.

In the New Jersey network, an announcement for listeners in broadcast every five minutes in the half-hour before activation. A station announcement is carried 45 seconds before the network goes into operation, with fill music while stations receive instructions. At 30 seconds, a standby announcement is carried, followed by beeps every five seconds. Then the second network cue announcement is broadcast, bringing in the program from the Governor’s office.

After the program the station gives an announcement, five minutes of music, and then the repeat program. A cue line dissolves the network and five seconds later, normal programming is resumed. A cue announcement can keep the network on an alert basis.

DUE TO spreading international war situation, WDRC Hartford has increased its morning news schedule including straight half-hour news show at 7 a.m.

POWER INCREASES

Farm Group Backs Clear Channel

POWER INCREASES for clear channel station as means of improving their rural service were advocated by the American Farm Bureau Federation in a resolution adopted last Thursday at the annual meeting in Dallas.

Without mentioning the new NARBA treaty, the Federation also went on record opposing any reduction in the number of clear channel stations or interference with the extension of their service—whether by “international treaty or otherwise.”

The Clear Channel Broadcasting Service and the National Grange are already on record opposing the new NARBA on grounds that concessions to Cuba and other countries would impair clear-channel service in this country. They have declared plans to fight ratification of the treaty when it comes up for approval by the Senate.

The Farm Bureau Federation’s resolution noted the increasing importance of news and information, and said many rural persons depend on clear-channel outlets for news, weather reports and agricultural information.

upcoming


Jan. 10: NAB TV Convention, Hotel Stevens, Chicago.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.


Jan. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellevue, Fla.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.


April 15-16: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern NAB Convention, Southern Methodist U., Dallas.

When rich Kansas soil starts to wash away, our farmers get busy. They use their most powerful machinery to stop the action. And while they’re at it, they use this same machinery to build their soil for even greater productivity.

When sales of your product show signs of “washing away”, use WIBW to stop the trend and to build future sales. You’ll get fast, powerful action because WIBW is the top listening choice of the top spenders of Kansas—the prosperous farm families.

Conserving Your Sales
Like This Farmer Conserves His Land

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW + KCKN

Broadcasting • Telecasting

December 18, 1950 • Page 37
GE'S WILSON
Accepts Production Post

Charles E. Wilson, President of General Electric Co., last Thursday agreed to serve as new chairman of a proposed government production allocation board, mapped out by President Truman as one of a new group of independent agencies slated to take shape as part of the government's mobilization streamlining program.

Mr. Wilson's appointment was disclosed as the President prepared to outline need for emergency controls over radio and television networks Friday, 10:30 p.m.

Mr. Wilson met Thursday with General Electric's board of directors and discussed his appointment. He reportedly was Mr. Truman's own choice for the post.

Absorb NPA

The new production board, which would place scarce materials between the military and non-defense uses, would absorb the nucleus of the National Production Authority, now functioning within the Dept. of Commerce, and related functions now apportioned among various government agencies.

Also blueprinted is an overall war mobilization organization, which would absorb or expand the role now assumed by the National Security Resources Board, as well as a Defense Manpower Office, now within the Labor Dept., which supervises use of the nation's manpower resources.

When it approves civil defense legislation, it is a former Congressman, having served in the House from 1938 to 1941, the latter term as head of the Appropriations Committee. He returned to law practice after his Congressional hitch, and served as Governor of Florida from 1945 to 1949. During 1946-47 he was chairman of the National Governors Conference and also president of the Council of State Governments.

DEME PLAN
Submits Defense Program

A 10-POINT program for setting into motion wheels of civil defense communications operation has been submitted to the Federal Emergency Management Administration by John Deme, president and general manager, Wich Norwich, Conn.

In a proposal submitted to Millard F. Caldwell Jr., newly-appointed Civil Defense Administrator, Mr. Deme called on the government to act with "lightning speed" in putting machinery into action for a sound civilian defense program.

"All of us have been waiting anxiously for the government to take cognizance of the gravity of the situation," Mr. Deme stated. "... If our people can be warned of an impending air attack (in advance) it will save thousands of lives. Communications will play an important part in the functions of civilian defense."

Battery Sets

Some of the suggestions advanced by Mr. Deme, including provision for interconnection of stations and for battery-operated radio sets in homes of civilians known to be under study by the National Security Resources Board, whose communications specialists have been gathering statistical data.

Mr. Deme, whose three-pronged plan of coordinating communications, hospital and water supply aspects, urged:

A. Radio Stations:
(a) All radio stations, both network and independent, to be interconnected for issuance of general orders from the civilian defense administrator.
(b) All stations to be equipped with relay receivers for both AM and FM so that the central key stations could broadcast programming.
(c) All stations to be equipped with independent electric power plants for 24 hour operation.

(c) All stations be required to install auxiliary antenna systems in the event the antenna is destroyed. (Large radio towers become an easy target.)

(d) All stations to maintain an armed guard under the direction of the civilian defense administrator.

(e) All radio transmitting plants to be fenced in, in accordance with the civilian defense administrator's specification.

(f) Each sizable city to have a secret radio station in the event that the only station in the area should be bombed out.

Radio Receivers:
(a) A radio receiver of simplified design that can be operated by batteries continuously (independent of electricity) for 30 days or more without replacement of batteries. This radio to be made available to all civilians at fractional cost, and the civilian defense administrator to make it mandatory for every family in the United States to be equipped with such a receiver.

Mock Attack

WLOK Joins in CD Exercise

Mock bomb attack for civil defense exercises was covered Nov. 19 in Allen County, Ohio, by WLOK Lima which carried remotes from key headquarters and other emergency locations. The simulated attack was given realism by planes which flew over the area as part of the exercise.

WLOK played its part by picking up remotes from the Civil Defense Headquarters, the Lima Ordnance Depot and from the "Queen Mary," the identification given to a trailer equipped with its own power supply and shortwave radio. This trailer, furnished by the Lima T&T Co., was used as a communications headquarters in the simulated disaster area.

WLOK has slated to telemarketing, effectively covering the civil defense activities in the 10 outlying towns of Allen County, the station reports.

Remote FM

Noncommercial educational FM stations of 10 w power or less effective in January may be operated by remote control according to rules revisions made final by FCC last week [BROADCASTING, Telecasting, Oct. 9]. Posting of operator's license and use of modulation monitor at authorized point of remote operation is required.

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FM STRENGTH
Highest in History—Sellers

THE FM industry has reached the strongest point in its history, according to an analysis by Edward L. Sellers, NAB FM Dept. director. As of Dec. 1 there were 519 licensed FM stations out of 677 on the air, a new record, he said.

Continued growth of FM hinges on two points, according to Mr. Sellers. He listed them as the number of FM stations on the air which adequately serve the public and the number of FM receivers used by the public.

Many FM stations do not give adequate service and coverage, since they operate on CPs designed to help FM get started by rendering a token service, he said. These “trial run” operations do not adequately cover all of the principal cities proposed to be served nor do they properly reach adjacent rural areas, he explained.

FM’s Growth

Growth of FM broadcasting can most accurately be judged from fully-licensed FM stations, according to Mr. Sellers. Of the 319 FM stations that went off the air between Jan. 1, 1949, and Dec. 1, 1950, only 66, or fewer than 22%, were fully licensed. He noted an upswing in the number of stations that have become fully licensed. The 519 licensed FM stations comprise 77.9% of those operating, highest in FM’s history.

“These facts alone amply discredit the rumors and unfounded statements that the deletions suffered by FM during the ensuing year have drastically cut FM’s chances of survival,” Mr. Sellers stated. [See BROADCASTING • TELECASTING, Oct. 9 for economic analysis of FM industry.]

In respectful memory of our beloved president,

Robert Stall Conlan
who passed away December 12, 1950

ROBERT S. CONLAN ASSOCIATES

‘THE THING’
Cole-WBT Theme Scores

AS MORE than a promotion stunt, Grady Cole of WBT Charlotte, N. C., program fame, launched a venture dealing with the “hateful curse” which clouds international relations. It scored an immediate local success, according to Charles H. Crutchfield, WBT vice president and general manager.

Theme stressed by Mr. Cole was his search for “The Thing.” Items carried in the Charlotte Observer during the campaign included teaser features such as Mr. Cole’s fishing a box out of the river (opened by Mr. Cole to find what only he could identify as “The Thing”) and a face to face encounter with Jack O’Brien, bearded wrestler appearing locally and who indignantly denied that he was that “Thing.” Coincident with the search, Mr. Cole conducted a contest over WBT, inviting listeners to send in guesses as to “The Thing’s” identity. Prizes were trips to any city served by Southern Airways.

Winners were named Dec. 2 and “The Thing,” as visualized by a News cartoonist, was printed in the newspaper. As identified by Mr. Cole “that hateful curse” can be conceived as “hatred at its most insidious worst.” Artist’s conception of “The Thing,” which is pictured here, may be picked up by an editorial cartoon syndicate, it was reported by WBT management.

FREEDOM VOICES
Truman Gets NBC Recording

RECORDING of “Voices of Freedom,” a compilation of the actual voices of leading Americans during the past 50 years, was presented to President Truman Dec. 4 by William E. McAndrew, general manager of WRC-AM-FM and WNBW (TV) Washington, and president of the Radio Correspondents Assn.

The recording, which was played for the first time Dec. 4 over NBC at 11:30 p.m., includes statements by such personalities as Thomas A. Edison, Will Rogers, Franklin D. Roosevelt and Mr. Truman himself. Compilation was prepared by Robert McCormick, NBC Washington news commentator, and Sol Panitz, who accompanied Mr. McAndrew to the White House for the presentation.

BAB Presentation

BROADCAST Advertising Bureau has compiled a complete report on the men’s wear industry, for use by its radio and TV member stations in promoting new advertising business. Survey, titled “Big Business With a Bigger Potential,” also includes a radio-TV presentation for the retail stores, with program ideas, the “Do’s and Don’t’s” of advertising and analysis of time and production costs.
EXECUTIVE COMMITTEE TO "DO ALL" THE ASSOCIATION OF WISCONSIN'S ANTI-LOTTERY LAWS AS APPLIED TO RADIO AND TELEVISION GIVEAWAY PROGRAMS.

President Ben Laird, general manager of WDUZ Green Bay, said the association will consider the facts in each case that "may arise" before deciding whether the association should "participate in the action, financially or otherwise." Members authorized the executive committee to "do all things necessary to protect member stations during this crucial period."

The entire question of giveaways broadcast in the state was discussed, including the recent opinion of Attorney General Thomas Fairchild, who cited specific shows as "lotteries" in violation of state laws.

WNYC New York, municipally-owned station, was commended for its "outstanding public service" during recent storms, in resolution passed by New York City Board of Estimate.

1893 CLARENCE B. GOSHORN 1950

CLARENCE B. GOSHORN, 57, chairman of the board of directors of Benton & Bowles, New York, and one of the leading figures in his profession, drowned Dec. 10, at Bimini Island, the Bahamas, while on a yachting trip with Mrs. Goshorn and friends. He had been attending the National Coffee Assn. Convention in Boca Raton, Fla.

Mr. Goshorn was born in Saugatuck, Mich., and educated in schools in that state. He was graduated from the U. of Michigan in 1918, where he had prepared himself for a teaching career, and where for two years he taught history and rhetoric.

During World War I Mr. Goshorn served in the Army as a second lieutenant and instructor at various officer training schools in the United States.

After his discharge in 1918 he joined the staff of Curtis Publishing Co. in Philadelphia, remaining for 12 years as manager of the subscription agency division.

In 1929 Mr. Goshorn entered the advertising field with Erwin, Wasey Inc., where he was an account executive and plans organizer. When Arthur Kudner, then president of Erwin, Wasey, left to set up his own agency, Mr. Goshorn joined Kudner as account executive and supervisor.

In 1937 Mr. Goshorn joined Benton & Bowles as vice president and account executive. In 1942 he became president of the agency and in 1950 he was elected chairman of the board of directors.

In 1949 he was elected chairman of the American Assn. of Advertising Agencies, one of the top honors in advertising. At his death he was serving as chairman of the advisory committee of the organization. He was also a member of the Advertising Advisory Committee to the Secretary of Commerce.

Mr. Goshorn

Kudner as account executive and supervisor.

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Henry M. Shaw

FUNERAL services were held last Wednesday for Henry M. Shaw, 80, inventor of a radio vacuum tube base and founder of Shaw Insulator Co., Irvington, N. J. He died at his home in St. Petersburg, Fla., Dec. 10. Mr. Shaw, who had retired in 1940, was noted in the field of radio engineering, having designed one of the country's first radio stations. In 1921 he was commissioned by the Chinese Republic to design and build a practical field radio receiver and transmitter, and a year later founded his own company. Mr. Shaw is survived by his widow, Marian, a son and daughter; four sisters, and five brothers.

Milbur Small

FUNERAL SERVICES for Wilibur Small, 40, station relations representative for the Western Division, Progressive Broadcasting System, who died Dec. 9 following a heart attack in San Jose, Calif., were held Dec. 12 from Kiefer & Eyicker Mortuary, Glendale, Calif. Interment was at Forest Lawn, Glendale. He is survived by his widow, Doris. Prior to joining the new network Mr. Small had been with WYK Burbank, Calif.

Strictly Business

Strictly Business (Continued from page 18)

had acquired about 25 stations by 1940. The firm now represents 15 TV stations and 36 AM outlets. Mr. Gunst, head of the Chicago office since 1940, had seen the staff expand from 5 to 12 men, and the entire force from 8 to 23. The first TV specialist was hired in January 1949, and since then two video salesmen have been added. Early this year, the operation was divided into three departments, one for each medium sold—radio, TV, and newspapers.

Mr. Gunst coordinates work of all three units and supervises activity in each. Pointing out that television did not "come into its own" in Chicago until the past year, Mr. Gunst said the difference between the growth of radio and TV is "merely one of degree." Traffic in spot buying of video is "at a very fast pace," compared with business a year ago. Despite TV's popularity, however, AM spot has not suffered. The Chicago office was never more active AM spot-wise than this fall," he said. Mr. Gunst is preparing for "the momentum in the direction of greater growth in TV" as more markets open, and has requisitioned more office space which will be occupied by spring.

The Katz executive spends most of his time in Chicago, where he and his wife (the former Irma Bloch of New York) live at the Ambassador West Hotel. They visit Charlevoix, Mich., during the summer, and occasionally get to Texas, which he considers his home although he was born in Portland, Ore., and lived during his childhood in San Francisco. He attended the U. of Texas, where he took "advanced courses in tennis and sports."

Thompson to Justice

CHARLES E. THOMPSON, of the law firm of Baker & Thompson, has joined the Dept. of Justice, assigned to the Legislation and Rules Division. His former partner, Philip M. Baker, still maintains offices at 1411 Pennsylvania Ave., N.W.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$575,744,000 in Retail Sales\*

in Retail Sales\*

*Discounts apply to WDRC's $575,744,000 in Retail Sales.*

Advertisers pick WDRC, the Hartford, Conn. Test Station No. 1 Test the competition. No. 1 Test Radio Station World-Wide. WDRC, Commercial Mpt., WDRC, Hartford, Conn. Test Station No. 1 Test Sales Management's Figure for Hartford Metropolitan Area.

Page 40 • December 18, 1950
1896

Robert S. Conlan
1950

ROBERT S. CONLAN, 54, president of Robert S. Conlan & Assoc. Inc., Kansas City, Mo., and pioneer in the field of radio-TV audience research, died last Tuesday at his desk in the company offices. A coronal occlusion was the cause of death.

Mr. Conlan founded the research firm in 1938, operating it as sole owner until 1944 when he was joined by John L. Gupton, vice president of the company. In 1945 the organization incorporated and steadily increased its national standing.

Not active in the firm's business for the past year and a half, Mr. Conlan had restricted his duties to an advisory capacity since he suffered a heart attack in 1949.

Mr. Conlan is survived by his widow; his parents, Mr. and Mrs. David Conlan; a daughter, Mrs. Frank Melton; a sister, Miss Mary Conlan, and a brother, David Conlan.

Vice President Guyant announced that no changes were contemplated in the firm's business or personnel policies.

ADVISORY UNITS

Congressmen Ask NSRB Data

A CONGRESSIONAL subcommittee has called on the National Security Resources Board to furnish a list of business advisory committees serving key government agencies with a view to their "impact upon the concentration of economic power" during the limited mobilization period.

The request was made by Emanu-ell Celler (D-N.Y.), chairman of the House Judiciary Monopoly Power subcommittee, in a letter to NSRB Chairman W. Stuart Symington seeking membership lists and affiliations of each member. Involved are advisory groups serving NSRB, Munitions Board, National Production Authority, and the Dept. of Commerce.

Names of members of the Broadcasters Advisory Council, the Joint Electronics Industry Advisory Committee, the Communications Industry Advisory Committee andprobably the Signal Corps Advisory Council are among those Mr. Symington is expected to submit.

NEW ORLEANS MARKET PICTURE

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<th>SHARE OF AUDIENCE</th>
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<td>8 a.m. to 12 noon</td>
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<td>WNOE 21.1 23.7 50.00</td>
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<td>STATION A 20.8 15.7 84.00</td>
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<td>STATION B 20.2 11.1 36.00</td>
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<td>STATION C 12.4 16.2 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

360 N. Michigan Ave., Chicago
Franklin 2-7979

NATIONAL RA-TEL REPRESENTATIVES
420 Lexington Ave., N. Y. C.
Murray Hill 4-2549

WNOE — THE JAMES A. NOE STATION — MBS
Here are America's leading advertising agencies... the sales-conscious agencies who have placed spot radio and spot television schedules this year on the nation's major stations represented by NBC SPOT SALES.
The experience of these 297 agencies has proved that the fifteen radio and television stations on NBC Spot Sales’ list are essential to their clients’ advertising success. Advertising’s foremost agencies know America’s foremost stations are represented by NBC Spot Sales.

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<tr>
<th>AM</th>
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<td>Klein, Philip, Advertising, Inc.</td>
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<td>Neff-Rogow, Inc.</td>
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NBC LAST WEEK made a momentous decision—to carry the ball on night-time "rate adjustments" to compensate for penetration of TV in the same 50 affected markets. Before the weak went out it changed its mind to the extent of postponing the projected Jan. 1 effective date by calling a meeting of AM affiliates in TV markets for Jan. 10.

"Adjustments," made reductions in rates. NBC's proposal pegged them at from 2 to 25% in evening rates, or an over-all 10% reduction for its AM network.

The hiatus, which came as suddenly as did NBC's blitz campaign to sign up stations, gives both networks and stations an opportunity to recover their composure and approach the most fundamental of all of radio's economic problems with equanimity. There's no doubt that other network practices as to package rates were partially responsible for NBC's move.

It comes in radio's 30th year, when radio offers greater circulation at lower cost, than any of the other mass media. It comes when magazines and newspapers are entering their second, third or fourth rounds of rate increases, with nary a mention of TV "penetration" of their own readership or circulation.

And it comes in a period of unquestioned inflation, during an undeclared war, and a state of national emergency. Paper rationing is an everyday event (while it will be only mentionable of some newspaper space). It's a coin toss whether any new TV stations go into operation, freeze or no freeze. Costs are skyrocketing.

We can't conceive of worse timing for consideration of any rate adjustment—except up. It's because radio has been underpriced for the last ten years that this would seem the expedient move.

It's true that NBC has unsold network time. So do the other networks. It may be because the Assn. of National Advertisers six months ago served notice that it would press for adjustments in TV markets, and that some of its members quietly have put on a network buyer's strike, except where concessions have been made. It's true that NBC has made no such concessions.

It may be, moreover, that radio hasn't sold itself or sold hard enough.

We have no doubt that certain large advertisers are sweating out the networks. But are they ignoring spot radio? Are local advertisers boycotting radio, even in TV markets? The reverse is true. The increase in each for 1950 over the preceding year will be a minimum of 10%.

Proof of the Bluff

We have the evidence that proves to a large extent there's a grand bluff involved. We are now making the 1951 Business Survey, to be published in our Dec. 25 issue. The responses from top accounts, despite uncertainties in these troubled times, generally predict increased radio and TV appropriations, with TV getting the bigger boosts. Very few (as you can read on page 23) indicate curtailment of AM or TV budgets.

The chain reaction on an NBC cut, no matter how slight, would undermine all radio. NBC was busy convincing the TV stations that this move was a "bluff" months ago—before Korea. It obviously could not have taken into account that which later developed, placing us on a virtual war footing.

Any break in the rate structure on NBC inevitably would be reflected in corresponding cuts on other networks if they want to stay in business. Manifestly, it would invade national spot and local rates. It could lead to network-jumping. It might spell the demise of lesser network groups.

It would mean that radio would become "distress merchandise"—because competitive media have been successful in diverting the advertiser fire toward radio as the only medium affected by TV.

Many NBC stations, at this writing, are insisting they won't capitulate in these times of good business, sky-rocketing costs, and a devaluated dollar. If adjustments downward ever become desirable, it will be only because people quit listening, or because radio fails to do the job of promoting itself. The assignment of the revitalized Broadcast Advertising Bureau is to do this.

A Matter of Principle

Advertisers aren't going to ignore radio if radio sells goods economically.

It's a matter of principle as well as of dollars. A half of 1% cut is objectionable. If the line fails to hold, recovery will come slowly, if ever. There's no assurance ever. If there's no increase in daytime rates, they'll be increased, in ratio to increased circulation, even though many stations (some of them network-owned) have done so locally.

Clear thinking is needed. Certainly NBC can afford to sweat out the next few months as well as, or better than, their competitors. Certainly all networks should refrain from off-rate-card deals if the line is to be held.

We say, with all the emphasis we can muster:

SIT TIGHT.

One That Worked

THE TELEVISION networks, the FCC, and the AT&T must be commended for the service they have rendered to the healthy growth of television as well as to themselves in their handling of the inter-network dispute over allocations of coaxial cable and radio relay time.

Thanks to their patient cooperation, FCC's projected investigation of the vexatious time-allocation question has been postponed and perhaps averted. Details remain to be worked out, and a "test run" may be necessary before anyone can truly say agreement has been reached among the networks will provide a permanent or a temporary solution. But, as we suggested a month ago when hope of agreement had been abandoned, the revival of negotiations already has proved "worth the try."

It also cuts a pattern for amicable, out-of-court settlement of FCC-industry problems which the Commission should adopt more often.

The fact that FCC had no appetite for its investigation—as evidenced by its abstention till continuing network disagreement forced its hand—does not detract from the spirit in which it approached the question.

Chairman Wayn Wayte showed personally, and Attorney Straford Smith, assigned to the "investigation," worked untiringly to promote accord. At the FCC, they paid high tribute to the yeoman work of ABC's Joe McDonald, who did a Herculean job of research and who marshalled the contending forces toward amicable solution.

The attitude of the negotiators, and the Commission's, reflects an approach which seeks solutions without public controversy and, in the process, adds to the Commission's stature and dignity. It is particularly wholesome and welcome after the inflammatory outpouring which has marked—and marred—the color TV to-do.

HEMAN LESLIE HOFFMAN

W HILE racing downfield for a pass during a high school football game, Heman Leslie Hoffman lost a shoe. Completely oblivious of this shortcoming, he caught the pigskin and dashed 60 yards to score.

As the president of Hoffman Radio Corp., Los Angeles manufacturer of radio and TV receiver sets, Mr. Hoffman this past summer performed an equally dramatic feat in football. He convinced Pacific Coast Conference college and university anti-TV minded officials that his firm should sponsor live teletecasts of 30 conference football games in San Diego, Los Angeles, San Francisco and Seattle.

His proposal was to financially back up a guaranteed attendance if televising these games hurt box office gate. Prospective total attendance figures were established for each game. Mr. Hoffman agreed to make up the difference should attendance drop below the

Static and Snow

By AWFREY QUINCY

A gentleman named Smith suggests that what he would like to see is President Truman and Chairman Cooey engaging in a letter-writing contest.

* * *

Asked why he didn't make that fabulous Shangri-La mission, John W. Steen, headquarters counsel for Westinghouse Radio Stations, pensively commented they were fearful someone might get in trouble sliding down a barrier.

* * *

NOW that Happy Chandler has been axed from baseball, some smart dealer ought to sell the ex-commissioner on the idea of buying a batch of television sets and giving 'em to his friends for Xmas.

* * *

Who took out the crystal ball from Baltimore? Or is the Maryland metropolis out of bounds for "predictions of things to come)?

* * *

A WGN Chicago advertisement, referring to the ratings mess, asks, "How silly can you get?" Then it proceeds to answer its own question by attempting to adduce seriously as pertinent evidence the fact that WGN has always sold a lot of goods for its advertisers. Does that make any difference to the HOOFULCO-NIELDEx lads?

BROADCASTING • Telecasting
WTOP broadcasts
10 of the top 10
daytime* shows heard
in Washington, D.C.

... and WTOP's
total week share
is 60% larger than
the next station's!

*6 A.M. to 6 P.M. Mon.—Fri.
Sept. — Oct. 1950 Pulse
front office

ALAN JOHNSTONE, ABC network sales representative in S. F. named sales manager KGO-AM San Francisco. VINCENT FRANCIS, former KGO-AM-TV sales manager, continues as KGO-TV sales manager. TV-AM commercial traffic departments split with GLADYS FERGUSON in charge of TV and MARGARET TIMMER heading AM Department.

JOHN D'AIUTOLO, ABC network sales, to sales staff WCBS New York as account executive.

HOWARD CAINE, radio director Vickers & Benson Ltd., Toronto, to manager CKFH Toronto, new 250 w station on 1400 kc which goes on air early in 1951.

LEN SMITH, Toronto representative CHML Toronto, to CKFH commercial manager.

RONALD M. HOWARD named to board of governors Canadian Broadcasting Corp., Ottawa, to fill vacancy left by resignation of Mrs. T. W. SUTHERLAND, now manager CHUB Nanaimo, B. C.

CARLO F. ZEZZA, WOR New York account executive, to sales staff Bolling Co., N. Y., national representative.

GUS DAHNS to WPTR Albany sales department as account executive.

FRED THRASHER, U. of Richmond, to WXGI Richmond as account executive.

JERRY ROSS, ABC Western Division publicity department, appointed director of publicity replacing NED HULLINGER [BROADCASTING * Telecasting, Dec. 11].

Hugh B. LaRue, sales manager KHON Honolulu, T. H., appointed sales manager Aloha Network. He will be in charge of network and national sales.

Dave Moore, public relations director WBBM Chicago, to AM sales staff KSTP Minneapolis-St. Paul.

Robert Sullivan, sales presentation department ABC, to advertising and sales promotion department DuMont Television Network.

Mr. LaRue

Philip Cohen, sales department WHOM New York, to staff of specialized retail sales department WJZ New York, newly established sales section.

Trent Moore appointed president WGSV Guntersville, Ala. Edward Z. Carrell appointed general and commercial manager.

PERSONALS

Hecht S. Lackey, general manager WSON Henderson, Ky., commissioned Colonel on staff of Governor of Kentucky. ... Douglas M. Bradham, manager WTMA Charleston, S. C., father of boy. ... Kenneth L. Carter, general manager WAAM(TV) Baltimore, appointed to board of directors of National Conference of Christians and Jews. ... Reggie Martin, general manager WJIP Jacksonville, Fla., father of boy, Edward Kurt. ... Bill Yonan, ABC Chicago radio salesman, and Marlene Heider were married Dec. 1. ... Roger W. Clipp, general manager WFIL-AM-TV Philadelphia, named 1951 campaign director Philadelphia Chapter National Foundation for Infantile Paralysis. ... Theodore Streibert, president WOR New York, and chairman of board MBS, elected member of board of directors of Better Business Bureau New York. He is first radio-TV representative on BBB board. ... Charles H. Crutchfield, general manager WBT-AM-FM and WBT(TV) TV Charlotte. N. C., elected president of Charlotte Better Business Bureau and also named to board of directors. ... E. E. (Ted) Hill, executive vice president WTAG Worcester, Mass., is convalescing at Hahnemann Hospital, Worcester, from recent chest condition.

It's unanimous...WBT is

WBT reaches a market bigger by far than 10 years ago—
1,246,420,000 retail sales dollars last year!*

*Sales Management (May 1950-1940 figures for WBT’s 50-100% daytime listening area, 1949)

WBT delivers the biggest share of audience in the Carolinas —

better than 60% in Charlotte!* ★

*Hooper (most recent Charlotte Station Listening Index)
Baseball Coverage
(Continued from page 25)

convention at St. Petersburg, Fla. Present during the week-long sessions, which the minor circuits launched Dec. 6, were Jerry Jordan, U. of Pennsylvania student, who has made studies of radio-TV effects on baseball attendance. He conferred unofficially with Messrs. Trautman and Chandler, and William Ryan, NAB general manager, who appeared for the Wednesday session.

The abandonment of any action on radio-TV cleared the way for American League baseball clubs to complete negotiations for radio rights to 1951 games. None of the clubs had signed any pacts prior to the convention, according to AL President William Harridge.

The junior circuit already had gone ahead, prior to the St. Petersburg conclave, with television contracts on the ground that TV had nothing to do with a 1,600,000 drop in attendance.

"Our owners didn't blame it on television. They blamed it on bad weather. Until television definitely is proved to be hurting attendance our owners will go along with it," Mr. Harridge was quoted as saying.

Mr. Trautman, who is a candidate for baseball's high commission-ership to be vacated by Mr. Chandler and who strongly supports the minors' stand on major league radio coverage, had urged the majors to individually curtail their broadcast coverage fanning out into minor league territory, limit TV broadcasts to "home" territory, and better "supervise" conduct of stations carrying baseball broadcasts, with a view to promoting actual attendance at the ball parks.

FCC ORDER REVIEW
Senate Group Would Cut Time
THE SENATE Judiciary Committee last week cleared HR 5487 with amendments. The bill would provide that the review of FCC orders, now heard by panels of three judges in the district courts, would go direct to the circuit courts of appeal for action by a three-judge panel.

According to the committee, the proposed revision, already passed by the House, would cut waste of judicial "time and energy" since it would eliminate the rehearing of the case in court after it already had been deliberated by the FCC. In addition, the Judiciary group said, the U. S. Supreme Court, to which a case can be referred as a matter of "right" under current procedure, would be relieved of the burden of reviewing all such cases directed its way because the proposed revision would make high court review discretionary upon certiorari as in the review of other cases from circuit courts of appeals.

STRIKE AVERTED
Don Lee, AFRA Agree
DON LEE, last network holdout against American Federation of Radio Artists demands for staff announcer increases, last Tuesday came to agreement with the union over its announcers at KFI Los Angeles and KFRC San Francisco, just in time to avert a threatened strike.

National and local union boards already had voted for a strike which was to take effect that day at both stations.

New wage scales, same as those reached recently for staff announcers with the other networks in Los Angeles, San Francisco and New York [Broadcasting - Telecasting, Nov. 27], are basic $100 weekly for the first year of employment; $115 thereafter, retroactive to Nov. 1 when last contract expired. Scales are based on eight-hour day, 40-hour week. Don Lee announcers had been receiving basic $86 weekly salary.

Union had earlier rejected the network's compromise offer of $95 for new announcers and $105 after the first year for KFI and $92.50 and $100 for KFRC.

Only local station yet to reach agreement with the union is KFI, with whom negotiations are continuing.
the difference is MUTUAL!
Mister PLUS, in your hands, can put a stamp of approval for your brand on millions of minds in hundreds of markets—minds and markets which are largely inaccessible to any other advertising medium.

He alone is there...because there is Home Town America, 11,000,000 families strong, a thriving fourth of the whole U.S. which lives and listens within close reach of a Mutual 'solo' station.

To serve these markets—from within—Mutual provides 325 stations, each one speaking in the neighborly tones of the only network voice in town.

And this voice gets heard—longer and oftener than all out-of-town voices combined.+

Coupled with bigger-city coverage by Mister PLUS, this Home Town domination can make a vital profit-difference in your sales efforts for '51.

**Mutual Broadcasting System**

+58% of all Home Town tune-in is to MBS by day; 53% by night. Next best network 13% by day, 18% by night. And TV tune-in is less than 1% of 1%

Source: Half a million interviews by Crossley.
Radio Corporation of America
RCA Victor Division

The stars of today and tomorrow are

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-plug, sound effects ... a steady flow of current tunes and material ... net-work-quality production. Wire or write today for full details!

Send Today for Your Copy of the New Thesaurus

Allen Roth,
his chorus, strings, and orchestra

Radio Is Ready
(Continued from page 52)

themselves as pleased with the President's observations on radio's wartime role. Mr. Truman said there was no question in his mind of asking broadcasting or television stations under emergency powers and he reminded that this had not been necessary in the last war.

The President indicated he was well satisfied with industry defense measures, including formation of the advisory council. This body was set up by the industry at White House suggestion, the format having been approved by the NAB board at a special meeting held in August.

Mr. Truman, in urging broadcasters and telecasters to use their facilities wisely in maintaining high morale of the American people, reassured that the people would buckle down to any task asked of them by their government if they are given the facts. He lauded the speed with which broadcasters had organized themselves on behalf of the common cause.

In all the conferences Judge Miller made it clear that the industry is organized to make all its facilities "instantly available" to the government in an emergency. The advisory council represents stations, networks, NAB members and non-members alike, educators and electronics manufacturers.

At the Dept. of State Secretary Dean Acheson met the advisory council at 10:15 a.m. He reviewed the current world situation and called on radio and television executives to support with all their ability and their facilities this nation's efforts on behalf of world peace.

Mr. Acheson spoke easily and informally, in contrast to the austere attitude generally associated with his public and private appearances. At times he used salty language to emphasize his points. He did not underestimate severity of the international situation but stressed need for calm determination on the part of the public. He asked broadcasters to relate the world situation to listeners and viewers in truthful, unbiased manner.

After his unexpectedly long participation Secretary Acheson's sides met with the council for a half-hour. They asked the council to consider at the earliest possible time all practical means of setting up closer liaison with State Dept. activities. Judge Miller assured officials that renewed efforts would be made by broadcasters to present local, national and world facts to the American people.

Among those who took part in the State Dept. conference were Miss Claire E. Russell, director of public affairs; Mrs. Margaret R. T. Carter, chief, Division of Public Liaison, Office of Public Affairs; Lincoln White, deputy, special assistant for press relations; Michael McDermott, special assistant for press relations; William A. Wood, acting chief, Radio, Television & Media Branch, Division of Public Liaison.

Following the noon conference with President Truman the council went to the Pentagon where Clayton B. Fitchey, newly appointed director of the Office of Public Information, Dept. of Defense, was host.

Others in Attendance

Other Defense Dept. representatives attended the luncheon, including information and communications officers as well as civil defense and intelligence delegates.

Secretary of Defense George C. Marshall addressed the broadcast group for 15 minutes, saying that one of the greatest military problems facing the country is maintenance of morale on the home front and among armed forces.

Work of broadcasters and telecasters on the morale front will be invaluable to the nation and the fighting forces overseas, he declared. Material and men cannot win a war without high morale, he added.

Gen. Marshall in effect gave broadcasters a vote of confidence, recalling the industry's World War II contributions.

Three briefing officers talked to the council and films showing the Korean retreat were shown. It was agreed to hold later meetings as soon as possible to bring broadcasters up to date in the present situation. The subject of censorship was covered (see story page 81). It was stressed that radio and TV will be N. 1 weapon in this war. Examples of leaks in vital information were cited by briefing officers.

After the Pentagon conference Assistant Sec. Miller told newsmen of the council's purposes and stated that its formation had been requested by Dr. John R. Steelman, Assistant to the President. He said it is a voluntary mobilization of America's broadcast facilities—radio, TV and manufacturing—to lend united aid to the nation in its period of crisis.

From the Pentagon the council moved to the Dept. of Commerce for a conference with Secretary Lehman and William H. Harrison, National Production Administrator. An experienced broadcaster (WLW Cincinnati) Secretary Sawyer asked asking contact with the council to work out any problems that arise.

Problem Touched Lightly

Mr. Harrison said, when questioned, that NPA hasn't yet been able to dig very deep into the problem of allocating essential materials. The Commerce conference lasted 45 minutes.

Broadcasters were told the production authority was awaiting military decisions and could not make definite plans in many cases. They said that if there's no material, manufacturers can't get it. Allotments will be tapered, where possible, to provide time to develop substitutes but many cuts will be hurt by allocations and restrictions.

The Broadcast Advisory Council was formed under NAB board auspices last summer, to be representative of the entire industry, following Mr. Steelman's suggestion. At that time, Mr. Steelman asked NAB's board to tell broadcasters how much the government thought was "magnificent, voluntary effort" by stations and networks to halt stampede buying. He termed it a demonstration of what broadcasters could do to aid the national welfare.

At a dinner meeting held in New York Oct. 2 the broad outline of organization was accepted by representatives of NAB, networks and stations. Some intramural differences were worked out and complete council personnel was announced. [BROADCASTING • TELECASTING, Nov. 27].

(See list of council members in photo of White House meeting.)

KERO Interest Sold

PAUL R. BARTLETT, owner of KERO Bakerfield, Calif., has sold 10% interest in the station for $7,600 to Station Manager Gene De Young, according to transfer bid filed with FCC. Mr. De Young has been with the station since 1946.

Christmas
(Continued from page 61)

message from London at 12:45 p.m.

WCAU-TV same city presents Happy Holiday on Saturday and Sunday through December, featuring Santa Claus' interviews with hopeful Philadelphia youngsters as well as Christmas songs and stories.

WJR is scheduled to originate a 30-minute program of Polish Christmas carols for CBS on Dec. 23. Carolers will be joined by the Scola Cantorum of Saints Cyril and Methodius Seminary on the network at 2:30 p.m., with a delayed broadcast over WJR at 3 p.m.

KSTP-TV Minneapolis announces slanting of many regular shows for the holiday season. Ber- nice Hulin, What's Cookin' hostess, features a special holiday dish each day on her food demonstration show, with a special Christmas party scheduled for Dec. 22. Marjorie Cradry's You—Women show is emphasizing Christmas decorations and fashions during December. In addition, a daily children's show, presented over by Jimmy Valentine, will feature two-minute stories by Santa Claus in a toy setting.

KALB-AM-FM Alexandria, La., has made special arrangements to broadcast continuous Christmas music daily to four central locations in Alexandria and neighboring Pineville. Loud speakers have been placed atop city halls of both cities and in two shopping centers.

Why buy 2 or more...

big sales job
on "Radio Baltimore"...

Cont. EDWARD WOLFETY CO.

WBAL BROADCASTING • TELECASTING
TELECASTING
A Service of BROADCASTING Newsweekly

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BAB Prepares Facts on Video
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Regents Sells With TV
Page 56

Latest Set Count By Markets
Page 58

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drug distribution made easy by tv

watv delivered:

* 99 per cent coverage of all jobbers and retail outlets
* in four key states — New York, New Jersey, Connecticut, and Pennsylvania
* estimated million dollar a year retail drug business
* in less than 1 month
* at an amazingly low cost

Further details of Thiopent's revolutionary new approach to drug distribution are available upon request.

watv TELEVISION CENTER, NEWARK 1, N. J.
REPRESENTED BY WEED AND COMPANY
"3 to Get Ready!"

As this ad was written our new morning program, "3 TO GET READY" was just four days old. Frankly, the public's response has been amazing: More than 1,000 letters have poured into WPTZ in the first 72 hours.

"3 TO GET READY" is being seen on WPTZ every morning, Monday through Friday, from 7:30 to 9:00 o'clock. It features Ernie Kovacs, probably the best television personality on the Philadelphia air today. Kovacs is a little hard to describe. He's hilarious, he's serious, he's quick... he kids himself, but never his audience. The viewers love him.

Each morning on "3 TO GET READY" Kovacs spins the latest platters, announces the time every five minutes, posts the latest temperature and weather reports, brings the news every half-hour and holds a ninety minute kid-fest with his fans. As an added feature a sweep second clock is continuously super-imposed in the lower left hand corner of the picture.

We are offering "3 TO GET READY" on a participation basis, five sponsors to the half-hour segment. It's being sold on a first come, first serve basis. So now's the time to pick your time.

Give us a call here at WPTZ, or see your NBC Spot Sales Representative, for the full story on "3 TO GET READY". It's your best means of reaching the large Philadelphia television market for minimum cost.

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

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
CABLE ALLOCATIONS

FCC'S INVESTIGATION of the AT&T allocation of coaxial cable and radio relay time among the TV networks appeared averted last week after the networks reached an agreement on "principles and procedures" to resolve their conflicting time needs.

Though FCC had not officially studied the agreement, it was thought the investigation, scheduled to start today (Dec. 18), would be held up at least until the end of 1951 to permit an appraisal of the plan in actual operation. The probe might then be reactivated, dropped, or retained in status quo, depending on the plan's success.

The possibility of an "indefinite postponement" was broached by E. Stratford Smith, FCC attorney assigned to the case, and Jack Werner, chief of the Common Carrier Bureau, in a post-agreement petition filed Wednesday and granted Thursday by Examiner Hugh B. Hutchison, who had been designated to preside over the hearing.

Postponed to Jan. 15

As requested by the petition, Examiner Hutchison granted a postponement of the hearing date to Jan. 15 so the Commission can consider indefinite postponement, and also to permit individual TV licensees to express their views.

FCC authorities refused to speculate on the agreement's possible effect on the companion proceeding in which the Commission proposed to limit the amount of time that TV stations in one, two, and three-station markets might take from a single network. The degree of success under the time-allocation agreement presumably might bear heavily upon the disposition of the companion case, observers felt.

The agreement culminated a week of conferences among the networks after their failure to agree last fall forced AT&T to make arbitrary allocations which DuMont and ABC protested, leading to FCC's initiation of its probe.

FCC Chairman Wayne Coy attended one of the final conferences.

Allocations for the present quarter, perhaps with some adjustments, will continue for the first quarter of 1951, with quarterly allocations under the new agreement to start with the three-month period beginning April 1.

The agreement divides AT&T's intercity TV facilities—that is, those where there are not enough

Hearing Postponed, Possibly Indefinitely

THE FACTS of television, national and local, have been compiled by Broadcast Advertising Bureau in a desktop presentation designed for local sales use by NAB members.

Titled "Before Their Very Eyes," the presentation was prepared by Hugh M. P. Higgins, BAB director. It wraps up in an easily handled form the basic claims on behalf of TV as a sales weapon.

Presentation Makeup

Staring at the viewer of the presentation as he first looks at a transparent overlay is a family of six, creating a vivid audience illusion. When the cover is flipped, the document goes right to work with the statement that "Any businessman—(you, for example)—knows that the best way to sell a customer is face-to-face."

The sales statements are vividly emphasized by use of multi-colored pages, cutouts, half-sheets, flaps and similar devices.

After the viewer has been told that newspapers and magazines are limited by cold type and motionless illustrations, with warmth of personalized selling absent, the claim is made that "radio gets closer" because of its personal, direct approach with warmth and persuasiveness of the human voice.

That's fine, but now comes the word-of-mouth salesmanship of radio plus the face-to-face, over-the-counter salesmanship of television, the presentation continues, adding that with TV "you can now sell before they've seen you."

TV's real magic, it is explained, is this: "It puts the businessman right into people's living rooms where he can talk about, display, explain, and sell his product by means of face-to-face salesmanship in the home."

Television is big, the pitch goes on to explain, "so big that surveys can't keep up with its growth." The 9,700,000 sets-in-operation figure of Dec. 1, 1950, is cited along with the 107 stations serving 63 markets in 84 states and including over half the nation's families within a 40-mile range of one or more stations. Furthermore, it is shown TV reached an average of three out of four families in each TV market as of last October, and the medium "is growing faster every day." Set production in 1950 was estimated at over 6 million up to Dec. 1.

More important than bigness, it is stated, is the attention-getting power of TV, described as ahead of all other media. Sets-in-use data are shown, with average family viewing of 46 hours per day. Television is described as a "family matter, the perfect setting not only

FACTS OF VIDEO

BAB Issues Local Sales Pitch

(Continued on page 61)
DON LEE SALE
Some Aspects Questioned

CERTAIN ASPECTS of the $12,-
320,000 sale of one of Don Lee's stations and
TV properties in part to General Tire and Rubber Co. [BROADCAST-
ING • TELECASTING, Nov. 20] were questioned last week by Edwin W.
Paulay of Television California in a
petition to FCC for return of TV Channel 2 to the San Francisco
comparative proceeding.

The Paulay group, contended
Channel 2 has never been finally authorized to Don Lee by FCC, cit-
ing the Court of Appeals’ ruling which dismissed as premature its
complaint that FCC illegally set aside Channel 2 for Don, and indi-
ating outcome of the network’s sta-
tions renewal case [BROADCAST-
ING • TELECASTING, April 3]. On this
basis, Television California indicat-
ed Don Lee cannot transfer the
“application” for Channel 2 in San
Francisco to General Tire since
such would violate the Commis-
sion’s rules and constitute traffic-
king.

Television California asked in
the event FCC approved the Don
Lee transfers that the Commission
include the irrevocable express caveat in such
consent stating that the approval
thus given includes no ‘grandfa-
ther’ or other rights” in Channel 2
at San Francisco and that FCC
order Channel 2 returned to the
comparative proceeding “from
which it was removed” by FCC in
1948 to await settlement of the Don
Lee network renewal case.

Mutual Ownership

One phase of the complex Don
Lee sale questioned by Television
California was resulting change in
ownership of Mutual. General
Time’s Yankee Network owns 19% of Mutual and owns Channel
Network, the petition noted, which
would mean General Tire would
become 38% owner of MBS. MBS
bylaws, however, specify that no
single entity can hold more than
25% of its stock without approval
by other stockholders and no pro-
vision has been presented FCC
to correct this;

Similarly, Television California
noted General Tire and CBS, which
would acquire Don Lee’s KTSU
(TX), Los Angeles, are to pay
$5,200,000 for a station not yet
First National Bank of Akron as
rental for certain Don Lee building
property which cost postwar only
$2,100,000 to construct. The bank is
acquiring the Don Lee asset and
reselling the broadcast operations.

The petition noted that until FCC
takes full information regarding
the deal, one can rightly specu-
late how much trafficking in
construction permits and applica-
tions is involved in this leasehold device.

GENERAL PRECISION Laboratory of Pierpont, T., has
announced new TV recorder, “Mer-
electronic instead of mechanical controls.
Company says pictures produced by
new unit are comparable in quality to
live telecasts.

TV COSTS
NAB Survey Issued

AVERAGE operating cost of TV
stations, exclusive of networks, was
$564,000 per station in 1949, ac-

Cly described by Richard P.
Doherty, NAB director of employ-
er relations, and the NAB
Research Dept., headed by Dr. Ken-

Payrolls comprised the largest
item, nearly 50% of total expenses,
cluding depreciation and amortization absorbed an
average of 16%.

Of stations on the air 12 months
in 1949, technical expenses com-
prised 29% of expenses, programs 35%, selling 6% and
administrative, 30%. A greatly altered pattern is anticipated when
1950 data are compiled.

CBS COLOR

Acclaimed in Philly
WHILE a federal court in Chicago
pondered its decision in the RCA
suit against FCC’s approval of CBS
color TV, and with RCA continuing
its Washington demonstrations of
new color TV in the RCA color
system (see advertisement), CBS
last Thursday extended public showings of the CBS color

CBS spokesmen said the first re-
tion to the Philadelphia demonstra-
tions was “terrific,” like that of
“the more than 100,000 New
Yorkers who have already seen the
CBS color demonstrations” in pro-
gress in New York since Nov. 14.

They claimed public clamor forced them to open doors to an
“advance preview” almost six hours
before the first scheduled public
showing, and that more than 2,000
downtown Christmas shoppers wit-
tnessed the preliminary demonstra-
tion.

The Philadelphia showings, ar-
anged in conjunction with WCAU-
TV there and obtained to aid a
Monday-through-Saturday show-
ing beginning last Friday, were
made via coaxial cable transmis-
sions. Representatives of the Philadel-
phia Bulletin, the Daily News, and other
publications and civic and business
organizations were credited with
enthusiastic reports on the opening
showing.

Addition of other cities to the
demonstration schedule is planned for
the near future by CBS-TV,
authorities said.

Coy Talks on Color

FCC CHAIRMAN Wayne Coy gave
employer relations, last Tuesday
evening on color TV at a dinner-

meeting of the Washington, D. C.,
chapter of the American Society
for Public Administration. He re-
viewed the developments leading up to and following the
Commission’s recent highly con-

on the CBS system and discussed the
administrative aspects and problems

RCA COLORCASTS
Favorable Comments
On Showings

SECOND week of RCA color TV demonstrations at the NBC Washington
studios brought favorable comments from most industry executives who
witnessed the latest version of its compatible, dot-sequential system
[BROADCASTING • TELECASTING, Dec. 11].

Newsmen who saw the early
demonstrations starting Dec. 5 felt
that the pictures were greatly im-
proved in the second week. Many
station, manufacturer, legal and
other industry leaders thought
RCA’s color is about ready for the
public or for a competitive show-

At a Tuesday afternoon demon-
strations, new periods of blue-green
reflections were visible on the fore-
head of Dr. E. W. Engstrom, RCA
vice president of research, as he
appeared on the colorcast as m.c.
He wore a light, tan coat in con-
tast to a dark coat at the opening
demonstration. This dark coat had
been blamed for reflections. An
orange-colored flower in his lapel
was sharp whereas it bloomed on
the observer a week before.

Both color and black-and-white pictures appeared sharper than
was the case at early showings.
The black-and-white pictures drew
many comments because of the un-
usually rich tones characteristic of
RCA’s compatible system.

Picture Seemed Sharper

The color carousel, rotating
from time to time, appeared
sharper and was marked by even
tones across the picture in con-
trast to marked highlights in the
picture center in first showings.
A baked ham was not as colorful
as was the ham itself.

Boxes of Dux, Tide, Maxwell
house coffee and other household items
appeared brilliant and quite
sharp, promising an effective ve-

color for advertisers. Beds,
in general, were a little on the
tenna side.

Typical of station reaction was

of Robert D. Swezey, WDSU-
TV New Orleans, who said the
picture was acceptable though he
wondered if color fidelity might be
improved. C. M. Janksy, of the
firm of Jansky & Bailey, said RCA
had made “remarkable improve-
ment.” Stuart L. Bailey, of
the same consulting firm, agreed it
was “much better.” William L. Foss,
consultant, said it “looks good, the
best RCA color I’ve seen.”

CBS executives were scheduled
to witness the RCA demonstration
Friday; last scheduled day of show-
ings... RCA officials indicated the
FCC had not been officially rep-
This note is based on an article in
Page 54 • December 18, 1950

rasent at any of the showings as
far as they knew.

‘TOAST’ SUIT
Out-of-Court Settlement Seen

CHICAGO attorneys for Irene
Castle McLaughlin Enzinger, who
is suing Ed Sullivan, CBS and Ford
Motor Co. for $250,000, expect an
out-of-court settlement this week
if the amount is large enough.”
Mr. Sullivan’s attorney, Leroy R.
Krein of Arvey, Hodes & Manty-
band, Chicago, filed a motion for
dismissal in Chicago Circuit Court
Dec. 8. This is still pending and
arguments will be heard after a
hearing date has been set if no out-

court agreement is made.

Mrs. Enzinger, Chicago socialite
and former dancing star, charges
Mr. Sullivan used on “Toast of
the Town” without permission some
clips from a 1912 movie in which
she appeared with her former hus-
bond and dancing partner, Vernon
Castle. She charges invasion of
privacy.

DISCUSSING the Unk & Andy show, presented by Bry’s Department Store on
WMCT (TV) Memphis, are (1 to r) Bill Brazzi, WMCT local sales manager;
Henry Judson, Bry’s advertising manager; Jean Perry, local producer on the
show who holds a figure of Andy to be used in commercials, and Tony
Beneduce, Air Press Advertising Agency, which handles the account. The
program is released through United Artists Television.
HOUSTON 1st

In Radio... In Television

KPRC  KPRC-TV
Lamar Hotel, Houston
Affiliated with NBC and TQN

W. P. HOBBY, President  JACK HARRIS, General Manager

Represented Nationally by EDWARD PETRY & CO.
LEAVE It to the Girls. That is precisely what Regent Cigarettes has done, and the girls have left the firm 52% richer in sales in New York City with a 30% enrichment throughout the rest of the country.

For those who may have spent the past 10 months on a Pacific atoll, it may bear mentioning that Leave It to the Girls is a television show, seen each Sunday on NBC-TV. Though actually it is not so much seen as heard.

The quintet of women to whom these are left are probably the most vocal group of entertainers since the Hall Room Boys left vaudeville presumably to campaign for Warren Harding.

And what the girls are vocal about is boys—or men, as the case may be. Like the preacher and sin in the Calvin Coolidge story, they are against them. And if they haven't succeeded completely in selling their point of view, they certainly have been successful in selling cigarettes for Frank N. Riggio, a man.

Riggio Bucks 'Big Five'

With New Methods

But, in extenuation, it should be made clear that Mr. Riggio, 46, is no ordinary man. Eldest son of Vincent Riggio, chairman of the board of the American Tobacco Co., Frank Riggio resigned from that company in 1938 to buck the "Big Five" with a new cigarette and new merchandising methods.

Mr. Ridgway Mr. Riggio realized that it was virtually impossible to place a cigarette on the market and have it sell against the accepted and older brands unless an unusual factor could be added. So with characteristic thoroughness, he added several unusual factors. He manufactured the cigarette in the oval shape—to produce slower burning—and marketed it in a crush-proof box, advertising it as a premium cigarette at popular price.

At first he placed his advertising in newspapers and magazines, with limited results. In February 1950 he turned to television and Leave It to the Girls.

Originally the company sponsored only the New York outlet of the show. Sales increased over 15% by the end of the first month. The advertiser then extended the show to Philadelphia, Wilmington, Baltimore and Syracuse. By July of this year the sales of the cigarettes had registered the aforementioned gain of 52% in New York and more than 30% nationally.

In August Regents expanded the program to full network coverage.

Mail Pull Figures Point to Appeal

Further validation of the appeal of the show is revealed by its mail pull figures. Un solicitedly, one-third of these letters praise the show, the quality of commercials and the performances of the individual girls. The other two-thirds contain questions for use on the program.

Girls Answer Queries Sent by Listeners

Leave It to the Girls features a panel of glamorous and successful women who answer queries sent in by followers of the program. One man guest appears on each show in an effort to defend the male point of view.

The show is packaged and owned by Martha Rountree, owner and producer of Meet the Press. Among the girls who have appeared on the show are Fay Emerson, Ilka Chase, Constance Bennett, Madge Evans, and scores more of similar eminence, besides of course the three regulars, Dorothy Kilgallen, Eloise McIlhine and Florence Pitchett, and Maggie McNelis, the somewhat immoderate moderator.

For the past five years Regents have been serviced by Brooke, Smith, French & Dorrance, New York, advertising agency. Thayer Ridgway, vice president, is the account executive.

The agency writes and creates the integrated commercials on the show maintaining three writers on its staff to create the three-minute advertisements on the program. The commercials are composed in character specifically for each member of the panel.

The lone regular male member of the show is Announcer Bob Warren who, in his expert and supremely natural delivery of the commercials, inadvertently takes some of the sting out of the girls' androphobia. Here is a man obviously worthy of the most discriminating woman—the one who smokes Regents, that is.

MODERATOR Maggie McNelis sets of a display of the sponsor's product.

* * *

Regent's sales team of glamorous experts holds court.
ASCAP Thursday notified TV broadcasters that it expects shortly to have a per-program license form ready for their acceptance. ASCAP said this form will be sent them together with the blanket license drafted a year ago and that they then will have 60 days in which to accept one form or the other; to negotiate individual contracts with ASCAP for the video use of some or all of its music; to get along without any ASCAP tunes, or to ask the courts to determine what the fee should be.

AS GUEST speaker at a luncheon meeting of the Advertising Club of the Columbus (Ohio) Chamber of Commerce, Clarence Hutch, Jr. (center), executive vice president, D. P. Brother & Co., Detroit agency, stressed the use of television commercials in planning promotion campaigns. Here Mr. Hutch checks a TV film commercial with Ad Clubbers James Leonard (I), general manager, WVLW-TV (Columbus), and Jerome B. Reeves, program and promotion director, WBN8-TV Columbus.

The letter, written by Betty A. Harbach, ASCAP president, following the monthly ASCAP board meeting, does not divulge the terms of the per-program license but states that this license “will bear a reasonable relationship to the blanket license justifiable by applicable business factors.”

The present interim license form was extended from Dec. 15 to 30 days after the telecaster has received the license forms, Canada ASCAP. Within that period the station operator must decide whether or not he wants to continue to use the society’s music on his TV station. If he does, Mr. Harbach explains, he has the following options for paying for this music:

(A) Signing a per-program form and paying on that basis and furnishing the requisite logs, music lists and reports for the entire term (i.e., from the effective date of the interim license agreement to the expiration of such per program license agreement);

(B) Signing a per-program form, paying and reporting at blanket rates up until the signing of the form and thereafter at per-program rates;

(C) Signing a per-program form, paying and reporting at blanket rates up to 30 days thereafter; and

(D) Signing and paying on the basis of the blanket license for the entire term.

If the telecaster decides not to sign either license form, the letter states, “the temporary license will terminate at the end of such 30-day period and within 40 days thereafter you should adjust your interim payments with us on whichever of the following bases you may choose:

(1) Standard Blanket TV rate;

(2) Rate named in the per-program TV license forms to be sent to you;

(3) The reasonable value of the license.”

In an attempt to resolve the mounting dispute between ASCAP and the TV industry, there has developed what is known as the ‘Three-Way Agreement’. Under this arrangement, ASCAP agrees to license its music on an interim basis for a flat rate of $500 per station per year.

Epilogue ...

Another ABCer ...

Mr. Wright has moved his executive offices to a 12th-floor suite. The move was made to give the TV executive more . . . space. The suite has large windows overlooking the East Side of Manhattan.

‘Gone With the Wind’ ...

WSB-TV Atlanta observed the 10th anniversary of the movie version of the late Margaret Mitchell’s ‘Gone With the Wind’, which had its world premiere in Miss Mitchell’s native Atlanta, with a 15-minute movie review and memorial program last Friday. Mayor William Hartsfield, who shot most of the movie scenes before he became mayor, also appeared in-person on Friday’s program.
USE of TV advertised products is substantially higher in homes viewing the sponsor's programs compared to non-viewing homes. This influence of TV as a selling medium is vividly demonstrated in a presentation prepared for the Spot the Sponsor program on the basis of data compiled in the New York TV area by Advertest Research.

It was reported by Thomas-Varney Inc., the program's packager, that TV commercials, more so than other forms of advertising, had specific brands advertised on the program in their kitchen than non-viewers. Up to 26.7% of the "influenced viewers" remembered buying and using the product for the first time within four months before the survey was made. Use of the products advertised on the program was found to be 16.4% higher among viewing families than non-viewing families.

Spot the Sponsor was telecast in four one-minute segments, five times a week. In all instances in which products were used each week. Program was basically a memory game with six products shown during the first segment each day. One product was omitted during each of the three subsequent daily telecasts and viewers were called to identify the missing product. Winners received cash prizes.

In the area it was found that 24.8% of the TV families were "verified viewers", those who not only claimed to be viewers but also could identify without aid one or more products advertised. Among the brands advertised, product identification ran to as high as 78.7% among viewers. The same product was shown to be in the kitchens of 34.3% of the viewers, 43.5% higher than among non-viewers. On the average, viewers were able to identify 2.4 products advertised on Spot the Sponsor.

Although the presentation points out that other advertising media were at work, it was found that "one out of every 10 families, viewing the different programs' homes reported buying and using it for the first time within the past four months"—at least since the program started.

**WHAS-TV, WWJ-TV**

Set New Rate Structures

TWO television stations have announced new rate structures effective Jan. 1. At WHAS-TV Louisville the hourly rate increases from $3.95 to $4.00. WWJ-TV Detroit will retain its hourly rate of $800 to $1,100.

Spots jump from $60 to $85 at WHAS-TV when Rate Card No. 3 goes into effect. Minute participations will be available at $55 in Class B time and $40 in Class C time.

For spots of one-minute or less in Class A time (6-11 p.m. daily; 3-5 p.m. Sunday) at WWJ-TV the rate will become $200. An hour of Class B time (9 a.m.-9 p.m. daily) will be at $300 while spots are set at $132. WWJ-TV also announces that the station is stabilizing rate card protection for a one-year period. The new rate card is number nine for the station.

**Truman Taps Multi-Market Telepulse**

President Truman's pre-election speech Nov. 4 had a television rating of 47.8, according to the latest Multi-Market Telepulse released last week by Telecasting Inc. His combined rating on the four TV networks topped Milton Berle's rating for the week by more than one point. Among the multi-weekly shows, Howdy-Doody was reported as having the highest rating. Full Multi-Market Telepulse was released as follows:

**Weekly Television Summary**

December 18, 1950, TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>5,700</td>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
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<td>WTVB-AM</td>
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<td>KCRA-AM</td>
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<td>Seattle</td>
<td>KPLU-AM</td>
<td>32,199</td>
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</table>

**Telecasting**

Broadcasting
1. VOWED MAIDA McSPINSTER, "TONIGHT MY BOY CHAUNCEY, SO HELP ME, IS GOING TO BECOME MY FIANCE!"

2. BUT, SAD TO RELATE, IN SELECTING HER LURE, THE LASS'S TECHNIQUE PROVED EXTREMELY UNSURE.

3. AND WHAT GOOD'S A LOUSE WHO JUST WANTS TO PLAY HOUSE WHEN A GAL'S GOT HER HEART REALLY SET ON A SPOUSE?

To Woo Dayton* Dollars
THE SHOW MUST GO ON
WHIO-TV

* If your heart's set on the Dayton market (and why not, with its wealth in both income and TV sets?) come woo it the right way. Dayton, and the surrounding Miami Valley, offers a total of 142,000 TV sets (yesterday's figure!) dominated† by WHIO-TV, the area's first and leading station. Let our National Representative G. P. Hollingbery Company give you facts, figures, and A.M. availabilities.

MORAL: Woo your Dayton market through Dayton's first and favorite station—WHIO-TV.

†Pulse October report shows WHIO-TV had 13 of top 20 televised shows!
RESERVE CHANNELS
Youth Conference Urges

RESERVATION by the FCC of TV channels for non-commercial educational stations was advocated in a resolution adopted by the Mid-century White House Conference on Children and Youth, held at Washington a fortnight ago.

Action followed adoption of a similar resolution by a communications panel despite a minority report submitted by Ralph W. Hardy, NAB government affairs director, speaking for opponents of the idea.

The full conference also adopted a resolution calling on the TV industry and educational, health and social agencies "to accept the great social responsibility" created by the unprecedented growth of television and its potential as a medium for mass education.

When the communications panel (N-29) adopted a resolution recommending the stand of education groups seeking TV channels, as well as favorable action on a request of the Joint Committee on Educational Television, Mr. Hardy contended in his minority report that the joint committee's request "raised very serious questions involving the principle of competition and censorship" on the part of the FCC in cities having only one channel. He contended it advanced these by the FCC into the field of program content.

Author of the education resolution in Panel 22 was Elliot Birnbaum, of the Syracuse (N. Y.) Commission for Children's Entertainment.

Censorship spectre arose on another occasion when a speaker suggested regulating radio and TV channels was like regulating navigation on rivers. Mr. Hardy came back tightly with a prediction that "if the time comes when we channel all river navigation and avenues of speech through one source, or when the future provides what ideas and entertainment shall be permitted the people, then the United States will have entered a whole new era of thinking on freedom of speech."

Urges Professional Help

The panel recommended professional help and advice for all educational organizations using mass media and urged the TV industry to set up an agency to develop and extend daily programs meeting the intellectual and emotional needs of the country's children and youth.

Dr. Lyman Bryson of Columbia U., who has led many CBS forums discussions, will head this panel, titled "Mass Media of Communication as Channels for Influencing Personality Development." When Anne Usher, of Better Homes & Gardens magazine, commented American parents should control the TV viewing of their children, Dr. Bryson said: "The only noise that one does not hear in the living room today is the sound of the parental foot going down."

Dr. David Mace, of Madison, N. J., and London, said parents should listen to the radio with their children so the children can profit through discussion and guidance. Dr. Bryson noted that the spoken word was the first channel of teaching and that today radio, record-ings, TV and other mass media are placing emphasis on the spoken word.

Run Newspapers

Dr. Birnbaum said a Syracuse survey showed the average child spends four hours daily looking at TV, often more time than they spend at school.

Robert Saudek, ABC vice president in charge of public communication, told a panel on "Mass Media of Communication—Their Use and Misuse" that radio and TV were like a new and most exciting library at home" for those who take the trouble to know what is good on the air and to guide their children to it.

If you parents, pediatricians, psychologists and teachers are sufficiently conscious of the content of the public service programs on radio and television," he said, "then you are letting radio and television contribute to the development of your children.

If, on the other hand, any one of you is so myopic that you see on the screen or hear on the loud speaker is trash, then you are the kind of neglectful and lazy trustees of your children who must also be clawing a living somewhere and there is milk in the house; read dime novels when there is the Book of Knowledge in the house . . . ."

Defending the printed word against attacks from the field of communications as radio and television, Otis Wiese, editor and publisher of MeCall's magazine, said: "Like his fellow newspaper editor, but unlike the directors of the other media—movies, radio and television—the magazine editor's activities are not subject to review or censorship. Without license to operate is not under threat of revocation by any established agency."

Sealtest on CBS-TV

Sealtest on CBS-TV

NATIONAL Dairy (Sealtest product) will sponsor Big Top on CBS-TV starting Jan. 27, Saturday nights at 9 p.m. Shows will feature Jack Stirling as emcee, and originate in Camden, N. J., through WCAU-TV Philadelphia.

This program will be in addition to its Kukla, Fran & Ollie show on NBC-TV. N. W. Ayer & Son, New York, is the agency.

CHARGE that the Erie Times has carried on "continuing attacks" on television, WICU (TV) Erie, Pa., has been hurled by the Erie Dispatch, a rival newspaper affiliated with the station.

In an editorial the Dispatch charged the Times and its publishers, John and George Mead, "are opposed to television and the Erie Dispatch family is 100% in favor of the medium, and also concur in the difficulties" the newspaper has "forced it to suspend operation for a single day since it went on the air March 16, 1949."

The newspaper quoted a Times columnist who Nov. 16 recounted a report that "TV service men are busy installing larger rooftop aerials so TV set owners can bring in Buffalo and Cleveland stations. The one they had reported, according to the Dispatch, that a phone call to the station by a reporter brought the reply that "we are busy today—technical difficulties." The Dispatch identified the columnist, Jay James, as John Mead Jr.

WICU Ownership

WICU is licensed to the Dispatch Inc., affiliate organization of the Erie Dispatch, which is published by Publishing Co. of Erie. Edward Lamb is president of the licensee firm and an owner of WICU, as well as of WTVN (TV) Columbus, Ohio, and WTGD-WTRT (FM) Toledo, Ohio. WICU operates on Channel 12 (204-210 mc).

John J. Mead Jr. and George J. Mead are principals in an application filed with the FCC on behalf of the Erie Television Corp. for Channel 3 (60-66 mc) in Erie. Each would hold 25% interest in the licensee firm under terms set forth in the application filed Oct. 29, 1950, according to FCC. Officials of Community Service Broadcasting Co., licensee of WKIR Erie, would hold the remaining 50%.

The Dispatch editorial also took exception to a portion of the Jay James column which reported that "slips of paper handed out at random about town" urged viewers "not pleased with the WICU television program or quality of transmission" to call the station "and let them know," according to the Dispatch.

The newspaper said WICU programming is "well-rounded and geared to the entertainment and enlightenment of the entire family," and is so well chosen that "it has presented nearly every one of the top Hooper-rated TV shows every single week," according to the Dispatch.

The station, the Dispatch went on, has an obligation to present "a balanced television menu and to program for the largest possible audience, during the largest share of the broadcast day."
BOMB DEFENSE
KPRC-TV Informs Residents
KPRC-TV Houston, Tex., has taken up the defense cudgel by showing residents what would happen if an atomic bomb were dropped on the city. According to the station, its Dec. 9 half-hour news show dramatizing civil defense has made a marked effect on residents who have complimented the city on its presentation.

Use of TV for mass training in defense against atomic warfare was the joint project of KPRC officials and the city of Houston. The first show on Dec. 1 was followed by one each Saturday, in which the station is scheduled to offer programs which concentrate on specific phases of the city's defense blueprint, the station said. Mayor Oscar Holcomb, along with key city officials, personally conducted the program.

To obtain wide audience viewing, the Mayor asked his friends to invite friends and neighbors without sets to see the Houston exposition of the atomic defense plan. Stores which sell TV sets were asked to keep the edict until that Saturday. An estimated 125,000 residents viewed the production.

NEW RTDG PLAN
Locals To Bargain Jointly
A NEW PLAN for unionizing, with possible wide repercussions, was announced last week by Radio & Television Directors Guild in New York, concurrent with establishment of new RTDG locals in Philadelphia and Detroit. The latter will bargain on behalf of Radio Writers Guild, National Television Committee of the Authors League, and United Scenic Artists in those cities, as well as for themselves.

Adapted for locals in which memberships are too small to sustain the expense of local organization, or in which there is need to avoid jurisdictional disputes and simplify bargaining as well as result in economies for the parent bodies.

Although not immediately concerned, the American Federation of Radio Artists is supporting the plan and may be expected to participate at some future occasion. The plan itself was worked out by the National Assn. of Broadcast Unions & Guilds, of which Oliver C. Nicoll is national chairman. RTDG board member, Ernest Ricca, was active with Newman Burnett, national executive director of RTDG, in organizing the Philadelphia and Detroit locals.

Officers elected in Philadelphia were Edmund Rogers, president; John Hirst, vice president; Hal Mathews, secretary-treasurer. Problem officers in Detroit were: Shields Dierkes, president; Robin Weiss, vice president; Joseph Schneider, secretary; Robert Simon, treasurer.

First negotiations will be with WFIL Philadelphia. No date has been set.

SWG STRIKE VOTE
TV Terms One of Major Issues
FAILURE to reach agreement over television terms is one of the major issues with which last Thursday, featured a vote in a screen by Screen Writers Guild members to strike against major picture studios. The 18,000 remaining in the guild, affecting 1,186 screen writers, 650 whose terms are active members, followed breakdown of long negotiations with the producers over a new contract which would set up a system of rights and minimum wages.

On the television question, the guild objected to the long period of time producers would allow to the studios in addition to the long period of time the television contract would be negotiated. Producers had offered to negotiate on all questions relating to TV one year and eight months after signing the present contract. Then if no agreement were reached after seven months, either party could give a six-months notice of abrogation. SWG considered this "dangerous.

The guild was demanding, and was refused, a clause in the contract to the effect that, if the studios granted any TV terms to any other union before their own contract was signed, any such terms would be applicable to SWG as well. Producers also refused to grant the guild's request for separation of rights clause for certain categories including radio and television. Such rights are now granted on unproduced or unpublished original stories purchased by a studio with a contract which includes employment of a writer to do a screen play or revision. Contract involving purchase of the story contains a clause in which each right is separately stated and may be paid by a specific amount. Studios offered to extend this clause to dramatic and publication rights, but balked at extending it to radio and television rights.

A 60-day intent to strike was expected to be filed late last week. According to Karl Tunberg, SWG president, the strike, if not averted by mediation or further negotiation, could be the form of one-day strikes, those against individual studios or an industry-wide strike demonstration.

Radio Writers Guild and Dramatists Guild both have pledged support to the strike. Further support was expected by other groups comprising the eastern Guild. Among Authors Guild is including eastern SWG, Television Guild and Authors Guild.

Wilkes to WBAL-TV
WBAL-TV Baltimore last week appointed Arnold Wilkes, an educator, to the post of program manager. Mr. Wilkes has been an instructor in speech and drama at Catholic University, Middlebury, Ct., and has been TV director for WRGB (TV) Schenectady, N. Y., as well as WSYR-TV Syracuse.

TV EDUCATION
WBAL-TV Holds Clinic
SECOND Educators Television Clinic, held last Wednesday by WBAL-TV Baltimore, featured demonstration of two-way television as applied to teaching. By using a "horizontal wipe" technique which has been newly developed by the station, viewers were able to observe both the teacher and pupils although the teacher was in the WBAL-TV studios while the pupils were in the Baltimore School of Business.

In addition to the 76 educators gathered for the clinic, sixth grade geography classes in 21 Baltimore schools received the telecast.

Dr. Franklin Dunham, chief of television education, University of California, San Francisco, was the principal speaker. The all-day session was under the chairmanship of Dr. J. Carey Taylor, Baltimore assistant superintendent of public schools. Eleanor B. Kane, radio and TV specialist of the Baltimore Board of Education, prepared the material for the teaching demonstration.

Cable Allocations
(Continued from page 59)

New Plan Described
In their petition for another postponement of the hearing date last week, Messrs. Smith and Werner described the new plan as an "agreement among the networks upon certain principles and procedures to be followed by them in resolving their conflicting requirements for intercity video transmission service."

They said representatives of each network had indicated that postponement was the "best step" for an "indefinite period" was desirable "to permit opportunity to study the usage of intercity video transmission resulting from the above-mentioned agreement . . ." Counsel for individual licensees and other participants in the proceeding, they said, offered no objection to a delay while the possibility of indefinite postponement is under study.

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Brans in 1897 constructed the first cathode-ray oscilloscope capable of scanning with an electron beam, "the Almanac cites, while in 1907 Boris Rosing of Russia and A. A. Campbell-Swinton of England 'separately and simultaneously published methods of electrical image reproduction using electromagnetic means of scanning.' The same year, Arthur Korn sent a picture of French President Fallieres by wire from Berlin to Paris in 12 minutes.

In June 1908, Campbell-Swinton wrote Nature magazine a letter titled "Distant Electric Vision," Mr. Dunlap relates, which "suggested that the photoelectric effect, discovered in 1873, was the key to electric vision."

By 1925, the book recalls, John L. Baird was demonstrating radio "shadowographs" in London while in the U.S. Mr. Jenkins was demonstrating "mechanical television apparatus." Also in 1919 Bell Telephone Labs. demonstrated color TV in its laboratory in a wire book. Experimental TV casts accelerated through the '30s, even including trans-Atlantic, monochrome oscilloscope, Mr. Dunlap notes.

1940 Color TV

On Feb. 6, 1940, it recalls, RCA demonstrated closed circuit color TV to FCC by "electronic and optical means" and using "no mechanical or rotary parts." Also in 1940, "The electronic art of color television was advanced by color scopes, relay devices, and electronic tubes were employed, he relates, with pictures of 120 fields, 414 lines resulting.

On Aug. 29 of that year, Mr. Dunlap's book records, CBS announced "television in color by means of a mechanical method, developed by Peter Goldmark."

In 1941, on Feb. 20, "television pictures in color were first put on the air by NBC" from the Empire State Bldg., the volume relates, using a 6-me "sequential mechanical system" of 414 lines, 120 fields and 60 frames. On May 1 of that year, RCA-NBC "made successful tests with first projection-type color television receiver using mechanical methods."

As World War II drew to a close, 1644 color patents were applied for by Prof. Charles W. Greer and Dr. Alfred N. Goldsmith, the latter also arranging "for a patent on a color television system using one or three guns and a tricolor target on which vertical strips of red, green and blue phosphors are scanned horizontally with circular or elliptical scanning beams to produce a tricolor image."

This patent was issued Nov. 18, 1947, and assigned to RCA, Mr. Dunlap writes.

A "continuation in part" of his 1944 application was filed by Dr. Goldsmith July 18, 1947, seeking patents for color television systems using a "masked-target color kinescope and dot-like screen," Mr. Dunlap states.

In similar detail he reviews the full story of the development of monochrome and color TV up to Sept. 1, 1950. He outlines the background of the 1946-47 color hearing, in which FCC denied CBS' petition for commercial color-casting on its wideband system, and the 1939-50 proceeding, in which Brig. Gen. David Saroff, RCA chairman of the board, testifying before FCC on May 3, 1950, stated color television had had technical "the point that justified setting of standards on a regular basis, he recommended that standards be based on the RCA all-electronic, completely compatible system operating on the 6-me band-width."
NEA CHARGES COMPLAINT

Charges TV Ad “Untrue”

FURTHER criticism of the “child appeal” television advertising campaign launched in November by American Television Dealers and Manufacturers was leveled by the National Educational Assn. in a complaint filed with the Federal Trade Commission last Tuesday.

NEA charged that the published advertisement of Nov. 15 is a “distinct departure from the high ethical standards of which most advertisers subscribe today” and questioned the statement that educators agree “regarding salutary effects of television.”

The association referred to a portion of the first spread in which some educators and authorities expressed convictions that TV is a virtual necessity to issue a child’s moral and social standings. The tenor of succeeding ads was modified to accentuate “positive aspects of set ownership.”

Meanwhile, FTC, which has been conducting an inquiry into the “truth or falsity” of published and broadcast advertisements, revealed last week it has received all data requested from Ruthrauff & Ryan, Inc. agency handling the controversial campaign, and individual manufacturers. The probe has been initiated by the commission’s Radio and Periodical Advertising Division, which asked set-makers and the agency to furnish “specimens” of all TV ad copy the past three months [BROADCASTING • Telecasting, Dec. 4, Nov. 27].

File FTC Complaint

In filing its complaint with FTC, NEA is expected to seek a stipulation-agreement for compliance by the group and agency, NEA asserted that its executive committee and board of trustees had taken similar action. The association claims a membership of about half a million members.

“The implications and the language of the advertisement...are misleading,” NEA executive secretary, said in announcing the complaint. “The statement made that educators agree regarding salutary effects of television is untrue.”

Mr. Givens declared that some TV shows at present are “harmless entertainment” and even “educative in nature,” and felt television can and should be made a “remarkable instrument of action.” Firms have found that some TV shows at present are “harmless entertainment” and even “educative in nature,” and felt television can and should be made a “remarkable instrument of action.” Firms have found that television should be made a “remarkable instrument of action.”

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filed reports

FILM REPORT

AVON PICTURES, a division of the AVON Cosmetics Corp., recently completed its first TV commercial for a line of cosmetics, a 28-minute film version of Shakespearean plays. Rights to “Julius Caesar” and “Antony and Cleopatra” have been acquired.

The “unrealistic” sets of the lens system will be used by Mr. Lesser. System combines use of still photography for sets and backgrounds with live action on bare stage. Mr. Lesser believes use of lens will effect great economies both for live and filmed television.

Richard Oswald, veteran motion picture producer, has formed new firm in Hollywood, Richard Oswald Productions. Studios are located at 7155 Sunset Blvd., phone Gladstone 1777. Film has completed in series of 13 half-hour dramatic shows based on incidents in lives of famous people. First film titled “Meyerling,” others to include Lord Nelson, Theodore Roosevelt, Beethoven, Wagner, and Nicholas of Russia. Series expected to be completed by March 1951, cost per film is said to run approximately $15,000.

**Sterling Films Inc., New York, has announced sale of “Merry Christmas,” Vienna boys choir film, to 63 TV markets... Some firms providing CMQ Cuba with 1,000 TV films during 1951... Alexander Film Co., Colorado Springs, Colo., has completed 52 spots for five accounts. Thirteen were for Apex Electrical Mfg. Co., Cleveland, agency Meldrum & Feinwirth Inc., same city; 13 for Philco Corp., Philadelphia, agency Julian G. Pollock Co., Philadelphia, and 13 for Seiberling Rubber Co., Akron, Ohio, agency Meldrum & Feinwirth Inc.

Canadian film interests and Ontario government have instigated production of filmed television programs for international distribution. U. S. television technicians are being brought to Ontario to train Canadians for key positions. Studio site has not yet been announced but it is expected to be in Toronto area. Principals in enterprise include Dobert theatrical interests of Toronto and George A. Hirliman, New York.

**Swank Films, Dayton, Ohio, announces move to new quarters at 627 Salem Ave., phone TA 4192. John Sutherland Productions, Los Angeles, Calif., is producing 14 two-minute live-action films for Ford Motor Co. (Lincoln-Mercury) for CBS-TV Toast of the Town. Agents are Maceney & Eckhardt, 828 E. Michigan Ave., New York. Firm also doing 14 live action films for Armor Packing Co. Included are seven two-minute

video competes

For Magazines’ Ad Dollar

MAGAZINES are more aware of television as a compelling medium for the advertising dollar than ever before, an independent survey reveals.

The U. S. Chamber of Commerce’s Committee on Advertising has released results of its survey of national magazine advertising managers. Representatives of some 46 publications were queried. Of that number, 60% answered. Emphasis was placed on measurement of the effect of national publications by TV, which is “competing for the national advertising dollar.”

At least 40% of the replies found TV taking some slice of business, particularly in new accounts. Balance of the respondents reported slight effect. The period studied was 1950 in comparison to 1949.

The committee reported specialized publications, such as business news magazines, appeared to be immune from TV competition. One correspondent said TV as a growing advertising medium is competing for the same advertising dollar and therefore there is bound to be some effect. Another observed that “as television became a more important mass medium for information and entertainment, magazines will be forced to adapt themselves to more selective audiences.”

CONSUMER MARKETS

Published by Standard Rate & Data Service

fills the needs of national advertisers, advertising agencies, market analysts, media sales and promotion managers for accurate, up-to-date, detailed market facts on every state, county and city of 5,000 and over in the United States.

One agency partner says: “We turn exclusively to CONSUMER MARKETS, because it has the SRDCA statistical assembly know-how developed to a remarkable degree of accuracy.”

Note to publishers, radio and TV station managers: Review a copy of the current 1950-1951 Edition of CONSUMER MARKETS and see for yourself why it will pay you to arrange now for a Service-Ad to represent your medium near your market’s listing in the forthcoming 1951-1952 Edition. Your prospects to CONSUMER MARKETS when they’re comparing markets.

CONSUMER MARKETS

Published by Standard Rate & Data Service

Walter E. Bohruth, Publisher
333 North Michigan Avenue, Chicago 1, Illinois
New York • Los Angeles

December 18, 1950 • Page 63
INTERMISSION time at the TBA Clinic found the following TV-broadcasters seated together (1 to r): Seated, Allen B. DuMont, Allen B. DuMont Labs; Eugene Thomas, WOR-TV New York; John Kennedy, WSAZ-TV Huntington, W. Va.; standing, Geines Kelley, WFMJ-TV Youngstown, Ohio; Allen Lowman, CBS; Dan Schmidt III, George P. Hollingsbery Inc., New York; Paul Raibourn, Paramount Television Productions, New York.

STRESS LOCAL SHOWS

STAR performer of the TBA Television Clinic, held Dec. 8 at New York's Waldorf-Astoria, was John M. Outler Jr., general manager, WSB-TV Atlanta, whose comically cogent remarks contained more humor than the highly-heralded luncheon talk of Ed Wynne and more sense than many of the more soberly presented papers.

Mr. Outler "stopped the show" for the TBA audience. Excerpts from his talk, titled "Catering to the Local Audience," follow:

After batting around for now nearly three years in this fascinating labyrinth of a new phase of mass communications, trying to find the northern passage to India, I've come to at least one definite opinion.

All television stations and all television markets are peculiar unto themselves, and the average of problems to be found in any one of them is always above the average....

"From the very beginning of our operation, we have programmed on a seven-day-a-week basis and at this present moment are pumping out debacles (or whatever they are) some 92 hours each calendar week, with better than 20% of that done as live, studio-produced, honest-to-goodness local programs—home raised and hand spanked.

"In these two short and exciting years of our existence, set population in the area served by WSB-TV has grown from a comparatively nothing to the very comfortable area of better than 80,000 homes. And if we don't run into too many set production woes in the near future, we'll be able to do some more boasting the next time we meet.

"Crisis piled on top of crisis—And do you know, there's a very interesting observation right there. As far as I know, not one of those crises was ever completely solved. Before we could get one worked out, another would be looking right down our throat. So, we'd just let the first one lay there in the floor and rot until it got super-imposed....

Audience Facts

"There's one fact that stands out clearly in the mists of our television morning—an amazing fact that is stunning in its stark simplicity. The audience is composed of people, ordinary people, folks who have debts and dyspepsia, modern gals not afraid to be seen in a Bikini bathing suit and cautious old men who wear both belt and suspenders, rich folks and poor folks, families who rather like to gather in the living room every now and then and just enjoy being together....

"They are the same people who have been, and still are, in our radio audience. And strangely enough, they haven't changed a great deal. They've got the same tastes and preferences, the same prejudices, the same phobias and inhibitions. And in a most unreasonable manner, they insist on exercising these emotions....

"All television audiences are local audiences, whether they are tuned to the plush palaces of Manhattan or to a signal coming from a Quonset Hut in Split Lip, S. C. And of fine significance, there's a definite civic pride which arises in the community when a television station gets born there. It's like getting a new public hospital, or a new university, or any community asset for the benefit of all the people. It's front page stuff for the newspapers, and if the newspaper happens to be the licensee, mister, it's a reporter's paradise.

"The electronic peculiarities of the television signal warrant further the local aspect of the audience. The engineers tell us that the thing won't bend, it doesn't reflect, and that it isn't on speaking terms with distance like we know a radio signal. Even the folks who sell you the transmitter will tell you that it's limited to local, and even the magic of the co-accidental cable doesn't alter that unabashed reality.

Local Formula

"And it has always seemed to me that when you combine the two elements of local audience and local transmission you ought to get a spark. And you do. The catalyst in the formula is, however, local programming—sure enough local programming—now western hussars, opera or the threadbare by-products of a money-hungry movie producer (though the Lord knows how we would have survived without 'em) but local programs with lights and cameras and action and folks who amount to something within your own city's walls.

"It's entirely true that any well-run station has got to have a back-log of network programming to make the wheels go round. It's mighty comfortable to have a generous sprinkling of top network efforts in your schedules and as long as you are operating on the blond side of the ledger these network shows don't have to be in the top 10. And it doesn't make too much difference who the sponsor is.

"But the interest of the audience in network programs is an impersonal matter. The loyalty of the audience is a program loyalty and not a loyalty to the station which carries the show, or to the network which originates the effort. Please believe me, this is by no means putting the whammy on network shows, or the evil eye on that which comes from the flesh-pots of Gomorrah On-The-Hudson. The point I'm driving home is that the only way to tie a local audience into a local television station is with live, local programs. And have you any doubts about it, I can point to a locally produced program in Atlanta, Rich's In Your Home, which enjoys a modest 80% tune-in 5 days a week.

Cites Dangers

"That television operation content to be a repeater station or a satellite for two, three or four networks, with a little film thrown in to chink up the cracks in the schedule, is living under the sword of Damocles and like the man who for breakfast just raised the window and chewed on a foggy morning. And if you want proof of that opinion, just study the set population figures in those markets served by stations who do not have a local slant in their programming, or who are indifferent towards its development. Their mad scurry to reach the fiscal break-even point. It's pretty plain.

"After all, the only way to make money in television is to provide
enough circulation to justify rates. And those rates have got to be high enough to meet expenses and competitive conditions and still leave a little for the brave pioneer who put up the original dough. And the only way to get that circulation is through program appeal to your own folks—to the folks who live on your Main Street and not on Broadway, the local folks whose likes and dislikes should be known to the station operator like the lines in his hand—through program appeal to the people in your community who begin by regarding the television station as a local asset and want to keep on doing so—if the station will help.

"And it's tough to maintain very much local aspect if the entire week's schedule is flavored of New York and Hollywood.

"I grant you that this whole attitude of smacks of provincialism but, as I see it, it's just simple economics and plain pragmatism. The claim that local live programs are done in studios—produced by people—utilizing cameras and sets—that all of these things cost money is immediately countered with the hard fact that the eventual prosperity of the station is in direct ratio to its recognition of the local nature of its audience—and how much and how well that audience is catered to.

"The television station which knows its audience and programs to that audience—the TV station which is part of the community which gives it more something of its own recognition to be a part of that community—is the TV station which will survive the economic blust which will come when the audience finally gets the privilege of full and free selection."

**HURRELL FORMS**

**New Production Firm**

HURRELL PRODUCTIONS Inc., new Hollywood firm to engage in production of television and animated pictures for TV and commercial uses, has been organized and filed incorporation papers with California Secretary of State in Sacramento.

Firm will be headquartered in the Walt Disney Studios, 2400 W. Alameda Ave., Burbank, Calif. George Hurrell, New York photographer, is president and manager, with Roy O. Disney vice president and Paul Pease, secretary-treasurer. Gunther R. Lesing is general counsel.

Messa, Disney, Pease and Lesing are also officials of Walt Disney Productions Inc. Along with George and Phyllis B. Hurrell, they also make up the board of directors of the new organization which is capitalized for 10,000 shares of $10 par value. No public issue of stock is planned, it was said.

Mr. Hurrell, currently in New York, will close his studio in that city, returning to Hollywood late this month. He will continue still photographic work along with his new activities.

**TV BROADCASTERS assembled after a speech at TBA Clinic, Dec. 8, Waldorf-Astoria, N. Y. (L to r): Paul H. Raymer, Paul H. Raymer Co., N. Y.; John M. Butler Jr., WBZ-TV Atlanta; Marshall Rosenc, WSAZ-TV Huntington; Dwight W. Martin, WLWT (TV) Cincinnati; standing, Don Campbell, WBRC-TV Birmingham; Walter Hoase, WORC Hartford; Otto Brandt, ABC, N. Y.; Reynold Kraft, Paul H. Raymer Co.**

**WCP0-TV OPERATIONS**

**Watters Reports on Progress for TBA Clinic**

WHEN WCP0-TV Cincinnati went on the air in July 1949 "it seemed apparent that the income from the few nighttime announcement availabilities and network income would never get WCP0-TV out of the red, let alone provide a profit," M. C. Watters, general manager of the station, told the Television Clinic of Television Broadcasters Association, held Dec. 8 in New York.

So, Mr. Watters reported, his station's inception started its telecasting day at noon and signed off at 11 p.m. seven days a week, although the other two TV stations in Cincinnati operated only from late afternoon to 9:30 or 10 p.m. and one was on only six days a week. When in October 1949 WCP0-TV became interconnected it pushed its starting time back to 9:30 a.m. running continuous programming until 12:30 or 1 a.m.

"We kept those hours all last winter and spring and finally, in August of this year, our sign-on time became 6 a.m. seven days a week, with sign-off time after midnight or 1 a.m. Saturday sign-off is 2:15 a.m., Mr. Watters said.

Noting that with such a schedule "it was and is especially important that our daytime programming be of such caliber that it would make set owners use their sets and to further induce sales of TV sets in the market," Mr. Watters quoted a Videodex survey made in Cincinnati in September showing the following percentage of TV homes with sets tuned to least one program during the five weekdays:

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m. to 9 a.m.</td>
<td>37.4%</td>
</tr>
<tr>
<td>6:30 a.m. to 11 a.m.</td>
<td>35.2%</td>
</tr>
<tr>
<td>6:30 a.m. to 1 p.m.</td>
<td>44.4%</td>
</tr>
<tr>
<td>6:30 a.m. to 5 p.m.</td>
<td>52.6%</td>
</tr>
<tr>
<td>6:30 a.m. to 5:30 p.m.</td>
<td>64.8%</td>
</tr>
</tbody>
</table>

**TV CAN INFORM**

Landsberg Cites CD Role

TELEVISION is the only medium that can quickly educate the American people on how to protect themselves and how to fight the treatment to the wounded in event of an atomic bomb attack, Klaus Landsberg, vice president, Paramount Television Productions Inc., and general manager of KTLA (TV) Los Angeles, told members of the Public Health Assn. of Southern California at a meeting Dec. 8.

Placing the full responsibility of such education on the shoulders of such organizations as the health association, Mr. Landsberg urged it to use television without delay in showing the people how they can protect themselves.

Response to a recent experimental telecast carried by KTLA from the Naval Reserve Training Station, Hawthorne in convincing treatment of simulated wounds from an atomic bomb attack showed beyond a doubt, Mr. Landsberg said, the "communication with fear, anxiety and feeling of insecurity of our population and its resulting desire to learn from the people who know."

"We, in television," he said, are "ready, willing and anxious to deliver to you an audience of 3 million people in Los Angeles alone; the responsibility to use television without delay and to show the people how to protect themselves falls squarely on the shoulders of organizations such as yours . . . there is no time to hesitate."

**PROGRAM KFI-TV University, aired on KFI-TV Los Angeles, endorsed by 10th District, California Congress of Parents and Teachers as program suitable for all age groups. The 25-minute program, telecast in cooperation with U. of Southern California, is telecast weekly.**

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 p.m.</td>
<td>Meet the Ladies (audience participation)</td>
</tr>
<tr>
<td>3-5 p.m.</td>
<td>Paul Dixon's Music Shop (two-hour disc jockey show)</td>
</tr>
<tr>
<td>5-6 p.m.</td>
<td>Six from Brigham (Western movie)</td>
</tr>
<tr>
<td>6-7 p.m.</td>
<td>She Gun Theatre (Western movie)</td>
</tr>
</tbody>
</table>

**IF YOUR AM-TV-FM STATION NEEDS**

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill

—

Mark V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois

—

Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
FARM VIDEO

NARFD Group Gives Aids

RADIO farm directors have a "place in the sun" because commercial sales in rural homes have been strong in those areas where TV is available," according to the National Assn. of Radio Farm Directors 1950 convention.

In an annual report, the outgoing 1950 group, headed by Mal Hansen, WOW-TV Omaha, prepared a number of suggestions to guide future committees to be named by NARFD President-elect Phil Alampi, WJZ New York, when he takes office in January (see story, page 41).

The committee, acting on the premises that RFDs will be confronted with TV problems, recommended that future committees include: (1) provide success stories of farm TV shows for stations contemplating such programs; (2) urge the U. S. Dept. of Agriculture and other agencies to orient their own programs to the "pits" of the field; (3) provide a list of successful TV shows produced by farm departments, outlining techniques, subject matter and other data, and suggest that RFDs maintain close contact with USDA for research services.

Major Problems

Major TV problems as seen by the Television Committee:

1. Time demands on TV are amaz- ingly heavy for very short time. RFDs may find that educational programming will be less acceptable because of the entertainment program. Therefore, RFDs will be forced in most instances, to sell their own organization on the idea that the TV audience is interested in agriculture as a business, a way of life. The farming effect on the daily life of the consumer. Listener interest in food, marketing, and gardening is intense and this factor should be brought to the attention of the station management.

2. The current extension of TV sched- ules to include more daylight hours, with a trend toward the noon hour, will provide a greater outlet for farm tele- casting, and provide one of the best possible vehicle periods for rural people. RFD's greatest opportunity may come at this hour. However, RFDs must attempt to influence TV activities personnel in the need for a wide variety of general audience shows, rather than a small amount of TV programming, which RFDs must produce TV programs that are consistent with entertainment features. RFDs, therefore, have the problem of mustering all the showmanship and leadership in selecting, arranging and producing shows.

3. A low budget for local program- ming may hinder the assistance that RFDs need in building shows. Therefore, a low budget should be outlined.

4. Specialization provided by extension services, colleges, and universities, although useful, will often be unim- portant when the educational program must be conducted principally in the home. Therefore, the need for specialization with a flair for show- manship is a key note that can be stressed by individuals who can influence TV planning by specialists.

5. There is a lack of understanding among specialists in TV of series that work best (models, size of charts, color changes, etc.) in series. A standard list of such series might assist folks new to the field.

6. Educational institution and government programs should provide some means for training specialists in TV techniques and gathering of "tools" for TV presentation.

7. RFDs going into TV should constantly be on the lookout for potential commercial sponsorship as an aid to the commercial Geoffrey of the station.

8. RFDs have, on occasions, found it important to be able to use both studio and camera to build TV shows and therefore, a workshop for further training of camera techniques should be constituted.

ATAS ELECTION

Mike Stokey Slated as President

Mike Stokey, television producer, is slated as the new president of the Academy of Television Arts and Sciences, Los Angeles [BROAD- CASTING & TELECASTING, Dec. 4], following the withdrawal of the other three nominees.

Klaus Landsberg, vice president, Paramount Television Productions and general manager, KTLA (TV), Los Angeles, and James Vandiveer, manager daytime programming, KECA-TV Los Angeles, both declined the nomination on basis of an agreement previously made that station managers would not hold the office of president. Freeman Lust, moderator of a local TV program, withdrew, pleading "lack of time."

Also declining nominations for the latter reason were H. L. Hoffman, president, Hill-Murray Radio Corp., now second vice president of the group, for the office of first vice president; and Dick Lane, TV actor, for secretary. Election results will be announced at the academy meeting tomorrow (Tuesday).

Included on ballots which have been mailed to members are nominations for awards in 14 different categories. They include:

Cultural, special events, technical or scientific, sports, public service, educational show, children's show, variety, dramatic news programs, and audience participation, best TV actor, TV actress, outstanding educational program.

Two nominations may be made for each program category with the 15 shows receiving most nominations to be submitted to category winner for judgment. In the first five and last three categories, appearances must have been made before Dec. 1, 1950; in other categories shows must have appeared on the air between Dec. 1, 1949 and Dec. 31, 1950, seven weeks prior to that date.

Chairman of the awards committee is Don Lauritzen, president, Rock & Roll-A-Latins Advertising Agency; Joseph Coiff, president, Coiff & Cooper & Clay Inc., TV audience research group, is vice chairman. Awards will be announced and presented at the annual academy dinner Jan. 29 at Ambassador Hotel, Los Angeles.

RCA has shipped third RCA-built TV station for operation in Havana to Telenews Co., Alonso, S. A. Station plans to begin operation in early 1951.


OPENING of new "ranch room" at W. T. Grant Co. in Salt Lake City, prompts KDYL-TV m. c., Emerson Smith, to put on guns for interview with Peter Sando (center), mgr. of restaurants for Grant, and Robert Shurtleff, Salt Lake City store mgr. Store bought hour-long telecast from its new dining facility.

MONTHLY package at cost of $10,000 and calling for daily feature film, 1-2 p.m., on WNBW Washington gets signature of Clayton Sanders, adv. dir. of Peoples Drug Stores of Washington. Seated left is William McAndrew, WNBW gen. mgr. Standing, Charles deLozier (r), WNBW, Wm. Murdoch, Murdoch Adv.

CONTRACT for Santa's Workshop series on WFMY-TV Greensboro, N. C., is reviewed by (seated, l to r) T. G. Overstreet, vice pres. and mgr. of Ellis Stone & Co. department store, and Bruce Crawford, publicity dir. Standing are Robert M. Lambe (l), and Virgil Evans, WFMY-TV.

DRAWING up final contracts for telecasting of annual Pasadena Tournament of Roses parade on New Year's Day via Los Angeles-San Francisco microwave system (I to r): Harry W. Wilt, L.A. mgr., Collins & Holden, Carlson, McClinton & Smith; Harrison M. Dunham, manager, KTTV Los Angeles; Harry J. Volk (seated), v. p. in charge, western operations, Prudential Insurance Co.; Edward F. Baumer, dir. adv. sales promotion and public relations, Western Home office, Prudential.

On the dotted line...
JOHN EISENHAUER, freelance disc jockey, appointed chairman radio publicity committee by New York State Commission for Blind, for annual Christmas sale in N. Y.

JOHN J. TENGE Jr., D'Arcy Co., St. Louis, to KXYZ Houston, Texas, as promotion manager.

SY FRIEDMAN, assistant photo editor NBC, N. Y., father of boy, Richard Edward, Dec. 6.

ROBERT ANDERSON, research manager ABC Central Division, father of girl, Dec. 1.

JOHN EISENHAUER to WGGB Red Lyon, Pa., as announcer; JOE TUTKA to announcing staff KCOH Houston, Tex.; HARRY ATKINS to WVED Kingstown, S. C., as announcer; JOHN J. WILK to WTRI Armed Forces Radio Service, U. S. Naval Activities, Memphis.

RAY McLENDON appointed program director WGSV Gunterville, Ala.

PAT McGUIINNESS, news and sports director WATL-AM-FM Atlanta, Ga., to WZNO West Palm Beach, Fla.

JOHN MORRIS appointed junior producer WLTV (TV) Cincinnati.

BUD SUNKEL, WDAN Danville, Va., to WXGI Richmond as assistant producer.

JACK FARMER, WATL Atlanta, Ga., to WIBB Macon, Ga., as staff announcer.

TED JONES, disc jockey KNZU Houston, Tex., father of girl, June Eleanor.

NEWMAN MARSH, announcer NBC-TV Washington, ordered to active duty with Marine Corps.

ROGER STEVENS to WPTR Albany as staff announcer. ERNIE DAVIS, WAGE Syracuse, to WPTR announcing staff. MICHAEL DAKYLA Jr., sales staff, appointed continuity director, replacing BETH LEE, resigns to freelance.

ED VIEHMAN, producer WCCO Minneapolis-St. Paul, father of boy, Edwin Dennis.

BOB ROTH, WOL Washington, to WTOP Washington as staff announcer.

ED PENDLETON, promotion manager WMAZ Macon, Ga., father of girl, Catherine Louise.

MILLARD HANSEN, announcer WJOL Joliet, Ill., to WDWS Champaign in same capacity.

FRITZ BLOCK, director-writer and one-time drama critic, signed as producer of Progressive Broadcasting System transcribed Charlotte Rogers' movie show.

HARRIET LORD to WPEN Philadelphia, as m.c. of program interviewing outstanding officials. Was with WFFG and WMID in Atlantic City, N. J.

FRED FOY, WXYZ Detroit announcer, father of girl.

JACQUELINE SHARPE and GEORGE ADAMS to promotion department WBT-AM-FM and WBTV (TV) Charlotte.

JIM MITCHELL, announcer-producer WDSL Roanoke, Va., to WDDA Danville, Va., as announcer, replacing HAROLD STEVENS, resigned.

EDDY ROGERS, musical director KOA Denver, will have his poem "Grande Lake" published by Emil Uscher Inc., N. Y., in January.

BILL MALONE to announcing staff WMAO-AM-FM-TV Washington. Was with WAVE-AM-TV Louisville.


PAUL BARON, program director WOKO Albany, resigns. Future plans not announced.

BOB SEITZ, KFAB Omaha, to promotion department KMTV (TV) Omaha.

ROBERT GUGGENHEIM, KNBH (TV) Hollywood television film supervisor, and Joan O'Donnell were married Dec. 1.

CAMBRIDGE School of Radio Broadcasting, N. Y., announces placement of following graduates: MURRAY BREEN to announcing staff WHED Washington, N. C.; SEYMOUR MILLER to WTFR New Brunswick, N. J., as announcer; FRANK PILARINO to teletranscription department DuMont Television Network.

NEW...

WILLIAM D. NIETFELD, director of news KFRC San Francisco, to KCBS San Francisco in same capacity.

GLENN CONDON, news editor KRMG Tulsa, elected president of Tulsa Press Club.

ROBERT FULLER, CBS press information staff, father of boy, Alexander Scott.

ART LEAVITT and FRANK MCGEE to WKY Oklahoma City as newscasters. Mr. Leavitt was with XDAE Fort Bragg, Calif., and KERO Palm Springs, Calif. Mr. McGee was with KGFH Shawnie, Okla., and KITV San Bernardino, Calif.

BERNARD H. RAMESKIE, W COP Boston night news desk, to WORL Boston as news and sports director. WILLIAM COLLINS, Boston Herald, to news rewrite desk.

GENE KELLY, sportscaster WPEN Philadelphia, father of girl, Sally Ruth. MATT GUOKAS, sports director, elected president of Basketball Writers Assoc. of Philadelphia.

ELECT GIMBEL

Heads Philadelphia Group

BENEDICT GIMBEL Jr., president, WIP Philadelphia, has been elected president of Philadelphia Broadcasters Assn., which he co-founded with Gordon Gray, WIP vice president. Other officers named are Max M. Leon, owner of WDAS Philadelphia, treasurer, and Patrick J. Stanton, owner of WJMJ Philadelphia, secretary.

The association, made up of station executives in the area, plans to set up a mutually-operated office as a clearing house for advertising agency acceptance, exchange of credit information, clearance and allocation of public service announcements and programs, acceptance of program material, and exchange of personnel data.

STU WAYNE of WPEN Philadelphia gave a big Tiny Tot fire engine party for 1,000 children. A new fire engine from Brooklawn, N. J., came to WPEN to take the children for a ride.

AGENCIES MERGE

Yambert Heads New Firm

FOUR Los Angeles advertising agencies have merged into a single organization known as Yambert, Prochnow, McHugh & Macauley Inc. with headquarters at 220 N. Canon Drive, Beverly Hills, starting Jan. 1.

Ralph F. Yambert, head of Ralph Yambert Organization, has been named president of the new corporation.

Raymond P. Prochnow and Phil D. McHugh are vice presidents. J. Stanley Macauley is secretary-treasurer. The latter three headed their own agencies until the merger took place.

Mr. Yambert and Mr. McHugh will continue to specialize in radio and television.

WMBG Richmond receivedaway from Virginia chapter of American Cancer Society for distinguished service in 1950. Local chapter praised cancer control program broadcast by station.

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW.—plan your Fall schedule on CKLW now!
RCA VICTOR Record Dept., sales, merchandising and promotion executives will move headquarters from Camden to N. Y. More reportedly being made to bring top department heads in closer contact with activities of artists and repertoire sections located in N. Y. Those affected are LAWRENCE W. KENAGA, general sales and merchandising manager; DAVID J. FINN, advertising and sales promotion manager; ROBERT M. MACRAE, merchandise manager; EDWARD O. WELKER, sales planning manager, and EDWARD DODELIN, field sales supervisor. GEORGE R. MAREK, assistant to general manager, appointed to newly created post of director of artists and repertoire.

KATHLEEN DONAHUE, Chicago Tribune reporter, appointed editorial director in charge of writing staff Arthur H. Miller public relations office, N. Y.

E-Q-RADIO PRODUCTIONS, N. Y., announces new 16-minute package program Newsstand Roundup. Program made up of highlights from current magazines and will be sold on yearly subscription basis.

C. P. MacGregor, Hollywood transcribed library service, announces six new stations have signed as subscribers: KATO Reno, Nev.; KENM Portland, N. M.; KLCB Libby, Mont.; KFDR Grand Coulee, Wash.; KDLA De Ridder, La.; and WBMM Chicago for Obsession, mystery show; WOC Davenport, Iowa, and WNW DeBary, Ohio, Hollywood Theatre of Stars.

ARNOLD MICHAELS, production supervisor Music Corp. of America, named executive producer for World Video Inc., N. Y.

COFFIN, COOPER & CLAY, L. A. operator of Tele-Que Audience Analysis, to open offices in S. F. in January. ROBERT T. SEELEY, from L. A. office, will be in charge.

CHARLES MICHELSON INC., N. Y., radio transcription firm, has sold transcribed Christmas jingles to following sponsors: Washington Shirt Co., over WIND Chicago; Dick's Furniture over WLAD Danbury, Conn.; Joseph's Men & Boys Wear over KSIG Crowley, La.; and Dunlap's Dry Goods over KWB Stockton, Calif.

WORLD BROADCASTING SYSTEM, N. Y., sends Christmas bonus package containing five special feature films for the holiday season. Included among these are: The Angel With the Cold Nose, featuring Margaret O'Brien; Ten Christmas Songs by The Jesters; The Christmas Shopping Bag, a music and continuity program; and musical lists for musical programming during Christmas.

COLUMBIA RECORDS Inc., N. Y., has prepared special half-hour radio scripts for its local distributors to be used in promotion of its "Parades Festival" recordings.

Equipment


Mr. McCullough

ROBERT H. PASCHALL, sales manager Reelco marketing and promotion Universal Electronics Sales Corp., Philadelphia, appointed vice president in charge of sales.

JOHN P. ROSENBERG, treasurer and controller RCA Service Corp., appointed vice president in charge of consumer products service division.


GEORGE W. WALKER, industrial designer and stylist in Detroit, retained by Admiral Corp. for designing TV cabinets.

RCA announces new television antennaplex system, SX-8E, designed and tuned for specified local television channels. The multiple outlet TV antenna system has already been installed in several large cities.

U. S. ELECTRONICS Corp., L. A., moves to new quarters at 2038 Broadway, Santa Monica, Calif.

RCA ENGINEERING PRODUCTS DEPT. releasing new 12-page booklet which provides information on new table model electron microscope.

BARBER-COLMAN Co., Rockford, Ill., now producing reversible motor which can be used as single-phase shaded pole induction motor; single-phase capacitor motor, or two phase motor. Motors available with power ratings up to 1/50 horsepower for continuous-duty service.

THE DAVEN Co., Newark, N. J., announces availability of two new attenuator units. RF attenuation network model 650, has flat frequency response from DC to 225 mc and can be used as all-purpose laboratory and test instrument. Carrier frequency decade attenuator, Model 795, is applicable to extremely accurate measurements from DC to 220 kc. Further information may be obtained by writing company at 101 Central Ave., Newark 4, N. J.

Technical

TED DZCYPOK, studio engineer WJAS Pittsburgh, returns to work after illness.

RUSH SAWYER, chief engineer WVDA Danville, Va., father of girl.

JACK WHITESIDE, chief engineer in charge of electronic developments Simpson Electric Co., Chicago, going on five month lecture tour for service men throughout country.

BOB DARE Jr. to WPTR Albany as studio engineer.

WRLCH HUCKABY appointed chief engineer WSJV Guntersville, Ala.

SENATE CONTROL

GOP Bids for More Voice

JOCKEYING for Senate control in the 82d Congress which convenes Jan. 3 began last week as an afterthought of the GOP election victories last November and the subsequent slimming of the Democratic majority in the Senate to two lawmakers.

First Republican bid for more voice in Senate affairs was a proposal to increase the size of committees in the upper chamber, thus giving new Senators a better opportunity to be placed on key committee assignments. Democratic leadership, however, after a party conference, turned down the recommendation.

The GOP would change the Congressional Reorganization Act which provides for 13-man committees, except on the Senate Appropriations Committee which has a membership of 21. The act also imposes a limit of two major committee posts to each Senator.

S. C. Assn. Meet

SOUTH CAROLINA Broadcasters Assn. will hold its annual convention Jan. 26-27 in Columbia, S. C. Guest speakers and entertainers are being selected for the meeting, which SCBA President Dan Crossland, WCRS Greenwood, hopes will be "the best of our several meetings."

Advertising PAYS in a DAY — on

WGRD "The People's Station" Grand Rapids, Mich.
BLAW-KNOX builds

ANOTHER

RINGSIDE SEAT
to the Events
of the World

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2077 Farmers Bank Bldg., Pittsburgh, Pa.
WCGB Red Lion, Pa.--Grantor liquefied new AM station, 1440 kc 1 kW.

WTSF Hanover, N. H.--Grantor liquefied new AM station, 1600 kc 2 kW.

WENF Burlington, N. C.--Grantor is required to decrease height of vertical antenna and power to 1 kW.

WLKZ, KA-2925, KA-6278-8 9 Miami Beach, Fla.--Grantor requested for voluntary assignment of lease to partner/Temporary change in assignment--Lee Roberts is relinquishing his interest in assignee--May 28.

WCIC Mantua, Ohio.--Grantor--changed call letters to WCIV.

WQBF Washington, D. C.--Grantor--changed call letters to WQBC.

December 7 Applications

December 11 Applications

December 12 Applications

December 13 Applications

Approval of temporary extensions of authority

December 7 Applications

December 8 Applications

December 9 Applications

December 10 Applications

December 11 Applications

December 12 Applications

December 13 Applications

December 14 Applications

December 15 Applications

December 16 Applications

December 17 Applications

December 18 Applications

December 19 Applications

December 20 Applications

December 21 Applications

December 22 Applications

December 23 Applications

December 24 Applications

December 25 Applications

December 26 Applications

December 27 Applications

December 28 Applications

December 29 Applications

December 30 Applications

December 31 Applications

January 1 Applications

January 2 Applications

January 3 Applications

January 4 Applications

January 5 Applications

January 6 Applications

January 7 Applications

January 8 Applications

January 9 Applications

January 10 Applications

January 11 Applications

January 12 Applications

January 13 Applications

January 14 Applications

January 15 Applications

January 16 Applications

January 17 Applications

January 18 Applications

January 19 Applications

January 20 Applications

January 21 Applications

January 22 Applications

January 23 Applications

January 24 Applications

January 25 Applications

January 26 Applications

January 27 Applications

January 28 Applications

January 29 Applications

January 30 Applications

January 31 Applications

February 1 Applications

February 2 Applications

February 3 Applications

February 4 Applications

February 5 Applications

February 6 Applications

February 7 Applications

February 8 Applications

February 9 Applications

February 10 Applications

February 11 Applications

February 12 Applications

February 13 Applications

February 14 Applications

February 15 Applications

February 16 Applications

February 17 Applications

February 18 Applications

February 19 Applications

February 20 Applications

February 21 Applications

February 22 Applications

February 23 Applications

February 24 Applications

February 25 Applications

February 26 Applications

February 27 Applications

February 28 Applications

March 1 Applications

March 2 Applications

March 3 Applications

March 4 Applications

March 5 Applications

March 6 Applications

March 7 Applications

March 8 Applications

March 9 Applications

March 10 Applications

March 11 Applications

March 12 Applications

March 13 Applications

March 14 Applications

March 15 Applications

March 16 Applications

March 17 Applications

March 18 Applications

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March 20 Applications

March 21 Applications

March 22 Applications

March 23 Applications

March 24 Applications

March 25 Applications

March 26 Applications

March 27 Applications

March 28 Applications

March 29 Applications

March 30 Applications

March 31 Applications

April 1 Applications
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building</td>
<td></td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
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<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
<td></td>
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<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
<td></td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 4108</td>
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</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646 Washington, D. C. 2915 Red River 2-5055 Austin, Texas</td>
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<td>RUSSELL P. MAY</td>
<td>1423 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>JOHN CREUTZ</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 4-4721 ARLINGTON, TEXAS</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 5851 1353 M STREET, N. W. Executive 1220 Washington 6, D. C.</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 820 13th St., N. W. EX. 8073 Washington 5, D. C.</td>
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<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Rd. — Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION 1 Le Faer Lane, New Rochelle, N. Y. New Rochelle 6-1620</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. —Sterling 0111 Washington 4, D. C. Member AFCCE*</td>
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<td>GAUTNEY &amp; RAY</td>
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<td>E. C. PAGE</td>
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**CONSULTING RADIO ENGINEERS**

**JANSKY & BAILEY**
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE*

**McNARY & WRATHALL RADIO ENGINEERS**
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

**A. D. RING & CO.**
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

**Craven, Lohnes & Culver**
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WASHINGTON 4, D. C.
Member AFCCE*

**WELDON & CARR**
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1778 Weed St. 4742 W. Ruffner
Member AFCCE*

**E. C. PAGE**
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

**RUSSELL P. MAY**
1423 F St., N. W. Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

**Dixie B. McKey & Assoc.**
1829 Jefferson Place, N. W.
Washington 4, D. C.
Republic 7236

**CHAMBERS & GARRISON**
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

**KEAR & KENNEDY**
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883 WASHINGTON, D. C.

**JOHN CREUTZ**
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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**CONSULTING RADIO ENGINEERS**

December 18, 1950 • Page 71
SALESMEN!
For Big Results
In This Big Market
Use This Big Station!

Page 72 • December 18, 1950

BROADCASTING • Telecasting

POLICY CHANGE
WEW To Log 'Good Music'

WEW St. Louis, first station to take the air in the Missouri metropoleis, will mark 151st, its 30th year, by shifting the programing to "continuous good music," General Manager Daniel P. O'Connor announced Thursday. "In keeping with the cultural and educational attainments of St. Louis, we feel it is appropriate for our station to offer a program that is consistent with the city's cultural and educational offerings," Mr. O'Connor said.

"After much study and investigation of other good-music stations, the management has decided to program only the finest in music, an improved news coverage, and public service or educational programs suitable to the higher standard of programming, and we have decided that the changeover will take effect Jan. 1.

WEW will offer St. Louis listeners a monthly program guide on a subscription basis. The guide will list the programs for each day and will give a listing by time and day of each major work programmed, and an index. Ten thousand guides have been mailed to listeners, along with a New Year's greeting wishing St. Louis a prosperous new year, and the changeover will begin.

WEW's present general manager has been in charge of the St. Louis U. operation since last fall, when Nicholas Pagliaroli resigned to become national sales manager of WEW. Mr. O'Connor joined the Station in charge of production at WEW, and Glenn Manley is commercial manager. Charles M. Rogers is news director.

WEW's general manager has M.A. degrees from Catholic University, Washington, and both have been teachers.

WWCA Gary, Ind., has been named winner of Oberlin Award, annual presentation of Lake County Medical Society to organization making outstanding contribution to public health and welfare in area. Award was based on program station run last spring, entitled Drama—M.D.

MAGAZINE DATA
BAB Distributes Figures
"COUNTY by County Comparison of Magazine Circulation," $74-pound volume of separate circulation figures of six magazines by county, is being sent by Broadcasting Advertising Bureau to all members.

Purpose of these figures is to enable station owners to draw up comparisons between their own coverage and that of the six magazines, and to demonstrate to local representatives of national advertisers the advantage of using spot radio in that area. Book is available to advertisers for $7.50 with TANN Chattanooga, Tenn., KMH Marshall, W.R.E., Lexington.

(Continued on page 80)

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(Continued on page 80)
set up in United Press office space. Staff man stationed there broadcast news from makeshift newsroom during day. Station reports that other stations in area were only able to broadcast news headlines.

**HUMAN AUCTION**

KFJX Grand Junction, Colo., auctioned off 30 prominent business and professional men of Grand Junction for sets to listeners with proceeds going to community chest. During two-hour talent show, men were put on block with auctioneers describing their qualifications. Offers of $5 to $35 were bid by telephone for their services to wash dishes, shine shoes, clean bird cages and many other tasks. During show, mobile unit visited several bidders’ homes and gave direct reports to radio audience.

**GOVERNOR REPORTS**

KECA-TV Los Angeles, Report to the People, Dec. 11, 10:30-10:45 p.m., PST, Gov. Earl Warren gives monthly report to state. Series based on radio version of Report currently heard on ABC Pacific Network Tues., 9:45-10 p.m. Governor in both series discusses current topics of general state interest. Program originates from KECA-TV studio.

**UNADDRESSED MAIL**

WJAR Morgantown, W. Va., can proudly point up to advertisers station’s popularity and coverage by showing unaddressed postcard station received from another town with station of its own. Postcard was forwarded to WJAR because of reference to local high school group asking for request tune.

**TAX QUESTION**

WNBJ (TV) Cleveland, Income Tax, Dec. 11-15, 12:45-1 p.m. Edward Wallace, station’s news director, and Harry X. Robinson, assistant field deputy of Dept. of Internal Revenue, conducted question and answer series on income tax set up. Viewers were asked to submit questions either by mail or telephone.

**APRON RESPONSE**

KSTP-TV Minneapolis, What's Cookin’, Mon., 12:45-1:15 p.m., Tues.-Fri., 1-1:30 p.m. Sponsored by Kushen-Pearson Brokerage Co. and W嗫xABove Co. Show received 2,000 replies from one-time offer of free plastic apron. Bernice Hulin is hostess.

**APPROVED SCHOOL SHOW**

WCPD-TV Cincinnati, Hi-Time, Sat., 11-11:30 a.m., Chevrolet Dealers of Greater Cincinnati Agency. A Drive & Rosenfield, city show. Features Paul Dixon, station’s disc jockey, and is based entirely on school talent and activities. One school each week is honored, with cheerleaders, entertainers and athletes participating in show. Program also points out safe driving with contest on reactions to driving situations by students. Station announces that Board of Education has given full sanction to show.

**ANNUAL PARADE**

WGGW Meadville, Pa., representation was named Meadville Halloween Queen from field of 12 contestants representing business firms in city. Gala celebration was topped with show in front of court house and annual parade. Queen riding in new convertible along with her court. Girls in court were sweaters with letters on them making up call letters of station.

**FULL OF FACTS**

WKRN Youngstown, Ohio, sending brochure to trade giving many facts about station. Inside is headlined “There’s no radio confusion in Youngstown! ... We’re outside TV influence. ... AM is bigger than ever!” It goes on to give list of shows that top city from all stations. On back is coverage maps and Hooper station audience index.

**QUALIFIED HABIT**

KAVR Cedar Rapids, Iowa, has added 11 scheduled three-minute news periods to its programming. News bulletins deal only with international news in condensed form. Programs were added due to intense interest in world situation, station said.
He played end on the Jackson High School football team and guard on the basketball quintet. When he entered his junior year, his father enrolled him at Albion College at nearby Albion, Mich. In order to "bunk" with him, Mr. Hoffman transferred to Albion High School, a hot spot then available at Jackson High, where he continued his football activities, winning All-State prep honors for two consecutive years. An end, he led the team in scoring both years.

Mr. Hoffman today taps the scale at an even 200 pounds. When he paces the floor in a conference room, his matchless skill will detect the football player in his erect carriage and bouncy walk.

Enters College

After working a year following high school graduation Mr. Hoffman entered Albion College as a freshman in 1924. He was elected president of his class at that time. College curricula were unusually rigorous, with philosophy his major. He minored in political science. In addition he held down several jobs to keep himself in books and rooms, sometimes progressively or jointly was janitor and clerk in a jewelry store, YMCA gym instructor, laborer with a repair department, punch press operator and inspector at a manufacturing plant, clerk in a department store and paint confectioner. And he claims to have put all that experience gained to good use over the years.

Because of his heavy college schedule, young Hoffman was forced to give up basketball, but he played three years of football as end. When he broke a leg, that ended his football career. He subsequently coached the freshman football team as a senior and re-energized high school games.

Despite multitudinous activities, Mr. Hoffman found time to serve as president of his class, the student body, inter-fraternity council and fraternity—Alpha Tau Omega. He was also a member of the athletic board of control.

Upon graduating in 1928 with a B.A., he went job hunting again and joined Sparks-Withington factory at Jackson on a temporary basis. Four months later he was named superintendent in charge of 1,500 persons. But the sports urge was still with him, and he joined Reynolds Spring Co. chiefly because it was closely attached to lighting of baseball and football fields.

Stays in California

Mr. Hoffman visited Southern California. In 1933, the company transferred him to Los Angeles department store. In 1935, he joined Firestone Tire & Rubber Co.

At that time Firestone was establishing retail auto supply stores on the Pacific Coast. Mr. Hoffman was soon given the task of introducing and expanding the company’s products. He was sent to Portland, Ore., in 1936 to revive a Firestone store that was bogged down. When he turned a profit within six months, his work was quickly noticed.

Returns to L. A.

Next he went to work for an appliance distributing company in Portland on an incentive contract and made the mistake of doubting his quota the first year. His superiors decided that Mr. Hoffman was making too much money under his system. They suggested a cut, so he returned to Los Angeles.

He then went into business as a manufacturer’s representative and pioneered fluorescent lighting in Southern California. The Los Angeles territory was then 60 cycles. The new fluorescent lighting needed 50 cycles. He overcame this barrier by convincing a local firm to build necessary transformers.

Within a year the transformer company was doing 10 times its former volume and the fluorescent lighting systems were selling like hotcakes.

Mr. Hoffman was on his way financially.

It was in December 1941 that he acquired Mission Bell Radio Co., then manufacturing radio sets in a building hardly larger than the average sized neighborhood auto repair garage. Following some re-organizing, when Mr. Hoffman opened for business he had a tiny plant and just three employees who did nothing but repair old Mission Bell sets. But being a man of vision and action, he established an ambitious program for his newly acquired company.

With the war raging in Europe, the U. S. government was looking for companies to handle war production and Mr. Hoffman went to Washington to see about it. He came back home with a contract in pocket. Soon he was concentrating on his plant space, hiring people by the scores and manufacturing electronic equipment for the armed forces.

Expansions

He soon absorbed Mitchell-Hughes Co., manufacturer of custom-built radios. More government contracts followed. In just two years, Mr. Hoffman had become the largest contractor of Navy electrical equipment in the West.

The fast growing company changed its name to Hoffman Radio Corp. In 1944, the company was honored with an Army-Navy "E" production pennant.

With war’s end, Mr. Hoffman tool his plant to manufacture television phonograph-radio combinations and home recorders. Four years ago, with television becoming increasingly important, Mr. Hoffman called his corps of assistants, and together they developed the Hoffman Easy Vision TV receiver set.

With his wife, the former Elaine Stevelly, whom he married May 20, 1941, and their 64 year old daugh-
ter, Jane Leslie, Mr. Hoffman maintains residence in Pasadena, Calif. He also has a summer home on Lido Island at Balboa, Calif.

An avid sports fan, he seldom misses a football game and still maintains enthusiastic interest in basketball.

Mr. Hoffman is a member of the Jonathon Club, San Gabriel Country Club, Balboa Bay Yacht Club, and Los Angeles Chamber of Commerce, and also is vice president of the Academy of Television Arts and Sciences and serves on Radio & Television Mftrs. Assn. board of directors.

WOV FACILITIES

Opens New Rome Studios

WOV New York was scheduled to move its Rome operations to new and enlarged studios in the Italian city about Dec. 15, to accommodate the expanded production activities and the many visitors from America.

The new quarters, which are located at Via di Porta Pinciana 4, include two large studios, central control room, reception room, offices and artists’ lounge.

An inaugural cocktail party was planned by the station for American and Italian governmental, radio, press and film representa-
tives last Friday.

Northwestern Alumni

NORTHEASTERN U. has announced it is compiling a directory of alumni working in radio-TV and allied fields. The university hopes to complete work on the directory before January and requests that all alumni in the field report their present positions and addresses to Donley F. Feddersen, Chairman, Centennial Committee on Radio and Television, Northwestern U., Evanston, Ill.
NATIONAL NIELSEN-RATING* TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

**EVENING, ONCE-A-WEEK**

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<th>Current</th>
<th>Previous</th>
<th>Program</th>
<th>Watch</th>
<th>Homes</th>
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<td>1</td>
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<td>Jack Benny (CBS)</td>
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<td>Horace Heidt (CBS)</td>
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<td>Weber Windelli (ABC)</td>
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<td>4</td>
<td>Charlie McCarthy (CBS)</td>
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<td>5</td>
<td>14.4</td>
<td>Mr. Chalmers (CBS)</td>
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<td>4</td>
<td>3</td>
<td>Amos 'n Andy (CBS)</td>
<td>15.0</td>
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<td>14.4</td>
<td>Mr. Keen (CBS)</td>
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<tr>
<td>5</td>
<td>7</td>
<td>Your Hit and Miss Life (NBC)</td>
<td>14.1</td>
<td>4</td>
<td>4</td>
<td>13.5</td>
<td>Mr. Keen (CBS)</td>
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<td>6</td>
<td>8</td>
<td>Red Skelton (CBS)</td>
<td>13.5</td>
<td>3</td>
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<td>13.3</td>
<td>Mr. Keen (CBS)</td>
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*NOTE: Number of homes is obtained by applying the "NIELSEN-RATING* (%) to 40,703,000—the 1950 estimate of Total United States Radio Households.

**NOTE:** Figures reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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**RATE REVISION**

WJR, WGAR Announce Hikes

RATE increases effective Jan. 1 have been announced by WJR Detroit and WGAR Cleveland, both G. A. Richards' stations.

WJR's increase was confined to one-minute and chainbreak announcements with the one-minute rates being raised to 18% of the hourly rate, or $180 for Class A time, and the chainbreak rates being raised to 15% of the hourly rate, or $150 for Class A time.

WJR also announced that the Class C daytime program rate would begin at 8 a.m. rather than 8:30 a.m., effective Jan. 1.

WGAR's increases affected its daytime rates which went up 20% for the period 9 a.m. to 6 p.m. and 50% for the morning period 7 a.m. to 9 a.m. WGAR also announced a 50% boost in rates for 11:15 p.m. to midnight.

Worth Kramer, vice president and general manager of WJR, said that "the new WJR rates are appropriate for the excellent audience acceptance within the wide coverage area of the Goodwill Station, and in addition keep pace with the cost of today's radio operation. These new rates," Mr. Kramer continued, "will not only provide additional revenue but will effect a more equitable ratio between program rates and announcement rates."

John B. Garfield, sales manager for WGAR, said principal reasons for rate revisions are "substantial increases in population in the WGAR area, dominance of WGAR's daytime programming and the cost of doing business." He also announced that current advertisers will enjoy one year protection from new increases provided their sponsorship on WJR continues, as provided in Rate Card 16.

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**RADIO ARTISTS GUIDE**, directory containing listing of over 300 AFRA actors, announcers, singers and soundmen, has been released by Los Angeles local, American Federation of Radio Artists.

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**Tobacco Network**

Fletcher Elected President

FLOYD FLETCHER, chief owner and general manager of WTIT-Durham, N. C., has been re-elected president of the Tobacco Network, comprising eight stations in eastern North Carolina. Effective date of his new term was Dec. 1, beginning of the network's current fiscal year.

Other officers named were: Hartwell Campbell, general manager, WGTC Greenville, as vice president, and Ray D. Williams, WHIT New Bern, as secretary-treasurer. Mel Warner, general manager of WVEC Rocky Mount, and Vic Dawson, general manager, WFNC Fayetteville, were elected to the board of directors of the network.

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**BROADCASTING**

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**Merry Christmas—to all**

from the Xmas Tree Country

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**Ad Council Drive**

THE ADVERTISING COUNCIL, New York, is preparing a new version of its economic education campaign to stimulate the defense effort with radio-TV allocations to be announced within 30 days.

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**DEDICATE KASM**

**New Minn. Rural Outlet**

SOME 24 communities in the coverage area participated in the dedication of KASM Albany, Minn., Dec. 10, according to Urban J. Keppers, general manager of the new 500-watt station on 1150 kc.

Operated by Stearns County Broadcasting Co., the new station highlighted the communities by devoting 15 minutes airtime to each.

The station is completely contained in a modern 30'x40' building 1½ miles from Albany. Proremming is especially designed for the rural areas of central Minnesota. Activities of farmers in the area, such as the 4-H Club, high school events and other local features are being stressed, Mr. Keppers said. UP News and Lang-Worth Transcript Library are among the services used by the station.

EXECUTIVES include Mr. Keppers; Clyde Welivoda, chief engineer; Ron Schaefer, announcer-program director; Sally Hanaukas, copy continuity-women's new; Ray Schnelly, sales manager.

**WILSON HONORED**

**GE Head Gets Navy Award**

CHARLES E. WILSON, president of General Electric Co., Schenectady, N. Y., has been honored with the Distinguished Public Service Award by Secretary of the Navy Francis P. Matthews. The award, extended Dec. 5 in recognition of Mr. Wilson's work in World War II as chairman of the Production Executive Committee, is the highest the Navy can bestow upon a civilian.

Accompanying the award was the following citation:

Under his enlightened leadership, performance of duty and extraordinary understanding of engineering, production, manufacturing and marketing the production role of this country was raised to their highest degree of efficiency.

This unprecedented rise in American productive power was due in great measure to associations grouped under and coordinated by the Production Executive Committee of which Mr. Wilson was the guiding spirit. He has focused world-wide attention on American production as an essential to defense, and has contributed substantially toward an understanding between government and industry, of the requirements and responsibilities of each.
Classified Advertisements

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum. Help Wanted, 20¢ per word—$2.00 minimum. All other classifications 25¢ per word—$4.00 minimum. Display ads $12.00 per inch.

No charge for blind box number. Send box replies to Broadcasting, 870 National Press Bldg., Washington 4, D.C.

All transcriptions, photos, etc., sent to box numbers are paid at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

 Experienced time salesman for local and national accounts. Excellent man will have chance at commercial management. Will be supplied with everything. Texas ABC station. Box 110H, BROADCASTING.

Progressive local station, good east coast community 18,000, wants aggressive, sales-minded man. Must have desire to advance in salary and commissions. Please give full particulars in first letter. Box 182H, BROADCASTING.

Salesman, Top station, sound market. For good looker. Must be alert and energetic. Salary plus commission. Box 197H, BROADCASTING.

Salaries in excess of $2000 for eastern city needs one more aggressive, alert, hard worker. Graduate and salesman to complete its staff. Substantial drawing account against start in commission. The man we want must be working man, with a desire to succeed. Send full particulars in first letter. Box 225H, BROADCASTING.

Salesman, age 24, hard worker, desires position on sales staff of East Coast station. Has had two years experience on sales staff of established New England station. Good opportunity for hustler. Box 11H, BROADCASTING.

We can use one or two good announcers with first class ticket. Interested in married men with accent on top announcing. Opportunity to work into top announcing with this station. Good western town. Contact KRFL, Minneapolis, Iowa, for application and full particulars in first letter. Box 267H, BROADCASTING.

Engineer with capabilities not necessarily limited immediately by CBS affiliate. Contact Jim Duncan at KSFL, Silver City, N. Mexico.

Engineer, Immediately. Experienced AM-FM. Car necessary. Fifty dollars fourty hours per week. WMWD. Wilmington, N. C.

Engineer, first class, experienced transmitting control, recording and engineering. No ten- ence, no com, references, photo. WAVE, Miami, Florida. Box 241H, BROADCASTING.

First class engineer-announcer, Affiliate station, eastern Montana, 45 hours week, Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Production-Programming, others

One woman copywriter and one experienced announcer. Send disc, photo, resume, complete story including audition. Box 118H, BROADCASTING.

Program director, good ad-lib, special events, etc. Excellent opportunity for man with college degree. Experience essential. Send full particulars in first letter. Box 261H, BROADCASTING.

sell your ideas, sell your ideas.

Situations Wanted

Manager

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober busi- nessman, completely familiar with every phase of the business and capable of profitable operation. This man can produce in markets that are not familiar with advertising. As he is interested in the actual operation of the station, this opportunity is attractive. Immediate. Prefer Florida or Gulf Coast.

Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Interested in sales manager of substantial station. 45 years of age, married, will go to any place. Box 258H, BROADCASTING.

Married, Military veteran, 20, one child, wants managership of station emphasizing and selling the station. Has University graduate experience in college, spent three years in TV announcing. Has done selling, news and announcing. Will give full time to job position. Capable of managing a complete staff. Not in reserves. Box 270H, BROADCASTING.

Salesmen

Good salesman wants good job. Box 278H, BROADCASTING.

Salesman, experienced all phases of radio, Ten years background with large chain. Excellent working condition. Excellent radio references. Box 268H, BROADCASTING.

Television

Transcription

Transcription desirable to sell syndicated TV shows. Eastern terri- tory. Good job. Box 243H, BROADCASTING.

Salesman—Now contacting TV stations in all areas other than metropolitan. Needs man to sell TV, will work with TV program developments available for all areas. Experience essential. Send full particulars in first letter. Box 252H, BROADCASTING.

Immediate opening for an announcer-commercial to announce $80 weekly. Talent for all remote. Box 111H, BROADCASTING.

Staff announcer, good commercial man, experienced, good five city talk. Excellent person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer-engineer for fulltime Mu- sic, TV, News, R.C.A. experience immediately. WPNF, Ithaca, N. C.

Immediate opening for experienced announcer to announce station. Wire WYFC, Somerton, Pa. stating total experience and phone number where you can be contacted.

Announcer, experienced on news and all around announcing work, station references, photo. Write Box 584, Dan- ville, Illinios.

Technical

Men with at least 8 years combined engineering and announcing experience and staff and maintain custom built audio system. Must want to travel through- out any area in the United States continually. Excellent opportunity. Transportation provided. Must be capable of driving automobile drivers license. Send personal snapshot with record of experi- ences and references. Box 764H, BROADCASTING.

Transmitter studio operator (no an- nouncing) first phone license to operate needed. Will work 40 hour + MBS affiliate. Start $120 per month. Box 243H, BROADCASTING.

Combination engineer-announcer wanted to be chief in 250 wattter, plus support station. Must have 5 years engineering experience in both announcing and engineering positions. Excellent announcing qualifications. Box 235H, BROADCASTING.

Situation Wanted

Managerial

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober busi- nessman, completely familiar with every phase of the business and capable of profitable operation. This man can produce in markets that are not familiar with advertising. As he is interested in the actual operation of the station, this opportunity is attractive. Immediate. Prefer Florida or Gulf Coast.

Eleven years experience, also Announcer-Position or program director. Box 188H, BROADCASTING.

Not a Godfrey, Murrow or Block, but a competent announcer heavy on commercial background. Degree in broadcasting. Draft exempt. Box 369H, BROAD- CASTING.

I am not hurry-for-me boy. Chicago announcer, experienced. College ed- ucation, excellent references. Will work affiliate $5,000 watt and up. Available immediately. Box 212H, BROADCASTING.

Experienced announcer. Larger market comparable salary. Please, no jerks. Box 214H, BROAD- CASTING.

Baseball man. Available now or spring. Experienced on radio-staff. Box 234H, BROAD- CASTING.


Situations Wanted (Cont’d)

Can you use the services of a mature, creative, hard working, commercially minded radio man with all-round experience as an announcer, program, promotion, management and sales person or manager? We are in the business and need a young, strong, enthusiastic man, full of ideas and enthusiasm. This man can produce in many phases of the business and is a good developer. He is well known in the radio business. His position is unlimited, paid vacation, excellent working conditions, good base salary, plus commission. We will pay $3000.00 to invest desires change because of station sale. Twenty years experience in management, sales and programing desires to contact station owner who has the right ideas and ambitions. Enthusiastic and most important, keep us the stability of the area and the good of all who work there. This man can give you sales and management plus the good of the station. Call: 226-6421.

Manager: With $5000.00 to invest desires change because of station sale. Twenty years experience in management, sales and programing desires to contact station owner who has the right ideas and ambitions. Enthusiastic and most important, keep us the stability of the area and the good of all who work there. This man can give you sales and management plus the good of the station. Call: 226-6421.

Manager: A seasoned executive with a background of 25 years bottom to top management and sales experience desires sales manager, management, sales and programing desires to contact station owner who has the right ideas and ambitions. Enthusiastic and most important, keep us the stability of the area and the good of all who work there. This man can give you sales and management plus the good of the station. Call: 226-6421.

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WINS PICKETS
Observed by N. Y. Mayor

Despite a $3,600 loss for time contracted for over WINS New York during the recent election campaign, Mayor N. Y. Mayor Vincent R. Impellitteri refused to cross the American Federation of Musicians' picket line at the station, according to a monthly publication of the union.

In a telegram dated Oct. 31, replying to a query by the union of each mayoral candidate as to his position, Mayor Impellitteri is reported as saying in part: "... under no circumstances will I or any one representing me violate your picket line. We have cancelled 12 spots and all scheduled programs on that station until your strike is won, despite $3,000 loss for time contracted and paid for.

The union has been at odds with WINS for almost a year over the station's refusal to maintain a staff orchestra. Although no strike has been in progress, the station was placed on Local 509's unfair list and picketed.
Two diverging views on the necessity of controls were set forth by Commerce Secretary Charles Sawyer and Attorney General J. Howard McGrath of the Justice Dept. fortonight ago amid renewed demands for accelerated mobilization.

Secretary Sawyer held out the possibility that the government may have to impose complete controls over all strategic metals by next spring, thus restricting alloca- tion of materials to manufacturers on a priority basis. Copper, nickel, aluminum and steel, already cut back by the National Production Authority for civilian consumption, would be the first materials to be wholly controlled, he said.

Attorney General McGrath called on the government, however, to impose as few controls as are necessary in the interest of "our competitive system." Such a system of regulation, he said, is "undetermi- nable over the long run." He urged the government to alleviate material shortages by increasing produc- tion rather than controls.

The Justice Dept. official also recommended that: (1) any price controls imposed be "flexible," (2) government should watch for volun- tary agreements among producers, (3) contracts for defense items be spread among small business, (4) policy-making power of business advisory committees be limited by government so as not to encourage monopoly, though they perform a "valuable service." [BROADCASTING • TELECASTING, Nov. 27]

Radio and television shows now are being originated in WGN Chicago's Studio 1A, closed for remodeling since February. Stage is 45 feet square and an 8-by-9-foot electric elevetor has been installed at rear and center for ease of lowering and lifting of equipment. Studio seats 400 persons. Twelve new studios are now in operation, and two more are expected to be added.

NAME ROBINSON
B. B. ROBINSON, West Coast exec- utive, has been appointed vice president in charge of finance of Progressive Broadcasting System by the network's board of directors, according to Larry Finley, PBS president. Mr. Robinson's headquar- ters are at the PBS executive offices, 5993 Sunset Blvd., Hollywood, Calif.

Mr. Robinson is vice president of John Sutherland Productions Inc., (TV films), Los Angeles; president of Motion Picture Enterprises, Beverly Hills; president of High- light Hill Co., Beverly Hills, and holds office in other nationally known firms, Mr. Finley pointed out. PBS, which made its debut as a new network Nov. 26-27 with 209 U. S. stations, claims the addition of 33 more outlets to its roster.

KFAK KENI SIGN
Six New Sponsors Added
FIVE new sponsors have been signed by Midnight Sun Broadcast- ing Co. (KFAK Fairbanks and KENI Anchorage, Alaska) during the past three months.

These include:
- Owenn-Palmnt-Peet for The Den- nis Day Show, through Ted Bates Inc.; Litteggt & Myers for The Next Show, through Cunningham & Walsh; Wildroot Co., for Chetley White Private Eye, through BBDO; Bristol-Myers; and Mr. District Attorney, through Young 

CFO Grilla opened its new studios and 1 kw transmitter last month, with Ontario Premier Leslie Frost officiat- ing. The new facility of Gordon E. Smith, station owner, following inaugu- ration of new transmitter, which marked an increase in power from 250 w.

Eastern Dural Market
Opportunity
$60,000.00
One of the most attractive and unusual double market opportunities in the east. This is an independent facility that is the only station for two excellent cities with total population in excess of 35,000, having retail sales of more than thirty million.

Station is very well equipped, owns a desirable transmitter site and building —has studio installations in each city. This is a "made-to-order" opportunity for one or two good operators. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY
BROADCASTING TELECASTING
WILLIAM S. BROWN
1400 W. Randolph
CHICAGO 4-4500
THE GREENSTREETS
350 N. Michigan Ave.
CHICAGO 4-6000
SAN FRANCISCO
BROADCASTING TELECASTING
RAOEL LEVINSON
315 Montgomery St.
SAN FRANCISCO 3-8123

FM's Popularity Is Increasing in the Springfield, Mass., Area
According to a survey completed a fortnight ago by the Springfield area FM stations, including WBZA- FM, WSPR-FM, WSPL-FM, WMAS - FM Springfield and WHYN-FM Holyoke.

FM station ownership increased to 29% in the Springfield area, which includes Hampden, Hampshire, and Franklin Counties in Massa- chusetts, as well as part of Con- necticut. This represents an in- crease of 9% over the survey made a year ago.

When the first FM set survey was made in February 1947 own- ership amounted to only 5%. By the fall of 1948 the figure had increased to 12%, and by last year at this time FM set ownership amounted to 19%. The figures re- portedly indicate that FM sets are increasingly popular in the out- lying areas where station and inter- ference are more prevalent in the AM band.

WLIB INJUNCTION
Granted Against ACA Actions
A PRELIMINARY injunction against American Communications Assn. activities, alleged by WLIB New York to constitute "economic coercion" of station advertisers, was granted by New York Supreme Court Justice Denis O'Leary Co- halan, Dec. 1 in New York.

Charging the union, which was expelled by the CIO as pro-Communist, with distributing letters and handbills charging unfairness to labor outside its retail adver- tising, WLIB won the injunction that such activities constituted "picketing," the end result of which was a "secondary boycott" pro- hibited by law. On these grounds a preliminary injunction was granted.

ACA began its activities, accord- ing to station officials, two days before expiration of the old con- tract on May 1, because the station refused to consider carrying over a clause, providing for its hiring of a specified number of engineers, from the old contract to negotia- tions for a new one. At the same time, the officials said, the clause was in violation of the Lea Act, subse- quently declared unconstitutional. Although the union was offered an overall wage increase and a union shop, they said, it refused to arbitrate the matter unless arbitration was limited to two issues, rather than formulation of a whole con- tract.

A union spokesman charged the station with endeavoring to scrap the old contract, which he said was built up over the years, and to have everything negotiated anew. He denied that the distribution of let- ters and handbills was "picketing" and claimed the station had broken off arbitration.

MORE FM SETS
Springfield Survey Shows
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WHOM Move

MOVE OF WHOM Jersey City to New York City, for years a controversial issue before FCC, was granted last week by the Commission last week upon petition by WHOM to relocate its main studios. FCC's action, in which Paul A. Walker and E. M. Webster disented, follows new relaxed rules on main studio locations announced a fortnight ago which provide a change under exceptional conditions [Broadcasting • Telecasting, Dec. 11].

WHOM for many years has operated chiefly as a foreign-language outlet serving the metropolitan New York area.

Radio Parts Impasse

(Continued from page 50)

are coming out of the military. The delay at the military level is traced to higher-up sources and these in turn to FHA policy, and FHA policy government officers and agencies make their decisions.

An example of the problems faced in using substitutes is that of a magnet used in coal-washing equipment. The cobalt is eliminated from an alnico type of magnet, then the size of the magnet must be quadrupled and greatly increased quantities of nickel are required. The makers of speakers might shift to electromagnetic types, but these in turn would use large quantities of scarce copper and there are few plants with winding machinery available since the dominance of permanent-magnet types.

Representing RTMA at the Tuesday NPA conference, besides the co-chairmen, were Robert C. Sprague, RTMA president; James D. Secret, RTMA general manager; R. G. Zender, Lens Electric Mfg. Co. RTMA Parts Division chair- man; Matt Little, Quam-Nichols Co., chairman of RTMA Speaker Section; L. G. Taggart and Arthur L. Milk, of the RTMA Tele- vision Division; H. G. Beaurage, secretary of the Joint Electronics Industry Committee, and Robert G. Klabin, General Instrument Corp.

Among those who attended the speakers-magnet manufacturers sessions were:


RAW MATERIALS

NPA Issues New Directives

AGAINST the backdrop of the international emergency, portending a lessening of the time lag between appropriation of funds and the actual placement of orders for electromagnetic equipment, the NPA government last week issued new directives governing the use of strategic materials.

The National Production Authority took the required to present a complete shutoff of cadmium supplies for non-defense uses. Producers and prime distributors were asked to fill up to 50% of all military orders for the metal.

Cadmium, used widely for electroplating other metals, has been described as a popular and satisfactory substitute for copper in plating steel for radio set chassis. NPA already has signaled cutbacks in copper of 15% for January and February, and 20% in March and in other metals, including cobalt [Broadcasting • Telecasting, Dec. 11].

At the same time government officials said that both NPA and the Cadmium Industry Advisory Committee had agreed that an order should be developed establishing inventory controls and specifying usages of cadmium.

Rubber Cutback

NPA also ordered (1) provision for continuous flow of copper scrap to an additional charge of diversion, and (2) cutbacks in civilian rubber consumption of 50% during January and February from the NPA level, with present supply to be supplemented by use of synthetic rubber.

The order on copper scrap, de- fined as copper or copper-base alloy by-products, such as scrapped fabricating, applies to brass mill scrap as well.

The growing metals shortage and the concomitant prospect of an eventual shortage in the future has evoked the concern of manufacturers, who last week placed their problems before NPA authorities in two different meetings (see story page 50).

Meanwhile, government agencies and the board of governors of the Federal Reserve System warned last week that "despite all efforts to expand output of critical materials, the supply-demand gap may be expected to widen as defense production picks up speed," and the "full impact of supply deficiencies" will be manifest in the civilian economy.

While the government has or- dered curtailment in civilian use of various metals, a joint report on metals and the Federal Re- serve System noted, the "consumption of materials has increased substantially" since the first half of 1940, the period used as a base for metal cutbacks. The report also pointed to the increased market prices governing use of these metals.

School Broadcasts

(Continued from page 58)

entitled "We've Been Watching Television," David Robinson, vice president of Price, Robinson & Frank, explored the advertiser's and agency man's viewpoint to the medium. Noting that "television and radio are directly in collision," Mr. Robinson described television surveys as "incomplete and not in agreement." Although the poten- tial of the medium "is the most powerful ever to be opened up to the advertiser," television "has a long, long way to go in learning to market programs effectively."

WLS Chicago was host at Thurs- day's luncheon, during which the regular Schooltime program was broadcast direct from the hotel. After the show, Josephine Wetzler, WLS education director, urged edu- cational broadcasters to program about "things in the pupil's daily life, rather than abstract things." She suggested: "You should create a desire in the pupil to learn, to find out about a particular thing, just as a salesman creates a desire for his product."

J. R. Livesay, secretary of the Illinois Broadcasters Assn., and president of WLBH Mattoon and WHOW Clinton, Ill., spoke about the cooperation given school sys- tems by Illinois stations.

Other panel groups and speak- ers:

The influence of mass media of communication in the world today, Douglas H. Schneider, director, department of mass communication, United Nations Educational, Scientific & Cultural Organ- isation, Paris, introduced by Judith Waller, director of public affairs and education, NBC Chicago, with Kenneth G. Bartlett, director, Radio & Television Center, Syracuse U.; Francis Ferril, research staff, Chicago public schools; Robert B. Hudson, di- rector of broadcasting, U. of Illinois; John Scupham, head of school broadcast- ing, Radio Telecasting Corp.; L. Keith Tyler, coordinator of radio, Ohio State U.

The operation of the Wisconsin state-wide FM network, Harold B. McCarty, executive director, Wisconsin State Radio Council, and director, WHA Madison, U. of Wisconsin sta- tion, with Eugene Foster, Empire State School of the Air, Syracuse; Jim Miles, manager, WBAA Purdue U.

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Lafayette, Ind.; Seymour Siegel, direc- tor, KC New York and president, National Assn. of Educational Broad- casters.

The British Broadcasting Corp. serves the schools of Great Britain, Mr. Scupham.

Through radio, universities serve the people of their states, George Johnson, director, radio educational programs, Indiana U., with Waldo Abbot, director, WUOM U. of Mich- igan, Ann Arbor; John Henderson, education director, WBAU Purdue U.; Mr. Hudson; Richard Hull, director, WOI-AM-FM-TV, Iowa State College at Ames; Dan Menzel, director, WSUI, U. of Iowa station, Iowa City; M. McCabe Day, director, WSVH Hunt-ington, Ind.; M. Martin Oakes, program director, WNAM New Albany, Ind.; Esther Olson, Peabody School, Chicago, and Mary Xarauf, audio-visual direc- tor, Emerson School, Gary, Ind.

Television in education, practice and potentialities, Garnet Garrison, television director, U. of Michigan, presid- ing, with Lynn J. Poole, director of public relations and producer of Johns Hopkins Science Review for Johns Hopkins U., Baltimore.

LINE CHARGES

Coast Firms Queried

INQUIRY into reasonableness of increased AM and FM line charges by certain independent West Coast common carriers was ordered by FCC last week.

On its own motion, the Commis- sion suspended until March 20 revisied tariff schedules of the West Coast Telephone Co. and Pacific Tele- phone & Telegraph Co., which would have become effective Dec. 20, and set the matter for hearing Jan. 22 to determine the "lawful- ness and "reasonableness" of the new tariffs.

Among the issues involved, FCC inding, with a proposed increase of program and network switching charges from 25¢ to $2.50 per switch. Another is a proposed line equalization charge of $15 for in- stallation and a $2.75 monthly "re- curring charge." The usual Bell System fee for the same service elsewhere is 15¢. The "program job," it was explained. In other respects the general charges of the independents compare favorably with those in the Bell System else- where, FCC noted.

Nancy McIver

TRAVELS THE WORLD

(Formerly Nancy Gray On "Road"

WABC Chicago WINS-FM

2-12:30 Mon. thru Sat.

Shawn, Babies and

Participation

MARSHALL PRODUCTIONS INCORPORATED

40th Street Banks Bldgs., Chicago 3

Radio — There is a fit your button — TV
Mr. Folson's contract, which was extended to Dec. 31, 1954, was originally drawn for the period Jan. 1, 1945, to Dec. 31, 1953. An increase of $25,000 last June brought Mr. Folson's annual salary up to $165,000.

Recalled to Service
CAPT. ROBERT H. ALFORD, 91st broadcast engineer at U. S. Army reservist, was recalled to active duty effective Dec. 16 with the Judge Advocate General Office. He had celebrated his fifth anniversary with FCC on Dec. 1. Capt. Alford originally had entered the Army in 1941, serving in the ground forces in the Italian campaign. He joined FCC after release from service in 1945.

FCC Actions
(Continued from page 72)

Applications Cont.
For license renewal commercial TV stations: WGA, Dallas, Tex., WBP, Fort Worth, Texas, WKB, Fort Myers, Fla., WAFM-TV, Cincinnati, Ohio.

License Renewal
Request for license renewal commercial TV stations: WAFM-TV, Birmingham, Ala.

No-Docket Actions
AM GRANTS

WGBH Boston, Mass.-CFB grant for $25,000 was approved. For license renewal commercial AM stations: WAM, Wakefield, Mass.; WBB, Beverly, Mass.; WAG, Brockton, Mass.; WBD, Boston, Mass.

Docket Actions

FINAL DECISION
WKAP Allentown, Pa.-WABC Scranton-Announced decision to grant application of WKAP to change from 1300 kw 1 kw day to 1320 kw 1 kw fulltime, directional niche and granted application of WABC to change from 1600 kw 1 kw day to 1320 kw 1 kw day, 100 w night. Grants subject to engineering condition.

Decision 8.

Falls County Public Service, Marlin, Tex.-Announced decision to grant application of Falls County Public Service new station on 1090 kw 1, 250 w day. Part 145 personal experience with Waco, Tex., at $16,000. Decision Dec. 8.

Teletronics Inc., Wayzata, Minn.-Announced decision to grant application of Teletronics Inc. new station on 750 kw 1, day. Principles in Teletronics, catalogued as T-E Corporation, Price Bowman, president 35%; Virginia Wortham, 8%; and Miss Talmia V. Franklin, secretary 15%. Inkfinned application, proposed station is $25,000. Decision Dec. 9.

INITIAL DECISION
RENE Belen, N. M.-Issued initial decision to grant application of RENE Belen, owner to deny application of Belen Best Corp. (KBE) limited license renewal. Granting of proposed construction permit on 1250 kw 250 w fulltime. See story this issue. Decision Dec. 9.

SUMMARY TO DECEMBER 14

Box Score
Summary of Authorizations, Stations On the Air, Applications

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On the air

(continued)
AMID imminent declaration of a national emergency, broadcasters in several meetings involving the Broadcast Advisory Council (see separate story), the Dept. of Defense, and the nation's Chief Executive, as well as in Korean war developments.

The industry was assured that, while censorship plans are under constant study by the government, there is no immediate prospect of security controls or creation of an Office of Censorship—unless the international situation results in full-scale war.

Gen. George C. Marshall, meeting with the Broadcast Advisory Council at the Pentagon last Thursday, declared that limitations of rigid controls now would only lead to criticism, and felt that voluntary restrictions by the industry itself would suffice at present.

Vital Data Warning

Broadcasters were importuned to remember that release of vital data, in the exercise of free speech, would serve the enemy purpose as well as foreign spy rings. He asked them to consider their own good judgment and lauded the industry for the effectiveness of self-imposed censorship during World War II.

The censorship question did not arise specifically when the group met with the Chief Executive last Thursday, but the President asserted that he anticipated no controls beyond voluntary restraints exercised in the last war.

Top-level officials at the National Security Resources Board, present in key agency, confirmed that no plan for censorship is afoot now.

Declaration of a national emergency is of necessity, they said, for accelerated planning insofar as the international crisis deteriorates, they explained.

It was felt that all-out censorship would be imposed only under a formal declaration of war. Officials pointed out that censorship implies control of the mail and cables as well as radio and press, and the communications of foreign agents.

In the event an Office of Censorship is set up, similar to that headed by Byron Price during World War II, experienced radio and newspapermen will be called upon to serve. Some veterans already have been sounded out as part of the government's advance planning.

A proposal for censorship in the Korean theatre was turned down last week, but correspondents were issued a new four-point directive designed to tighten security data relating to troop movements.

Gen. Douglas MacArthur's headquarters reiterated previous contentions that censorship should not be leveled in Korea unless it is imposed in Washington and at other world capitals. Disclosures of vital information could be equally as great from those points, officers pointed out.

The question arose when Lt. Gen. Horace Robertson, commander-in-chief of British occupation forces, called on the United Nations to invoke formal censorship "to shield troop movements from a powerful new enemy." He said radio stations and newspapers had carried details of troop dispositions.

Involvement of censorship, on that basis by the United States thus may be affected by what action the UN may take, some authorities believe.

The four new security rules, released by Col. M. P. Echols, Gen. MacArthur's information officer, asked correspondents to withhold information on (1) planned activities or moves in progress, (2) movements with respect to boundaries or positions of undefended lines, (3) effectiveness of specific aims in enemy or UN material, and (4) activities or locations of friendly troops.

Col. Echols outlined these points to radio, newspaper and wire service correspondents. He said they would not be regulatory or would not involve recrimination if accidentally violated.

Meanwhile, the Washington Post has aimed an editorial broadside at the tendency of some officials "to blame the press and radio for publishing information" helpful to the Communists.

"The criticism is directed at the wrong source," the Post asserted. "For newspapers and radio stations were among the first to call for some sort of guidance to protect our forces against precisely this sort of thing."

when you're comparing radio stations... make sure to check their Service-Ads as well as their listings in SRDS

"When I'm using Standard Rate," reports a Time Buyer, "I'm looking for certain things. I'm not reading. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make a point to check it."

Have you noticed, too, how Service-Ads in the Radio Section of SRDS, and in Consumer Markets, help — especially when you're working fast? Service-Ads like WIBW's shown here?

Such Service-Ads supplement and expand media listings in SRDS Radio Section and market listings in Consumer Markets with information that helps you decide which stations and which markets you want.
EFFORT TO DELAY ACTION ON DON LEE CASE CHARGED

GENERAL Tire & Rubber Co. Friday filed reply to Television California's petition seeking return of TV Channel 2 to San Francisco's comparative hearing (see early story page 84) with General Tire charging delaying tactics were indicated in apparent effort to gain new opportunity for Edwin W. Pauley "syndicate" to bid on Don Lee properties.

General Tire told FCC that Television California has no standing in $12,320,000 transfer proceeding [BROADCASTING • TELECASTING, Nov. 9]; question of ultimate disposition of Don Lee's San Francisco Channel 2 bid is irrelevant to disposition of transfer applications and is premature; petition is "wholly frivolous" and interposed solely "for purpose of delay."

CBS COLOR IN CHICAGO

WEBM-CBS Chicago plans to begin color-casting Wednesday, starting with five sets and expanding to seven or eight shows daily for public audiences in Studio 10, although date has been postponed several times. Shows, fed on cable from New York, will be aired in four-quarter-hours and one from 11:30-12:25.

LOS ANGELES HEADS TV

TV MANUFACTURERS shipped 5,601,000 receivers to dealers in 36 states and D. C. during first 10 months of year, according to all-industry report by Radio-Television Mfrs. Assn. October shipments totaled 781,000 sets, compared to 928,000 in September. Los Angeles led in TV receipts with 44,053 sets shipped into city in October compared to 44,075 in Cook County (Chicago), Ill.

DREW PEARSON ATTACKED

ABC COMMENTATOR Drew Pearson denounced Friday in Senate by Sen. Joseph R. McCarthy (R-Wis.), who called on public to boycott stores handling products of his sponsor, Adams Hat Co. Sen. McCarthy urged newspapers buying his column, as well as radio stations, to see that his voice is stilled.

HOLIDAY SPECIAL

MUTUAL BENEFIT Health & Accident Assn. sponsoring one-time Christmas Day broadcast, Mutual Calling, 2-3 p.m. on MBS. Program to feature two-way conversation between troops evacuated from Korea to Tokyo and their parents, with Bill Slater as commentator.

REYNOLDS BUYS DRAMA

R. J. REYNOLDS (Camel cigarettes) will sponsor Richard Diamond program, starring Dick Powell effective Jan. 5 on ABC Fridays, 8-8:30 p.m. through William Esty & Co., New York.

SWANS DOWN ON 22


CBS CHALLENGES RCA TO ASK FCC COLOR ACTION

CBS OFFICIALS saw RCA's improved color TV system Friday for first time and promptly charged that company has applied for further consideration "if RCA believes that its system has been sufficiently improved to warrant adoption."

CBS President Frank Stanton, who headed CBS contingent, issued statement shortly after demonstration saying network officials did not think it appropriate to comment on showing in view of RCA's pending suit seeking to upset FCC approval of CBS system. He continued:

The FCC Report explicitly provides for consideration of new or improved systems. If RCA believes that its system has been sufficiently improved to warrant approval, it can ask FCC formally for further consideration. If in fact the RCA system proves by this procedure that it is so improved, the FCC will give it adequate consideration.

Various claims and observations which have thus far been reported can be dealt with in an orderly manner and through witnesses under oath and subject to cross-examination.

Demonstration followed pattern employed throughout two-week series of showings held in Washington [BROADCASTING • TELECASTING, Dec. 11; also see story page 54]. CBS representatives watched intensely, gave no indication of their reactions, asked no questions. An RCA-NBC spokesman said he felt flesh tones during performance were somewhat below level achieved at other demonstrations during two-week series.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., was in charge, with Dr. E. W. Engstrom, vice president in charge of research, and several members of research staff; Richard Salant, attorney; Dr. John Martin, assistant to Dr. Goldmark; J. J. Reeves, of research staff; Michael Foster, assistant director of press information.

COLOR RULING EXPECTED

SOURCES close to RCA attorneys in Chicago late Friday were expecting imminent notification from Federal District Court there that three judges considering RCA color television suit against FCC and government would be decided early this week. Earlier in week judges conferred on merits of case and indicated they planned to arrive at final decision "as soon as possible." CBS attorneys in Chicago said they had "no idea" when final judgment would be forthcoming.

MARTIN URGES CAUTION

DWIGHT W. MARTIN, chairman, The Martins Television Per Program Committee, Friday notified TV stations that he had received letter by ASCAP lawyer but to sit tight until Jan. 19 telecasters meeting in Chicago at which time per program license offered by ASCAP will be considered and discussed (early story page 87).

Closed Circuit

(Continued from page 4)

will name president around first of year.

ONE SIDE result of materials shortage may be bluish cast in new TV picture tubes because of scarcity of chemicals used to attain black-white effect.

FALLACY of campaign for reservation of facilities for educational stations in any field is underscored in action last week of well-known university. It politely rejected proffer of complete FM transmitting facilities because it judged prospects of continued decline in enrollment and income in next few years made it impossible to take on any kind of new radio activity in predictable future.

JOT THIS DOWN as a certainty: If Senator Ernest McFarland (D-Ariz.) assumes Senate majority leadership in next session, now regarded as likely, he'll continue to serve as chairman of Senate Communications subcommittee. Reports that he would relinquish post if he garnered leadership, were based on erroneous assumption that he would not continue committee membership.

WW1-TV, which pioneered classroom education by TV, has been besieged with requests for complete information on its format by TV stations and educators. Requests for advice increased measurably after U. of Michigan's Ray Rubicam, chairman of Monday night series at TBA convention in New York.

ALL-INDUSTRY radio-TV set production figures of Radio-Television Mfrs. Assn. slated to include breakdown on receivers with FM tuning, starting in January.

NAB, TBA DISCUSSION COVERS MERGER PROPOSAL

PROPOSED merging of Television Broadcasters Assn. into NAB moving forward following first joint discussion Thursday night in New York.

Committees representing two groups discussed idea of single organization to function autonomously under NAB aegis. Meeting was reported as "satisfactory" although discussion was general and no specific decisions were made.

NAB represented by Robert D. Swezy, WDSU-TV New Orleans, chairman; William Fay, WHAM-TV Rochester, N. Y.; Eugene Thomas, WOR-TV New York. TBA group, with Paul Raibourn, Paramount Television President, in charge, also included Lawrence Glickman, WOR-TV; W. Lowman, CBS; Joseph A. McDonald, ABC; George B. Storer, Fort Industry stations; J. R. Poppele, WOR-TV New York, TBA president.

KATE SMITH NOW SELLOUT

PROCTER & GAMBLE and Hunt Foods to sponsor Kate Smith Hour, 4:45-5 p.m., Monday-Friday, and 4:45-5 p.m., Monday-Friday, respectively over NBC TV effective Jan. 1. Agency represented by J. C. Flowers & Co., also included Lansford-W. W., W. Lowman, CBS; Joseph A. McDonald, ABC; Young & Rubicam, for Hunt, Young & Rubicam. Program now sold out with total of 12 sponsors.

BOWLING MEET ON TV

BRUNSWICK-BLACK-COLLIDER Co. (bowling and billiard equipment) joining Fabel Sales Co. in sponsorship of two telecasts of 10th annual All-Star Bowling Tournament, over ABC-TV, Dec. 14, 11:30-12 midnight and Dec. 17, 11:30-12 p.m.

BIGBOS search by Oslo, Norway, police for Lyford Moore, ABC Berlin news chief who disappeared in Norwegian capital Dec. 10, still fruitless as of Friday. Mr. Moore, 40, disappeared while in Oslo with Army mission.

BROADCASTING • TELECASTING
THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

Conlon's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals The KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation.

For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
We aren't suggesting that WSM is Santa Claus. But once you experience the tremendous sales influence which this unique station delivers, you may suspect some close connection with that same red coated gentleman. And there is one close parallel. WSM's power, programming experience, and personnel, like Santa's pack, is virtually inexhaustible. Where else in a single radio station can you find talent in sufficient quantity and of sufficient quality to turn out 17 network shows weekly in addition to regular station business?

Want to hear how the WSM touch can turn your sagging sales curve upward? Just contact Irving Waugh or any Petry Man.