timebuyers—advertisers

here are more WOR facts that mean dollars and cents to you—

a. WOR’s daily audience is greater than the weekday circulation of any newspaper in America.

b. In Metropolitan New York, WOR’s daily audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLEY’S, TIME and NEWSWEEK.

c. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost per-thousand than any other station heard in Metropolitan New York.

frankly—how can you not buy WOR—that power-full station?
COW BELLS ring... and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have paid to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.
a job well done!

these four stations cover

- 92% of Alabama's Radio Families
- 94% of Alabama's Retail Sales
- More than half of Alabama's Retail Sales in counties with better than 80% BMB penetration.

WSGN
BIRMINGHAM
ABC
610 kc-5000W

WALA
MOBILE
NBC
1410 kc-5000W

WSFA
MONTGOMERY
NBC
1440 kc-1000W

WHBS
HUNTSVILLE
ABC
1490 kc-250W

Nationally Represented
By
HEADLEY-REED COMPANY

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

WHILE NAB committee hasn't yet despaired of landing Niles Trammell to spearhead new million dollar Broadcast Advertising Bureau project as board chairman, preliminary conversations indicate his unavailability. He is strong for project, but his commitments to NBC, and desire of his family and friends that he should do less rather than more, believed to preclude acceptance even on temporary basis. Quest continues for big name active in radio.

WHY THAT deafening silence on what manufacturers will do on FCC ultimatum that they signify intention of manufacturing "bracket" sets which also would accommodate CBS color TV? With Sept. 29 deadline approaching, not single major producer has yet indicated willingness to produce such sets. One reason, according to informed opinion, may be that if organized group, such as RTMA, turned thumbs down, there might be open-shot anti-trust action.

ALTHOUGH THERE'S little comment on outcome of color situation, whispered speculation abounds. Telecasters—those tied closely into CBS—are insistent nothing but compatability will do. There's talk that at least one and possibly more top independent manufacturers will go for CBS under forced draft. And there's question what CBS system would do with RCA tri-color tube or with Lawrence-Paramount electronic color tube.

FLORIDA CITRUS COMMISSION early this week expected to confirm extensive radio and television spot campaign which its agency J. Walter Thompson, New York, recommended.

THAT Jean Muir incident might not have happened had it been handled through charted channels. Although you can't say why, it was handled authoritatively that subordinate at Young & Rubicam, filling in for responsible executive unavailable at time, handled matter as routine talent shift, after reviewing initial complaints. When story hit headlines, account—General Foods Corp.—was forced to back up action.

ALTHOUGH Muir incident has been played up as spontaneous development, it's no secret networks have been concerned about possible explosion for more than year, and not because of "Red Channels" alone. They have tried to avoid "black list" but have found personnel screening extremely difficult problem because of talent buying done by agencies and accounts. They're hopeful of evolving effective affirmative policy soon.

IN THINKING STAGE within President's temporary Communications Policy Board is possibility of recommending creation of high-level communications policy agency within government on permanent basis. Idea was subject of discussion at two-day Washington meeting which ended Friday, is due for further study when board meets again Oct. 10. Board is headed by former FCC Comr. H. Reith. (Continued on page 94.)

Business Briefly


P&G MAY EXTEND • Procter & Gamble, Cincinnati, understood planning to expand spot campaign for Joy detergent into eight more cities. Agency, Blow Co., New York.

PRUDENTIAL PROJECT • Prudential Insurance Co. of America, through Calkins & Holden, Carlock, McClinott & Smith, New York, understood to be reviving sponsorship of hour-long dramatic show on CBS-TV, 8-9 p.m., Tuesdays. Show which will be opposite Milton Berle on NBC-TV, will probably start mid-October, to coincide with company's 75th anniversary.

KSO TO PETRY • Edward Petry & Co. last week announced its appointment as exclusive representative of KSO Des Moines, CBS affiliate.

REVERE FORUM • Revere Copper & Brass, New York, to sponsor television version of Meet the Press starting Oct. 8 on NBC-TV Sun., 4-4:30 p.m. Agency, St. Georges & Reves, New York.

DEVENY NAMED • Deveney & Co., New York, announces its appointment as station representative for WCNX Middletown, Conn., and WHYU Newport News, Va.

SUPER-BAB CALLED ANSWER TO CRACKING BIG ACCOUNTS

WELL-FINANCED Broadcast Advertising Bureau supported 100% by industry can crack big radio accounts and supply answers to competing media and claims of Asm. of National Advertisers, Allen M. Woodall, WDAR Columbus, Ga., and NAB District 5 director, told NAB District 13 meeting Friday at San Antonio (early story page 20).

MURR • Woodall, as member of NAB board's BAB Committee, called on industry to adopt attack as best defense in media battle. Lee Hart, BAB assistant director, urged stations to exploit retail trend toward coordinated advertising. Charles A. Batson, director of NAB TV Dept., reported on progress of TV stations.

TRUMAN TELECAST FROM DESK

FOR first time in history President of United States was scheduled to speak to the people Saturday, Sept. 9, by radio and television from his personal desk in White House Executive Office. Previous pickups have been from motion picture projection room or Oval Room in White House. President was to report to nation and world on controls to be applied in economic mobilization program. Program scheduled 10:30-11 p.m. Friday of previous week. President Truman has addressed people on Korean war.
The secret is out. AVERY-KNODEL is 5 YEARS OLD on the 15th OF SEPTEMBER.

**Five years of representing** one of the greatest group of stations in the country is not much, chronologically. But, A-K is awfully proud of the growth of those stations and the part it has had in that growth.

**Five years of serving** America's time-buying agencies is not a long time. But length of service is not as important as quality of service. And agencies in all parts of the country have rated AVERY-KNODEL among the leading station reps.

**Five years is a deceptive** figure if measured in average performance. But, AVERY-KNODEL is never satisfied with average performance. That's why some of the country's smartest stations are turning to . . .

**Avery-Knodel, inc.**

New York • Chicago • Atlanta
San Francisco • Los Angeles
Here's the Sensational **LOW-PRICED WESTERN**

That Should Be On Your Station!

**PROVED FOR 3 YEARS!**

**RENEWED FOR 6 YEARS!**

**"THE CISCO KID"**

**AMERICA'S GREATEST SALESMAN!**

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: *The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years.* -Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This low-priced ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

---

**BROADCASTING TELECASTING**

*THE NEWSWEEKLY OF RADIO AND TELEVISION*

Published Weekly by Broadcasting Publications, Inc.


Washington 4, D. C. Telephone ME 1023

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**WASHINGTON HEADQUARTERS**

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408 Madison Ave., Zone 32,
P. O. Box 435; EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Gretchen Gross, Martha Koppel.

Bruce Robertson, Senior Associate Editor.

**ADVERTISING:** E. J. PAUL, Advertising Director; Eleanor R. Manning.

**CHICAGO BUREAU**

200 N. Michigan Ave., Zone 1,
General 8-4133; William L. Thompson, Manager; Jane Pinkerton.

**HOLLYWOOD BUREAU**

Taft Building, Hollywood Avenue, Zone 40, (213) 621-2142; David Glickman, West Coast Manager; Ann August.

**TORONTO**

417 Harbour Commission, Elgin 0733; James Montagnes.

Broadcasting *Magazine* was founded in 1931 by Broadcasting Publications Inc., using the title: "Broadcasting—The News Magazine of the First Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office*

Copyright 1950 by Broadcasting Publications, Inc.

**Subscription Prices:** $7.00 Per Year, 25c Per Copy

**BROADCASTING • Telecasting**
Through this portal...
passes
$112,000,000

If those digits dance like spots before your eyes—well that's it—the volume of national spot last year.
(In 1950 it's going to be 10% up).

It's the business sold to astute advertisers by those Evangelists of the Ether, those Paragons of the Presentation—the station representatives. (Cable Address: Sta-Rep). To those advertisers who require flexibility, ubiquity, tailored coverage to fit any distribution picture, your Sta-Rep has the answer.

Your Sta-Rep is a specialist in this post Chic Sale era. He can recite those BMB's for his list, county by county, hamlet by hamlet. He knows the number of radio homes in each square mile of each station's territory. He knows how many of those homes have inside plumbing.

And he knows, as well as he knows your rate card, or the story about the farmer's daughter.

* Spot announcement on back page
...farmer's daughter

that consistent display space in Broadcasting • Telecasting by the stations he represents, opens nearly all portals to nearly all agencies and advertisers in the sale of spot—notably in this transomless, air-conditioned era.

And that's why nearly all of the Sta-Reps advertise almost exclusively in the pages of Broadcasting • Telecasting—in fact, more than in all other trade-papers combined.

WASHINGTON HEADQUARTERS
870 National Press Building
Telephone: Metropolitan 1022

NEW YORK OFFICE
488 Madison Avenue
Telephone: Plaza 5-8354

CHICAGO OFFICE
360 N. Michigan Avenue
Telephone: Central 6-4115

HOLLYWOOD OFFICE
Taft Building
Telephone: Hempstead 8181

Maury Long, Business Manager

S. J. Paul, Advertising Director
Eleanor R. Manning

William L. Thompson, Manager

David Glickman, West Coast Mgr.
new business

SILICONE PRODUCTS OF AMERICA, Cleveland (furniture and auto polish), names Palm & Patterson, same city, to direct advertising. Radio will be used.

VAISEY-BRISTON SHOE Co., Rochester, N. Y., names Storm Adv., same city. TV will be used.


AMERICAN TELEVISION Inc., Chicago, names Turner Adv., same city, to direct advertising. Radio-TV to be used.

WARING BLENDER (mixer) planning TV test, to go nationwide if successful. Agency: Grant Adv., N. Y.

ATLASS FRAGER BREWING Co., Chicago, sponsors complete Chicago Cardinals schedule on WCFL same city. Station carries games exclusive.

CIRCUS Corp. (fruit punch) appoints H. W. Kaster & Sons, Chicago, to direct advertising. Test campaigns underway in Indianapolis, Columbus, Grand Rapids and Detroit. Radio being used. National campaign planned for 1951.

WISEMAN'S APPLIANCES, Richmond, Calif., appoints Bill Vernor Adv. Agency, S. F. Radio-TV will be used.

MAPLE LEAF MILLING Co., Toronto (Monarch flour), starts local quiz programs ranging from five minutes to quarter hour, and from three to five weekly on about 80 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

Network Accounts...

U. S. COAST GUARD resume series from Coast Guard Academy, New London, Conn., NBC, Sat., 1:30-2 p.m. GEORGE F. FOLEY Jr. will produce and JAMES LISTER will direct. Agency: Cecil & Presbrey, N. Y.


CUDAHY PACKING Co. (Old Dutch Cleanser), renews for fourth year, Nick Carter, half-hour program, Sun., 6:30 p.m., MBS. Agency: Grant Adv., Chicago.

ARNOLD BAKERS, Rochester, N. Y., will sponsor Life Begins at 80 on ABC-TV Wed., 8-8:30 p.m., beginning Oct. 4. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis, starts Armstrong of the SBI (Scientific Bureau of Investigation), ABC, Tues., Thurs., 6:30-6:45 p.m., CST. Agency: Knox Reeves, Minneapolis.

WILLIAMSON CANDY Co. (O Henry bars), Chicago, renews True Detective Mysteries, Sun., 5:30-6 p.m. over 512 MBS stations. Agency: Aubrey, Moore & Wallace Inc., same city.

PACIFIC COAST BORAX Co. renews for 52 weeks The Sheriff, dramatic half hour program, Fri. 9:30 p.m., ABC. Agency: McCann-Erickson Inc.

BROWN & WILLIAMSON TOBACCO Corp. (Raleigh cigarettes and pipe Tobacco), renews Tues. 9:30-10 p.m. CDT time period on NBC. Life In Your Hands, now aired, to be replaced Sept. 19 with People Are Funny. Firm also orders recorded repeat on Sat., 7:30-8 p.m., EST, for eastern NBC network. Agency: Russel M. Seeds, Chicago.

CALIFORNIA FARM BUREAU FEDERATION signs for 15-minute, five-weekly, 52-week farm service show on California stations of Mutual-Don Lee Network. Agency: West-Marquis Inc., S. F.

CHESEBROUGH Mfg. Co. (Vaseline cream hair tonic), adds three stations to those already carrying TV series, Greatest Fights of the Century. (Continued on page 17)

TAKE A TIP FROM THE NATIVES...

They Know Where to Find Pearls!

There's no jumping in over your head to draw blanks when you buy WGST—The station preferred by Atlanta's smart businessmen. WGST has more local business than any other Atlanta station. Top ABC shows plus "home town" programming puts the "Pearl of the South" in your basket. Better get your share now!

WGST
5000 WATTS AT 920 K.C.
ABC IN ATLANTA

FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

BROADCASTING • Telecasting
Richard Harkness

"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market beginning next week. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a news man, long respected in national news commentary.

This Monday through Friday position represents a brand new availability on WRC.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC—or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

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

Page 12 • September 11, 1950

feature of the week

UTAH'S expansion and production problems and private enterprise's role in developing the West's industrial frontier are being brought to radio listeners by the Industrial Relations Council of Utah.

Comprised of two-score major manufacturing, mining and distribution firms, the council is utilizing nightly quarter-hour news commentaries featuring Paul Sullivan and originating on KALL Salt Lake City. The program also is heard over the other Intermountain Network outlets—KLO Ogden, KOVO Provo, KVMU Logan and KOAL Price.

In the five months he has presented the program for his industrial sponsors, Mr. Sullivan has taken a tape recorder or his notebook to such spots as the Kenneecott open pit copper mine at Bingham, the Salt Lake Refining Co.'s oil tank "farm" in Salt Lake City, steel-yards, railroad offices, power plants, foundries and fabricating and machine shops on the city's industrialized west side.

Mr. Sullivan also has interviewed Gov. J. Bracken Lee, city health officers, farmers, mine superintendents, smeltermen, shopkeepers and housewives. In all instances he has stressed industry's impact on the pocketbook of what was once chiefly a farming and retailing region.

Though he gives full coverage to the Korean war, world and national news, Mr. Sullivan does so in the light of the impact the day's events have on the economy and welfare of the region centering around Utah.

Mr. Sullivan (r) discusses production problems with Joseph Rosenblatt, president of Eimco Corp.

He and Jack Goodman, Intermountain Network news editor, prepare all scripts and handle all interviews. Commercial messages, provided for the council by Salt Lake City's Gilham Advertising Agency, are institutional in nature. The messages point out free competitive industry's role in present-day America.

The general public, as well as industrial leaders and state officials, have responded heartily to the nightly broadcasts, according to George C. Hatch, network president. Also commenting on the broadcasts, Leon Hampton, manager of the Industrial Relations Council, said: "The general public is developing a new awareness of the role private enterprise plays in furnishing jobs and the good things of life."

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

✓ WEXL reaches over 1/2 the population of the State of Michigan
✓ WEXL is Michigan's First Independent Station (26 years)
✓ WEXL programs Music - News - Sports when you want them

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

WEXL
AM-FM
Phone Jordan 4-6523
National Representatives
HIL F. BEST
DETROIT MICHIGAN

Mr. CUMMINGS

"PROMISE only what you intend to do. And be sure to do what you promise." That is the philosophy of Harry Emmett Cummings, Southeastern Radio Representative, Jacksonville, Fla. He believes his good fortune to hold many accounts continuously can be attributed to that philosophy.

Born in Peoria, Ill., April 3, 1899, Harry was only four years old when his mother died. He spent the next 12 years with relatives in Illinois and Texas. Lacking parental guidance, he terminated his education with two years of high school. At that time he left the home of an aunt and from then on was "on his own."

His business experience has been varied. His first job was working (Continued on page 44.

strictly business

BROADCASTING • Telemating
LISTEN
TO LIBERTY...
EVERYBODY DOES!

From coast to coast... everybody is listening to LIBERTY... the fastest growing network in America! They're listening to the top talent, the kind of top programming that is building more listenership every hour of every day. THIS FALL... they'll hear the top sports announcers on the air with the nation's best collegiate and pro football games... they'll hear and talk about the most unusual and exclusive feature, news and music programs on the air!

These are just a few of the top programs available to your station through LIBERTY... giving you the biggest listenership at the lowest cost in the nation.

GET ON THE LIBERTY BANDWAGON NOW...
AND ROLL INTO THE BIGGEST YEAR
OF YOUR HISTORY!

LIBERTY BROADCASTING COMPANY
AMERICA'S THIRD LARGEST NETWORK
THE BELL SYSTEM'S TV NETWORKS

Bell System TV Network Routes

IN SERVICE

PLANNED FOR 1950

[Map showing network routes]
-use 44 RCA Picture Monitors!

12 in New York, 8 in Philadelphia, 1 in Detroit, 3 in Baltimore, 4 in Boston, 5 in Chicago, 1 in Buffalo, 6 in Washington, 2 in Albany, 1 in Toledo, 1 in Milwaukee.

And the Bell System is moving right ahead. By the end of 1950, network routes will include 15,000 TV-channel miles—reach more than 40 cities—provide TV program facilities to areas with populations adding up to 57,000,000 people!

RCA takes pride in supplying many of the picture monitors for this vast network of coaxial lines and radio relays—the system that makes network television practicable.

When you get ready to expand your operations, look to RCA for everything in the "specs"—complete station studios, fully-equipped transmitter rooms, film projector rooms, all field equipment gear, entire control rooms, "tailored" antenna systems.

Your RCA Broadcast Sales Engineer is at your service. Call him. Or write Dept. 19-1B, RCA Engineering Products, Camden, New Jersey.
To a sponsor's wife who doesn't "know a thing about advertising, but..."

Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You understand The Cocktail Party and wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there cat quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, sister, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.

---

Robert L. Mobley to Detroit staff Ross Roy Inc. as account executive in charge of Chrysler Motor Parts Corp. account.


Frank Bruguiere, copy department, Biow Co., S. F., to copy staff, Brisacher, Wheeler & Staff, S. F. Was partner, Avery & Bruguiere, S. F. Alex Evans, account executive BW&S, S. F., becomes vice president and manager at L. A., succeeding Donald A. Bremer, resigned to join Ted H. Factor, same city, as executive vice president.

O'Neill Ryan Jr., vice president and director J. Walter Thompson Co., N. Y., resigns to devote full time to Rystan Co., Mt. Vernon, N. Y., of which he is president and a director.

Carl Wilkins, advertising and sales promotion manager Gerber Products Co. in Michigan, to Rhoades & Davis, S. F., as vice president.

Dick Parker, writer-producer, to Smith & Bull Adv., Hollywood, as radio and TV director. Succeeds Dick Garton, resigned to devote on all accounts.

William H. Eynon, newly appointed director of radio and television for Dowd-Redfield & Johnstone, advertising agency, New York, started in radio as a salesman at the Yankee Network in 1930 after several years as a civil engineer with numerous power companies.

Five years later he bought WBSO Newham, Mass., moved the station to Boston and changed the call letters to WORL. As operator of WORL he introduced to Boston the format of broadcasting popular music for 55 minutes and then five minutes of news, every hour on the hour. Two years later he sold the station and returned to the Yankee Network as assistant to Linus Travers, vice president and general manager.

In 1945 he joined the H. B. Humphrey Co., Boston, as radio director. Subsequently he moved to the agency's New York office as vice president in charge of radio and television.

While with that agency Bill sold network shows to the following: The Christian Science Monitor, The First Church of Christ Scientist, The Employers Group Insurance Companies of Boston, Waltham Watch Co. and The National Council of the Protestant Episcopal Church. In television, Mr. Eynon created the Saks 34th Street Television Shopper show.

Two months ago he joined the newly merged agency—Dowd, Redfield & Johnstone in New York. Among the active radio and television accounts that Mr. Eynon will supervise are Block Drug Co., James Art Greeting Card, Stahlmeyer Meats, Bell-Ans and Colonial Airlines.

Mr. Eynon is married to the former Natalie Peterson. They have four daughters, Deborah, 16; Betsy, 14; Constance, 11; Susan-ann, 8. The family live in Cape Cod in a year round home of their own. Mr. Eynon commutes weekends. During the work-week he lives in a Manhattan apartment.

His hobbies are fishing in salt water, hunting ducks and sailing in his own sailboat.

He is a member of the Cape Cod Surf Casters Assn.
fulltime to KTVA (TV) Hollywood appearances.

ZERBE-PENN ADV. Co., Santurce, P. R., opens with JOHN ZERBE, vice president and general manager WKAQ San Juan, as president; RICHARD PENN, agency man in N.Y., and past manager Colgate-Palmolive-Peet branches in P. R. and Brazil, vice president. Address is P. O. Box 3686, Avenida Fernández Juncos 1264. Telephone 2-1242.

EVELYN WIGGINS, Roy S. Durstine Inc., L. A., to Guild, Bascom & Bonfigli, S. F., as office manager.

CHUCK SHIELDS, continuity department KRNT Des Moines, to copy and script writer Bosell & Jacobs, Omaha.

JAMES H. DAVIS, of agency bearing his name, to Wyckoff Agency, S. F., as account executive.

BRADFORD COLLINS, account executive McCann-Erickson, S. F., to Brisacher, Wheeler & Staff, S. F., in same capacity. Change effective Sept. 15.

J. WALTER THOMPSON Co. opened Florida office Sept. 1 to handle Florida Citrus Commission account. JOHN H. FORSHEW heads office, located at 711-12 Marble Arcade, Lakeland.

GARFIELD & GUILD, S. F., changes firm name to SIDNEY GARFIELD & Assoc. Address remains 45 Second St. Associates in new reorganization include BILL MORRISON and JERRY SCHUEPBACH.

HENRY QUEDNAU Inc., Tampa, Fla., elected to membership American Assn. of Advertising Agencies.

FORD SIBLEY, vice president Foote, Cone & Belding, S. F., to head publicity committee for this year’s Community Chest fund drive in Northern California.

HENRY P. RITZ, partner in Schultz & Ritz, Portland, Ore., to George McNutt Adv., Oakland, as account executive.

CONSOLIDATED ADV. AGENCY Inc., S. F., changes name to RICHARD N. MELTZER Inc. Address remains 755 Market St.

ADVERTISING Assn. of the West moves headquarters to 425 Bush St., S. F. Telephone remains Garfield 1-6888.

Network Accounts

(Continued from page 11)

tury. WTCN-TV Minneapolis-St. Paul, will carry it Wed. evenings; KPIX (TV) San Francisco, Sat. nights following wrestling, and KRLD-TV Dallas-Ft. Worth, Tues. night, 10 p.m. This makes total of seven spot markets for series in addition to Fri. NBC-TV network program. Agency: Cayton Inc., N. Y.


PET MILK SALES Corp., St. Louis, renews Mary Lee Taylor Show from Oct. 21, and Fibber McGee and Molly from Oct. 24 on NBC. Fibber McGee and Molly returns Sept. 19 on Tues. 5:30-9 p.m., replacing Pet Milk’s Bob Crosby Show, Sun., 9:30 p.m. Taylor show originates in St. Louis Sat., 9:30-10 a.m. Agency: Gardner Adv., St. Louis.

HOUSEHOLD FINANCE Corp. returns People’s Platform to CBS-TV Sun., 6:30-7 p.m. CDT. Agency: LeVally, Chicago.


**WITH AGAIN 1ST IN RADIO AUDIENCE**

**WITH** 23.8

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**COMPARE! COMPARE! COMPARE!**

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS*
HEAVY GRID SCHEDULES SOLD

Record Billings Assured

FOOTBALL billings promise to set alltime records as sponsors all over the nation are completing schedules that will bring leading college, professional and high school games to weekend radio and television audiences.

Despite spirited bidding for rights to games and increasing efforts by schools to get more money out of sponsors, the fall radio campaigns will include most of the major college contests.

Customary last-minute juggling and dickering by timebuyers was at a peak last week but another few days will find sponsors ready to announce complete schedules.

Still noticeable was an increased trend to sports networking by sponsors through independents and regional station groups [Broadcasting; Aug. 28 football roundup].

Coast-to-coast, the highlights in the fall football scene look about like this:

- Atlantic Refining Co. plans greater radio-TV budget, setting its sights on extensive coverage in the East.
- Tidewater-Associated Oil Co. announces a full radio schedule, with TV arrangements still pending, in the West.
- Networks apparently holding their own. CBS’ weekly roundup of college games will be sponsored by a national advertiser this year.
- Repappearance this fall of Chevrolet Dealers, Standard Oil of Indiana, and other traditional football sponsors.
- Sponsorship of Notre Dame games by American Trust Co. with feeds to more than 15 stations in the East and Midwest. More pick-ups, radio and TV, probably will be made of Fighting Irish games than of any other college schedule.

DuMont TV will telescan Notre Dame games again this year. Chevrolet Motor Division of General Motors will sponsor all home games over 23 stations. Network still has an eye open for sponsors of Yale-Princeton, Yale-Columbia games which are fill-ins for gaps created by Notre Dame games played away. After games, Colgate-Palmolive-Peet will sponsor Football Chat, a 10-minute summary.

CBS again will carry its three-hour weekend roundup of leading college football games with a sponsor. Beginning Oct. 7, R. J. Reynolds Co. (Camels) sponsors the 20-game series. Price for the package was about a quarter million dollars. Connie Desmond will handle description.

On television, Eos Standard Oil Co. will sponsor 18 Army, two Navy and one Columbia games over 21 CBS stations. Red Barber, CBS sportscaster, will handle games on TV.

MBS reports co-op sponsorship of games from all over the country with Ohio State’s schedule predominating. Mutual also plans a pickup of the Michigan-Army game to be played at Yankee Stadium.

Network reports Gillette Razor Co. probably will pay the bill for exclusive Army-Navy game coverage although the contract is yet to be signed. R. J. Reynolds Co. also will sponsor five-minute roundups before and after the Game of the Week series. All Mutual stations will be fed.

NBC radio football coverage has not yet been set. NBC-TV reportedly plans a three-pronged coverage of Eastern football. Home games of Pennsylvania at Philadelphia; Harvard at Cambridge, Mass., and Princeton at Princeton, N. J., totaling 21 contests, are expected to be covered by NBC cameras. To facilitate handling, regional relays probably will be set up with some games carried into the Midwest. Some 16 stations will carry the telecasts, sponsored by Atlantic.

Sylvania Products Co. sponsors football on ABC radio, starting Sept. 30 with the North Carolina-Notre Dame tilt. Schedule includes outstanding games, according to pre-season estimates.

ABC-TV as yet has to obtain a sponsor for its coverage of Penn’s seven home games. On Sundays, Sun Oil Co. foots the bill for National League pro football games, beginning Sept. 16. Network’s hour long film Thursday

Sooner’s Grid Row

A POLITICAL tempest erupted last week as the U. of Oklahoma board of regents balked at plans calling games under sponsorship of the university activities under political sponsorship will not be permitted by the regents.” He added that the university’s overall contract with KOMA was a “tentative” one subject to approval by the board.

Station officials later wrote to Dr. Cross and requested a meeting to resolve the dispute, which drew strong demands from Republican officials “for equal time.” Floyd Carrier, State Republican chairman, had promised the protest will be carried “all the way up to the FCC if necessary.”

James H. Arrington, Democratic Party chairman, said, however,

(Continued on page 98)

Sooner’s Grid Row Regents Stymie Sponsor Plan

Southwest radio and sports circles

Dr. George L. Cross, university president, stated that “broadcasts

(Continued on page 98)
WFAA, KABC REJOIN NAB

At San Antonio Session

NAB's current series of district meetings hit a high spot in San Antonio Thursday and Friday when Clyde W. Rembert, KRLD Dallas and District 13 director, told the district meeting in the Plaza Hotel, San Antonio, that he had invited non-members to attend for the explicit purpose of demonstrating to them why they should be members of this association.

"I know NAB has not been a perfect association," Mr. Rembert continued, "but we are certainly making every effort to make it the kind of trade association you want. I want to see this state of Texas 100% in NAB."

NAB Highly Regarded

Favorable reaction to NAB has been noted at all the current district meetings, headquarters officials explain, with many members declaring they have been impressed by the sales presentation slide film prepared by the Public Affairs Dept. under direction of Robert K. Richards, director, and Jack Hardesty, assistant director.

This film is described as the first direct effort of NAB to promote its services and acquaint them with the association's operations.

Mr. Rembert has been particularly active in membership work in his capacity as chairman of the NAB board's membership committee.

Mr. Rembert presided at the final district meeting, his term expiring at the 1951 NAB convention. A new director will be elected by mail in January, since Mr. Rembert is ineligible after two consecutive terms of service.

A resolution was adopted late Thursday voicing "rousing support for the NAB program and leadership in the present critical period."

Mr. Rembert was lauded by the district for his "tireless efforts" on behalf of the industry. He called for support of President Justin Miller and General Manager Ryan, terming them "a great team."

Several resolutions were adopted Thursday, with others scheduled for Friday action. Approval was voted for NAB's proposal for an industry-wide study of radio rates and media costs, designed to answer the report by Assn. of National Advertisers calling for radio rate reductions because of TV audience inroads. Other resolutions endorsed NAB's board for pledging the industry's support of the national defense program and "heartily commended" appointment of Mr. Ryan as general manager.

Members of the resolutions committee were Charles Jordan, KFJZ Austin; Ray Herndon, KTRH Houston, and Frank Punell, KCBF Lubbock.

AMA SPOT DRIVE

In furtherance of its voluntary health insurance drive, the American Medical Assn. may use spots on 1,600 stations covering the entire country, it was reported at Russell M. Seeds Co., AMA agency. Theme of the campaign, which will begin Oct. 3 and extend nearly two weeks, will be "the voluntary way is the American way."

AMA also plans to use up to 12,000 daily and weekly newspapers, 30 nationally circulated magazines, Sunday supplements in more than 150 newspapers and a score of trade publications, according to the Southern Advertising Agency, assigned to handle printed media.

Executives at AMA in Chicago reported that the number of radio stations to be used in the campaign has increased as state medical societies have recommended that radio be widely used.

JUDGE MILLER REVIEWED DEFENSE ACTING on radio station protests to Broadcast Advertising Bureau that they were solicited to merchandise the product by airing spot announcements without charge [Broadcasting, Sept. 19, 1949].

LeBLANC CORP.

Agrees To Stop Ad Claims

LeBlanc Corp., Lafayette, La., heavily into radio time throughout the South with announcements, this week is reported that it is making a stipulation agreement with Federal Trade Commission to discontinue certain representations concerning the therapeutic properties of a medicine. The company has advertised on as many as 200 stations throughout the South.

The stipulation did not specify broadcast continuities and was not based on any previous formal complaint, but commission authorities said the agreement would cover advertising representations in all media. The stipulation also enables the commission to approve new advertising in advance.

The firm, headed by Dudley J. LeBlanc, agreed to cease claims that its product has "any therapeutic value other than such as results from vitamin B1, B2" which it supplies; that it has any "dietary value except such as may result" from those vitamins; that it assuages "good health, restores youthful feeling and appearance, and does not contain drugs which may harm health without the use of drugs."

LeBlanc Corp. also is said to have a Hadacol road troupe to promote the preparation and reportedly has an advertising budget of about $400,000 per month covering radio, television and newspapers. Agency is Erwin, Wasey & Co.

A joint meeting, held in September 1949, drew a number of station protests to Broadcast Advertising Bureau that they were solicited to merchandise the product by airing spot announcements without charge.
NARBA PROBLEMS FACED ANEW

EFFORTS to devise a new North American Regional Broadcasting Agreement were resumed in Washington last week as the Third NARBA Conference was convened for its Second Session amid mutual protestations of friendship and assurances of cooperation.

Commander C. P. Edwards, Canadian deputy minister of transport, who was Conference chairman during the stalemated First Session at Montreal last September-December, was elected by acclamation to continue as presiding officer.

He told the opening plenary session Wednesday that he was "quite optimistic" about the prospects of reaching an agreement which would stabilize North American AM operations for the next five years—much more optimistic, he said, than at some points in the past.

Mexico Participates

The sessions saw Mexico participating for the first time—she was unable to take an active role in the Montreal phase—and a new drawing put her first in line for the plenary session vice-chairman when Bahamas-Jamaica secured permission to give up its own priority on the agenda. Cuba also resigned its right to name the chairman of the drafting committee, giving Mexico this privilege.

Wednesday's plenary session was followed by a series of committee meetings designed primarily to settle upon procedures. One of these was a U.S.-Cuba-Mexico meeting to start a discussion of the difficult problem of negotiating channel allocations.

U.S.-Cuban differences were the principal stumbling-block in the negotiations, but the State Dept. is "acutely aware of the importance of the problems being settled on hand for the movement in the pattern of our world interests."

Condr. Edwards, Conference chairman, conceded that he was "quite optimistic" he realized the difficulties in the way of agreement. He said the 108 AM frequencies are "slices of cake" which are coveted by some 3,000 broadcasters, but that he felt the solutions should be able to find an equitable solution or else go home and stay at home.

Nations represented at the conference are the U.S., Canada, Mexico, Cuba, the Dominican Republic, Haiti, the other NARBA signatory, notified officials she would be present and participate.

Treaty Has Expired

The NARBA to be negotiated would replace the treaty which expired March 29, 1949. The P. S. to the U.S. was signed in 1937 and expired in 1941, continuing for five years, wherein the agreement was extended for three years.

Delegates to the current conference, based on State Dept. lists: U.S.—FCC Comm'r Rosel H. Hyde, chairman; Capt. Johns S. Cross, assistant chief of the State Dept's Telecommunications Policy Staff, vice-chairman. Government advisers: Dr. Jose Ramon Galindo; Chief Engineer Curtis B. Plummer; Ralph J. Bently; and Edgar P. Vandersall of the FCC; Raymond L. Harrell, Miss Florence C. Kinnis, Donald R. MacQuirle, and Charles Nolan of the State Dept.


Representing the Dominican Republic were Dr. Miguel A. Herrera, first secretary of the Dominican Republic Embassy, and Technical adviser Francisco Martinez Alves.

BAHAMAS and JAMAICA were represented by (I to r): Comdr. Alan D. Hodgson; W. C. Thornton Cran, an observer; and Delegate Kenneth R. Ingraham.

CUBAN representatives included (I to r) Ambassador Luis Molina, a familiar figure at past NARBA conferences; Dr. Jose Ramon Gutierrez, head of the delegation, and Dr. Nicolas Mendoza, one of the leaders in the original NARBA movement.

ADDRESS of welcome at opening plenary session was presented by Edward G. Miller (II); assistant secretary of state for inter-American affairs, shown here with Jean Millot, Conference secretary.
THERE HAVE been many success stories written on the sales effectiveness of radio, but the story behind the Howell Furniture Co. of Louisville is perhaps one of the greatest of them all when you consider the progress achieved by the company during 10 years of advertising on WAVE Louisville. It's similar to the story of a man who started out on a shoestring and before long, thanks to his ingenuity, became owner of a shoe factory.

The man, in this case responsible for the advertising policy of the Howell Furniture Co., is Bert T. Howell, president of the organization, whose foresight and determination for success followed the excellent example set forth by his father, the late Clayton Howell.

The history of the Howell Furniture Co. began in May 1932 when, in the wake of the depression period, a partnership was formed between Clayton Howell and his son, Bert, marking the founding of a firm known as the Howell Auction & Storage Co. The firm comprised a staff of three employees whose business was devoted to the buying and selling of merchandise at auction, the storage of household effects, miscellaneous goods, equipment and whatever else anyone wanted to get rid of either by storage or sale. For approximately seven years small progress was made by the company and its future did not appear to offer any assured change for greater success. Well aware of the uncertain future of their business, Clayton and Bert Howell made a decision to begin dealing in new house furnishings. Name of the firm was changed to Howell Furniture Co.

Approached for Radio
In 1940

In 1940, soon after the store changed its name, a representative of a local radio station approached the Howells, urging them to call attention to their line of household furnishings by radio advertising.

Bert Howell listened with keen interest, for only a few years before he had learned what could be accomplished by radio advertising exclusively. He formerly had been associated with Montgomery Ward & Co. in Shenandoah, Iowa, where he had watched the amazing results obtained through radio advertising by Henry Field Co. and Earl May Co. Bert Howell had been convinced of radio's effective selling power before the radio time salesman began his sales pitch, but it was a matter of deciding what type of radio advertising would work most successfully for their business. A meeting with the station representative and an advertising agency was arranged and, after discussing plans, it was decided that they take a trip to St. Louis and study the methods of radio advertising adopted there by several furniture stores. From the stores in St. Louis, which had successively used radio for years, they learned the most results were obtained by using hillbilly musical groups.

With this knowledge they returned to Louisville, and upon finding a program opening on WAVE, the Howell Furniture Co. signed a year's contract to sponsor Clayton McMichen and his Georgia Wildcats. "Cost of the one year contract on WAVE was more than the net worth of our entire company," states Bert Howell. "And when we signed that contract for radio we built a bandstand in our store, making it the point of origin for the daily noon broadcasts."

Series Is Innovation
In Louisville Radio

It was the beginning of something new in Louisville radio inasmuch as a local company never before had tried a program of this type as the one and only means of advertising merchandise.

Mr. McMichen was known for his work as an entertainer and showman in a few remote areas, but he was something new to the bulk of his Louisville-area radio audience. He had two problems that faced him. First he had to sell himself to the public and then in turn sell his sponsor's products. From the start, his handling of the program was informal and down-to-earth and the arrangements of his catchy folk tunes quickly won the following of a large and loyal audience. Before long his theme song, "South," an old Dixieland number, was known throughout Louisville and every rural town and hamlet in the WAVE coverage area.

"Crowds which attended the broadcasts were tremendous," says Bert Howell, "and many sales were made before and after the broadcast. People would come from many miles to see the show. It was interesting to us that with this hillbilly advertising, 65% of our sales were rural. Although we knew the coverage of WAVE was approximately 150 miles, we didn't expect that we would receive business that distant."

That was the beginning of the
Howell Furniture Co.'s venture into radio. Clayton and Bert Howell had "shot the works," signing a year's contract for more than the whole company's worth, but they didn't consider it a gamble. To them it seemed to be a good, secure investment, destined to pay off in profits, and that's exactly what they did.

"The only advertising used by our firm was the WAVE program," states Bert Howell, "and in the first year we increased our sales from $56,000 the previous year to $326,000 and increased our net worth 12 times."

The amazing success of the first year of radio advertising for the Howells confirmed their belief in the medium by far exceeding their greatest expectations. They knew that with radio, plus the type of program designed to draw a maximum number of listeners, as well as a large daily store audience, they could count on equally productive years to follow. Year after year they renewed their contract to sponsor Mr. McMichen on WAVE, and several years ago supplemented their half-hour noon broadcasts with a program on WAVE, 6-6:45, with 15 minutes of Church in the Wildwood, 15 minutes of hillbilly records and 15 minutes of popular recorded music.

**Live Talent Emphasized on Howell Shows**

Although the Howells have added recorded music to their sponsored programs, they are of the strong opinion that talent must be talked up by the most productive for their radio advertising. The Clayton McMichen program is their continual, bringing in farmers from out of town, visiting celebrities who have heard of the program's high rating and drawing power, and town people who make it a point to attend the broadcast. Commercials on the program are handled by Ed Kallay, WAVE announcer.

The years that followed its first contract on WAVE continued to be highly productive for the Howell Furniture Co. and in 1948 two auxiliary stores were opened. "Prior to the use of WAVE advertising our firm consisted of three employees," says Mr. Howell. "At the present time, we are operating 11 trucks and have 81 employees."

The present day sales are approximately $1.5 million, with advertising expenditures of approximately $50,000.

When WAVE-TV began its first commercial telecasts in Louisville, Bert Howell watched knowingly. He realized that with the added feature of demonstrating and portraying products, the new medium could be used successfully for selling his merchandise. It was not hard to decide on the type of program to be used effectively for use for television, because the crowds that came daily to his main store to watch Mr. McMichen and his Wildcats supported the show. Those same people, and many more who perhaps were often unable to see him in person, would be well pleased to see their favorite on television.

On Feb. 7, 1950, the Howell Furniture Co. and Mr. McMichen teamed up for a weekly Tuesday, 7-7:30 p.m., television program on WAVE-TV. Background for the TV program was a huge photo mural of the city of Louisville with the Howell Furniture Co. marked with a white indicating arrow. Mr. McMichen played in the same style he had mastered in almost 10 years on WAVE and his television success was immediately assured. Noted for his ad lib remarks and original expressions, McMichen has stated: "For every man that wears a soup and fish tail, there's a hundred that wear overalls. So by granny, I feel I'm in a pretty good business."

To people unfamiliar with his stores, Bert Howell explains: "The fact that we have hillbilly advertising does not mean that we sell only low-priced merchandise. It is quite to the contrary and, surprising as it may seem, we find that we cater to the low middle and some high income groups. The majority of our trade is from the middle income groups."**

**10th Anniversary Plaque Awarded**

June 1950 marked the 10th Anniversary of the Howell Furniture Co.'s exclusive radio advertising on WAVE and to celebrate the occasion WAVE presented Bert Howell with a bronze plaque commemorating "our...merits...promote advertising" by the Howell Furniture Co. The presentation was made on a special commemoration program on WAVE-TV by La Veil Waltman, WAVE sales representa- tive. The program also featured a graph of Mr. McMichen broadcasts for eight years.

Bert Howell, proud of his 10th anniversary, was eager to pass on special benefits to his customers as a tribute to their loyalty throughout the years. He decided that a big Radio Anniversary celebration would be featured throughout the month of June with $500 in prizes offered to customers at each of the three Howell stores. In addition, each customer received a free gift in promotion of Mr. McMichen and his band. The sale was given heavy on-the-air promotion, and the combined results proved of WAVE and Howell's efforts were rewarding. Following the June sale, the Howell Furniture Co. stores reported a 45% increase in sales as compared with the same period in 1949.

After more than 10 years, the amazing productivity of radio advertising continues for the Howell Furniture Co., illustrating the great use and medium of WAVE-TV. As a result of the firm's rapid growth, an advertising manager was hired recently to work in conjunction with the R. C. Riebel Advertising Agency, the local agency that handled the Howell account exclusively for many years.

That's the success story of the Howell Furniture Co., and should you ever need a radio booster, there's none greater than Bert T. Howell.

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**RWG, KELLEY FEUD**

**Ex-Member Fires Back**

AN "urgent communication" from the Radio Writers Guild Eastern Regional Council in New York to guild members last brought a fiery reply from former council members Welbourn Kelley and Daisy Amoury, Broadcasting has learned unofficially.

The council said Mr. Kelley came to its July 25 meeting with three documents. The first, a resolution that the Authors League of America, parent body of the RWG, be urged to offer the League's cooperation in any "nonpolitical or educational capacity" to the U.S. government, was tabled. The second, the Council said, read: The Council having refused to vote for or against cooperation with the . . . government, now therefore be it resolved that in the present and continuing war crisis in which soldiers of the United States are fighting communist forces in Korea, the . . . (council) go on record as opposed to any cooperation with . . . (government) if such cooperation places the Guild or its members in opposition to communism.

"At this point," the council said, "the bad faith and lack of genuine conviction with which Kelley had brought his first resolution . . ." Then he was interrupted by a second resolution. The second resolution was ruled out of order. Whereupon Mr. Kelley submitted the third document, his resignation, stating the council had refused to cooperate with the U.S. Government and he found such association "distasteful." Having tabled the first resolution because of its double constitutional, the council continued, it rejected his resignation because it "deliberately misrepresented the actual proceedings of the meeting."

**Trade Press Report**

Subsequently a report of the meeting appeared in a trade paper [not Broadcasting], the council said, although Mr. Kelley had promised to "keep private and confidential all reference to his pending resignation." The report carried "allegations . . . to the effect that council is anti-Catholic and anti-American Legion." Whereas "the fact is that at a council meeting of July 11, 1950, in connection with reports by the fact-finding committee on blacklists, certain Catholic and Legion publications were cited for using smear material taken from or similar to that found in Counterattack. The reports of the fact-finding committee were made in accordance with the rules of the Radio Writers Guild, and there was no evidence of unfair treatment or on veterans' organizations."

Referring to the questionable constitutionality of Mr. Kelley's first resolution, the council said the Guild and the League have always kept themselves in a position to talk for all members in regard to working conditions. In this way Guild and League have maintained enduring national unity of purpose within a group of people of widely divergent political and cultural persuasion. At no time was any member of the council knew of Mr. Kelley's resolution before the July 25 meeting, it said.

The council then cited the reso---

(Continued on page 86)
CARL E. GEORGE was named vice president and general manager of WGAR Cleveland last week [CLOSED CIRCUIT, Sept. 4]. He succeeds John F. Patt, who was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPC Los Angeles) nearly a fortnight ago [BROADCASTING, Sept. 4].

Although only 38 years old, Mr. George is a 17-year veteran at WGAR. The appointment elevates him from vice president and assistant general manager. In that capacity, Mr. George had been working closely with Mr. Patt as head of the station's sales department.

Also moved up at WGAR was Elmer M. Krause from secretary-treasurer to station director. The appointments, announced by Mr. Patt Sept. 5, were part of a general realignment of executive personnel begun with the election of Mr. Patt by the stations' board of directors. G. A. Richards, chairman of the board, is the stations' chief owner. Election of Mr. Patt and promotion of Worth Kramer to succeed Harry Wyman as vice president and general manager at WJR had been announced Aug. 28 by Mr. Richards.

Mr. George

Favorable editorial comment by the Cleveland News and The Plain Dealer was also registered following Mr. Richard's announcement. The latter paper said Mr. Patt "had it coming. He has been one of the city's most potent workers."

Referring to FCC hearings on charges that Mr. Richards allegedly ordered the slanting of news presented over the stations, the Press said, "No breath of criticism ever could be brought against the fairness, the alertness and public spirit of WGAR. It [the appointee] is good for Cleveland because in spite of his promotion, Patt will remain here. His club, charitable and civic activities are too long to list here. . . ."

Along the same vein of praise for Mr. Patt, the News said "his work and accomplishments here dates back two decades during which time he has shown himself to be a shrewd judge of public tastes, a vigorous worker for civic projects . . . ."

Mr. George first learned radio at WALR Zanesville while still in college. He entered Cleveland radio after graduation, joining WGAR in 1934. He holds a law degree from Western Reserve U. Law School and is a member of both the Ohio State Bar and the Federal Communications Bar Assn.

Up from the ranks, Mr. George began his radio work in programming. He became program director in 1941, a year later he was made director of operations; assistant manager in 1943, and in 1948 he added vice president to his title. In 1948, Mr. George served as the station's correspondent in the Pacific.

Mr. Krause, 42, has been a member of the WGAR staff since the station's opening in 1930. Accountant and office manager, Mr. Krause in 1948 became secretary-treasurer. During the war he served as a major in the Air Force.

AD COUNCIL
Lauds Media Cooperation

THE Advertising Council last week announced its biggest "peaktime" year in history. Utilizing all media, the Council reports outstanding results in each of its 51 campaigns for the fiscal year, 1940-50.

Radio and television played a large part in the campaigns of such projects as American Economic System, American Heritage, American Red Cross, Armed Forces Prestige, CARE, Community Chest, Stop Accidents, United Nations Day, U. S. Savings Bonds and Forest Fire Prevention. Nationwide radio coverage was provided by sponsors, through the radio allocation plan, through sustaining programs on networks and by local stations. The advertising agencies as well contributed their radio creative talents.

The Council reports that total listener-impressions for the year were 15,304,070,000 on radio alone. Television support of the cooperative campaigns has increased as its growth has boomed. The four TV networks, TV sponsors and local stations have requested and used the information provided in the Council's TV bulletins. Fall plans point to even greater telecasting usage.

PROCUREMENT
New Gov. Buying Group Set

RESPONSIBILITY for purchase of strategic and critical materials and other emergency and special procurement programs will be concentrated in a new buying organization within the General Services Administration, GSA Administrators John Larson announced. It will be known as the Emergency Procurement Service.

A. J. Walsh, deputy commissioner of the Federal Supply Service, will head up the unit as acting commissioner of emergency procurement, involving materials used in manufacture of electronics, communications and other related equipment. GSA buys materials under directives of the Munitions Board, which handles military requirements and the government's stockpiling program.

LEO BURNETT, president of the Chicago agency of the same name, gives his secretary, Mary Keating, a sock filled with $15 silver dollars on the agency's 15th anniversary. Each employee received the same gift at the agency's anniversary party.

DURING Hollywood visit, Edward G. Smith (l), radio program dir., General Mills, inspects applause meter used on NBC's Life Like a Millionaire, sponsored by firm. Others are (l to r): Jerry Bawie, NBC producer; Bob Mars, NBC engineer; John Reddy, Masterson-Reddy & Nelson, packager.

AT luncheon where Young & Rubicam's Chicago staff was thanked for its work on the Ad Council's Stop Accidents campaign are (l to r): John F. Whedon, Y & R v. p.; Paul Jones, NSC public information dir.: Wesley L. Nunn, adv. mgr., Standard Oil of Indiana.

JOSEPH CURL (l) and Scott McLean (r), newest members of the New York sales staff of WLW Cincinnati, confer in Cincinnati with Harry Mason Smith, vice president in charge of sales of the Crosley Broadcasting Corp., WLW owner. They also will represent WLWT (TV) in New York.

JENNINGS PIERCE (center) tries out some of the gifts presented him at a farewell party tendered him by NBC Hollywood staff when he left the network to become general manager of WMED Medford, Ore. Assisting are Sidney Stroitz (l), v. p., NBC Western Div., and Lewis S. Frost, assistant to Mr. Stroitz.

GEORGE NAMED
Succeeds Patt at WGAR; Krause Promoted

CARL E. GEORGE was named vice president and general manager of WGAR Cleveland last week [CLOSED CIRCUIT, Sept. 4]. He succeeds John F. Patt, who was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPC Los Angeles) nearly a fortnight ago [BROADCASTING, Sept. 4].
NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO’s Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a $400,000 investment, this new equipment not only improves WHO’s transmission, but also brings two hundred thousand new people within WHO’s .5 millivolt contour — nearly three million new people within WHO’s nighttime fading zone!

Here are the figures:

<table>
<thead>
<tr>
<th>Area Inside .5 Millivolt Contour (Square Miles)</th>
<th>BEFORE</th>
<th>NOW</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO’s Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO’s frequency. This model test made it possible for WHO’s engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna’s design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.</td>
<td>84,500</td>
<td>89,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Population Inside .5 Millivolt Contour</td>
<td>3,890,000</td>
<td>4,100,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Area Inside Nighttime Fading Zone (Sq. Miles)</td>
<td>73,000</td>
<td>125,300</td>
<td>71.6%</td>
</tr>
<tr>
<td>Population Inside Nighttime Fading Zone</td>
<td>3,162,400</td>
<td>6,096,300</td>
<td>92.7%</td>
</tr>
</tbody>
</table>

NEW AM EQUIPMENT

WHO’s new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO’s Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO’s frequency. This model test made it possible for WHO’s engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna’s design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

WHO’s major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO’s determination to provide its listeners with top-notch radio service. . . . its advertisers with outstanding radio values.

The 1950 Iowa Radio Audience Survey gives further evidence of WHO’s leadership . . . reveals that WHO is “listened to most” by 37.5% of Iowa’s radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
MUZAK Corp. revived its FM subscription radio proposal last week—a pay-as-you-listen technique suggested and then abandoned by the background music firm five years ago during FCC's general allocation proceeding. Its new name is “narrowcasting.”

A distinct, new, nationwide FM service competitive to AM was seen as the potentiality for narrowcasting.

In support of its renewed proposal, Muzak explained FM broadcasting has failed to evolve as a distinct new service and nearly all 700 of the FM outlets now on the air are merely duplicating AM programming. Lack of economic support for FM and continuing withdrawal of FM operations also were cited.

The revived proposal was contained in a request filed with the Commission to amend an earlier Muzak petition seeking changes in

* the FM rules which would recognize the wireless "plug in" music operations of some existing FM stations and also permit Muzak to abandon its telephone networks [BROADCASTING, Jan. 28]. Muzak contended this "beep" operation by some FM stations—the furnishing of a special non-broadcast service to paying customers via a super-sonic signal multiplexed upon the regular FM program—is of questionable legality and hence seeks specific approval. Doubtful legality of transitcasting and store-casting also was cited as requiring classification.

If Commission consent were granted, Muzak indicated it proposed to negotiate with FM stations to channel its various background music services to paying customers via the "beep" technique. Muzak contended this would mean new revenue for FM stations, lower customer charges and extended operations. Muzak now has some 75 franchisers operating via telephone lines in some 200 cities in the U. S. and abroad.

Direct Payment

Muzak explained the narrowcasting service “would be paid for directly by the listening public in stead of being paid for indirectly by purchasing advertised products.” In operation, Muzak explained, “the plan involves the use of a simple, small patented device installed in the home radio receiver to filter out a sound superimposed upon the transmitted signal which would make FM stations transmit a program, thus making it unavai lable to FM receivers not equipped with this patented device.”

The unadapted sets, when tuned to the narrowcast, would produce a “pig sound” or other garbled sound while sets of subscribers, equipped with the patented device, would reproduce the program clearly.

The proposal originally was made by Subscription Radio Inc., a Muzak subsidiary. Muzak's new petition was filed by its Washington counsel, ex-FCC Chairman Paul A. Porter of Arnold, Foas & Porter. The petition noted:

It would appear that the present use of nationwide broadcasting has not developed a new nationwide service and that the Commission's acquiescence in the use of these frequencies for narrowcasting in its various forms and to selected groups of listeners does not give promise of the development of a full-scale FM service which would make the maximum and most efficient utilization of the frequencies involved. In brief, the present uncertainties in FM operations if not removed can only result in a patchwork system in which the majority of the listeners will continue merely to duplicate AM programs and the remainder operate in attempts to obtain supplementary sources of revenue by methods of dubious legality, all of which would appear to contribute to the continued degradation of the service.

Nationwide System

For this reason, Muzak petitioned FCC to adopt its narrowcasting or subscription radio proposal “in order that one or more FM stations in the principal markets will be permitted to enter into arrangements with Muzak and others to employ such a system on a nationwide basis. This would afford the opportunity for Muzak and others who desired to enter the field to promote actively the sale and distribution of FM receivers in the homes as well as commercial institutions and would provide a new distinctive service to the public in competition with existing broadcasting services now rendered by AM stations.” Muzak contended only in this manner could the development of FM as a nationwide service be assured.

PER INQUIRY

Ex-Sponsor Makes Offer

PER INQUIRY offer has been submitted to stations by Mutual Benefit Health & Accident Assn. of Omaha, a former buyer of radio time. The offer was submitted on behalf of the company by Leo Shaw Advertising, New York. Continuity submitted by the agency calls on the audience to ask for information. Payment of $1.25 net per response (mail or phone) is offered.

It is understood the company authorizes co-op advertising for which it pays one-half. As one station manager pointed out: “Why should stations take a chance on PI when the company itself authorizes co-op advertising?”

Everybody knows WGR

• Hundreds of thousands see WGR in action at every big event during the year in Western New York . . . at parades, sporting events, exhibitions, public gatherings.

For example, Eric County's Fair . . . the biggest in New York State . . . keeps WGR in the public eye before record-breaking crowds of from 125,000 to 150,000 persons.

These continual public appearances boost WGR's high Columbia and local broadcast audiences ratings to levels which make WGR the outstanding "buy" for radio advertisers covering the prosperous Niagara Frontier.

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsbury

National Representative, Free & Peters, Inc.

BROADCASTING • Telecasting
KOA leads every station in Colorado-Wyoming 53% of the time

The Colorado-Wyoming Diary Study* presents positive proof that KOA delivers more people more hours each day than any other station in both states. Here’s the story:

- KOA leads every station 276 quarter hours per week (53% of the time).
- KOA’s afternoon audience is almost three times as large as the next station.
- KOA’s evening audience is 60% larger than the next station.
- KOA has a larger audience in many periods than all other stations in Colorado and Wyoming combined.

If you have a client whose sales in Colorado and Wyoming are lagging, switch to KOA. No other advertising medium in either state will tell his story to so many people so effectively.

*Conducted by Research Services, Inc. April, 1950. Copies are available without cost from Radio Station KOA, Denver.
ELWOOD RESIGNS

Retained as NBC Consultant

JOHN W. ELWOOD, general manager of NBC's owned and operated KNBC San Francisco, last week announced his retirement effective Oct. 1.

Mr. Elwood, who is a veteran RCA and NBC executive, will be retained by NBC as special consultant.

No successor has been named.

Mr. Elwood joined NBC in 1927 as assistant to the president, after serving as secretary of RCA for five years. In 1928 he became manager of the network's New York program department and two years later was elected a vice president.

In 1938 he resigned from NBC and for the next seven years served variously as director of radio of the Republication National Committee, as a public relations counsel and secretary of the Will Rogers Memorial Committee.

In 1941 he returned to NBC as manager of the International Shortwave Department. He was assigned to the network's San Francisco station, whose call letters were then KGO, in 1942.

Ad Women Course

The 22d survey advertising course, sponsored annually by Advertising Women of New York, will open for registration Oct. 4. Lectures by advertising authorities will begin Oct. 9 and will be held every Monday evening for 24 weeks at the Waldorf Astoria Hotel. Further details of the course will be released later.

PLAY PREDICTOR

Dr. Meier Develops Method

AUTHORS, actors, directors and other people involved in the presentation of stage and radio plays and movies may be saved a lot of worry and expense in the future.

Dr. Norman C. Meier, U. of Iowa psychologist, said last week he believes he has developed a scientific method for determining whether a proposed new production would be a hit or a flop. Reporting to the annual meeting of the American Psychological Assn. at Pennsylvania State College, Dr. Meier told of two years' tests with a machine he has developed for studying audience reaction to "every moment" of a play or script being tried on a test audience.

Referring to the economy involved, he said "from the experiments and test runs, it is evident that they [plays] are produced on an expensive scale."

ADVISORY GROUP

Elected by Manufacturers

First steps to set in motion a manufacturer advisory service to work with top government policy officials in connection with electronics production were taken last Tuesday by the new Joint Electronics Industry Committee at a meeting in New York.

Set up Aug. 8 by Radio-Television Mfrs. Assn. and the National Security Industrial Assn., the committee elected Fred R. Lack, Western Electric Co., as chairman. The committee originally had been designated National Electronics Mobilization Committee.

Other officers elected by the committee at its organization session were H. G. Beauregard, of Washington, secretary; Commodore J. K. Richards, executive director of NSIA, treasurer; Patterson Humphrey, NSIA, assistant treasurer; John L. Sullivan, former Secretary of the Navy and a member of the law firm of Sullivan, Berard & Shea, counsel. Headquarters will be maintained at 804 Ring Bldg., Washington.

Committee Members


Geddes Honored

BOND GEDDES, who retired Aug. 1 as executive vice president and secretary of Radio-Television Mfrs. Assn., last week was elected to life membership in the Washington Trade Executives Assn. Mr. Geddes had served with United Press in Washington and later headed the Associated Press bureau before joining the trade association. He is a charter member of the Trade Executives Assn. in Washington. His contribution to the group was lauded at a luncheon held in the Mayflower Hotel, Washington, by Robert C. Hibben, president. Mr. Geddes continues as a consultant to RTMA.


WTIC’s 50,000 Watts Represented Nationally by Weed & Co.
Washington transit radio audience doubled by Oct. 1

From the very day Transit Radio started, it's been the fastest growing new advertising medium in America. And no wonder!

It delivers your radio message to street car and bus riders at the lowest cost-per-thousand. And you get the home FM audience as a big plus.

Transit Radio delivers a counted audience. You know exactly how many people you're reaching.

You can buy a selected audience. Men and women riders; inbound, outbound; special hours—you buy precisely what you want.

On October 1, additional installations in Washington will bring the total to 450 vehicles—double the previous number.

Result stories already in our files are amazing. For full information on rates, audience, availabilities, call or write Transit Radio, Inc., 250 Park Avenue, N. Y.—Mu.H. 8-3780. In Chicago: 35 E. Wacker Drive—Financial 6-4281.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Boston Suburban—WHAV, WLYN
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evanston, Ind. WMLL
Ft. Washington, Md. WJLY-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul WMIN
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WJF
St. Louis, Mo. XOXK-FM
Tacoma, Wash. KTNT
Trenton, N.J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

WWDC is Washington's dominant independent

transit radio

WASHINGTON, D. C.
Security Bills

Charges that pending legislation advocated by the Republican wing on Capitol Hill would, if enacted, constitute “thought censorship” and would drive the Communist Party underground were leveled in the Senate last week amid debate on a number of bills dealing with security control legislation.

At the same time President Truman told a news conference that he would veto the bill sponsored by Sen. Pat McCarran (D-Nev.) if it passes Congress and would drive the Communist Party underground.

Sen. Pat McCarran (D-Nev.) if [Sen. McCarran's bill] passes Congress would drive the Communist Party underground. Uncle Sam would tighten internal security by curtailing espionage and sabotage, and contain no provisions requiring sponsor identifications.

Reasonable Grounds

Under the Kilgore proposal persons may be seized if there are "reasonable grounds" they are subversives, including (1) record of membership in the Communist Party; (2) actions which indicate they "may" commit or have committed sabotage or espionage. It would direct a roundup of Communists in the event of an emergency.

Meanwhile, William M. Boyle Jr., chairman of the Democratic National Committee, urged Senate Democrats to support the administration - either the Kilgore proposal or the first initial Democratic measure introduced by Sen. Warren Magnuson (D-Wash.) Aug. 17 after President Truman attacked the Mundt-Ferguson plan.

"The need for this effective legislation sought by the President is urgent," Mr. Boyle stated. "It is equally important that we avoid hysterical action which would do more harm than good. We must also be vigilant to protect the basic liberties of law-abiding citizens."

Apprised of the President's intention to veto the McCarran measure, Sen. Mundt declared Thursday that "neither Congress can override the veto or the Communists can override the country."

Almost simultaneously, J. Edgar Hoover, FBI director, asked the Senate Appropriations Committee, holding closed hearings on supplemental requests, for more funds to keep a continuing check on Communists and subversives. He was quoted as saying that the FBI could round up nearly 12,000 known Communists if war is declared, and that complaints of sabotage and espionage have tripled since the Korean outbreak.

Lehman Challenged

Challenging Sen. Herbert Lehman (D-N.Y.) on the Senate floor, Sen. Mundt said that neither the McCarran nor Mundt bills would lead to "thought-policing." He pointed out that the Communists would retain "every single legitimate political privilege and freedom to function" now enjoyed by the Democrats and Republicans. Referring to radio labeling of TV and publication matter, he said:

"There is no thought-policing in the bill. There is no censorship. In fact, we would compel the Communists to register ... without censoring. Let the Communists assume responsibility for their propaganda, etc."

He scored the administration bill for failing to require labeling of all propaganda and for omission of any mention of Communists and added: "It does not even make them identify their broadcasts on the radio. That bill would perpetuate for the Communist Party a cyclone cell of concealment, which is denied to the very Democrats who joined in, sponsoring (it)."

With respect to a provision covering communication by government employees with known foreign agents of certain information "classified" by the President as affecting U.S. security, Sen. Mundt asserted:

"If a person is deliberately prying into classified information, information which he knows is classified, that is espionage and I do not think we ought to legalize such action on the part of anybody."

Sen. Lehman charged that the McCarran bill would "endanger" our national security, drive Communists underground, and undermine the principle of freedom of expression. He pointed out that the Mundt-Ferguson bill was "offensive to the Constitution of the United States and to the laws of this country."
Tape recording helps the Hormel Girls put on three shows at once!

**WEEKLY SHOWS** by the traveling Hormel Girls' Corps are put on before live audiences and recorded on tape. The tape is then edited into a smooth, evenly paced half hour show, "Music with the Hormel Girls", broadcast on Saturdays over CBS, Sundays over ABC. This arrangement simplifies scheduling of the live show and makes it possible for the girls to participate in parades, conventions and promotions besides having Sundays free.

**NEW ARRANGEMENTS**, program ideas and talent auditions for the Hormel show are recorded on tape and shipped to the sponsor for approval. Tape's high fidelity, easy portability and instant playback make all kinds of recording jobs simpler. Editing is easy too—just snip and splice with "Scotch" Splicing Tape.

**REHEARSALS ARE TAPED** and carefully studied by the Hormel girls. Flaws are easily caught, quickly corrected this way. The tape captures every note, every inflection, reproduces them with matchless fidelity. There is no needle scratch, crosstalk, kinking or backlashing. Recordings may be replayed thousands of times without loss of quality, and tape may be erased and re-used over and over again.

**IMPORTANT!** There's more than one brand of sound recording tape on the market. For quality, insist on the "SCOTCH" brand in the distinctive plaid-decorated box. Used exclusively on major networks and in master recording for top record manufacturers.

His Joint Efforts Make Good Radio Connections

Selling pipe joints directly isn't one of his additional enterprises—but it symbolizes the direct connection that he lines up between his sponsors and their customers. As stated by the Empire Tire Company to KBMY, both of Billings, Montana:

"We have found that the prestige of an outstanding commentator has increased our 'drop-in' trade by at least 300%. In addition, Fulton Lewis, Jr. has served as an 'introduction' for our salesmen in their calls on business and professional men in and around Billings.

"Our sales have shown a very marked increase since we started ... and we have experienced at first hand a tremendous amount of good will arising from the program. These splendid results are most pleasing to us and will be the decisive factor in our future advertising plans.'"

The Fulton Lewis, Jr. program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

PARTY BUDGETS

Radio-TV Election Plans Still Pend

PARTY budgets governing the use of paid radio and television air time during the forthcoming Congressional and gubernatorial elections were explored by Democratic and Republican campaign officials during the past fortnight, but preliminary details are being withheld pending recess of Congress.

Democratic National Committee men said last week that the party is working out plans for the fall elections, but added that details would be unavailable until after Congress recesses and until they have definitely crystallized. GOP spokesmen also declined comment, but pointed out that radio-TV budgets would be determined largely by those individual members of Congress involved in the fall campaign.

Democratic spokesmen already have indicated that the national committee may allocate between $100,000 and $200,000 for network time purchases, while the Republican National Committee felt the GOP will "use more" radio-TV than it has in the past, mostly on the state and local levels (BROADCASTING, Aug. 14). The national committee will set aside a $3 million fund for all "contingencies."

Most of the share earmarked for radio and television presumably will be spent on the regional and state levels.

TV Will Have Role

For the first time in an off-year election, television is expected to assume its role, with legislators utilizing TV film and live programs to sway their constituents. These would supplement the usual transcription and live broadcasts by members. Republican committee men emphasize, however, that far more stress will be laid on radio broadcasting, and that members will not embark heavily on TV excursions until 1952.

Traditionally, neither party allocates as much for purchase of network time during a Congressional election year as during a Presidential campaign.

In the 1946 Congressional race, the Democrats set aside about $65,000 for radio campaigning, GOP radio expenditures were estimated unoffically at about $30,000, with between $10,000 and $15,000 talked for transcriptions alone.

During 1948's Presidential contest, the Democratic National Committee laddied out well over $700,000 for air time. Republican figures never were revealed by the national committee.

In addition to the committee-dicted budgets, other allied groups are expected to contribute sums for radio and video time in behalf of both parties. A considerable amount of public service or "free" time also can be anticipated. Heaviest allocation of funds for air time probably will be concentrated in such key states as Illinois, Ohio, Pennsylvania, Utah, New York and California where hotly-contested races are shaping up.

Whether President Truman will play an active role role in support of Democratic candidates this fall apparently is still "wide open," but William M. Boyle Jr., chairman of the national committee, expects the Chief Executive to make at least a few broadcast speeches preceding the election. Whether the President would address the nation from Washington or campaign actively in other cities also was a matter of speculation.

In any event, any speeches aired by the networks would fall in the "paid" category, to be expended from the Democratic National Committee's central fund.

NARND MEET

To Visit WTMJ Newsrooms

MEMBERS of the National Assn. of Radio News Directors and their wives will view operations of the newrooms at WTMJ-AM-TV Milwaukee on Nov. 15 — e v e of NARND's fifth annual convention. The convention will be held in Chicago, Nov. 16-18.

The pre-convention visit to Milwaukee was arranged because many of the association's members have expressed desires to see WTMJ's radio city, according to Ben Chatfield, WMAZ Macon, Ga., first vice president of NARND in charge of the convention program. Jack Krueger, WTMJ news director, and members of his staff will explain the stations' operation to the visitors. In addition, Mr. Krueger said Blatz Brewery will be host at a luncheon and will take the group on a tour of the brewery.

Security Bills

(Continued from page 30)
munists "completely underground," and set up as "criteria of guilt a long series of standards which are so dangerously vague as to constitute . . . a grant of unlimited power to punish for almost any kind of unworthy thinking . . . ."

"Good American Organizations—labor unions, church groups and others—could be charged . . . with being Communist fronts." Sen. Lehman referred to that section of the Mundt-Perrryman bill, which defines front organizations as those which "do not deviate from those of any Communist political organization, Communist foreign government, or the world Communist movement." The bill, he charged further, enters the field of "determining whether a man has dangerous thoughts or ideas."

Page 32 • September 11, 1950
A million people waiting at the station! (STATION KSL)

In Intermountain America, you need go no further than 50,000-watt KSL to sell the more than a million people.

All week long, inside Salt Lake City, KSL is the listeners' first choice with 50% more listeners than any other station.* Throughout all Intermountain America, KSL is the listeners' first choice by more than three to one . . . captures the biggest audience in 68.1% of the weekly quarter-hours!**

And that's not all. KSL delivers its big audiences where you deliver your product. For KSL's primary BMB listening area matches the vast Salt Lake City Wholesale distribution area almost exactly, county for county.

To make your customers in this 750-million-dollar market stop and shop for your products, get aboard 50,000-watt KSL. You'll make headway with more customers at less cost than any other station or regional network!

KSL
SALT LAKE CITY
50,000 WATTS
CBS REPRESENTED BY RADIO SALES

*Salt Lake City Hauser, December 1949–April 1950.
**From the only complete study ever made in the entire Salt Lake City marketing area - Benson and Benson Diary Study, 1949.
Advance figures from U.S. Census Bureau show the AUGUSTA, GEORGIA METROPOLITAN AREA HAS 161,991 PEOPLE.

WRDW IS FIRST* IN MORE 30 MINUTE PERIODS THAN ALL OTHER AUGUSTA STATIONS COMBINED!

* C. E. Hooper December 1949 thru April 1950

AS A BONUS POPULATION WRDW OFFERS CAMP GORDON, ONE OF THE LARGER AND MORE IMPORTANT MILITARY ENCAMPMENTS, WHICH IS BEING EXPANDED TO FULL CAPACITY.

WRDW AUGUSTA GEORGIA CBS • 5000 WATTS

Augusta's only full time 5000 watt station Represented Nationally by Headley-Reed Co.

DEFENSE

DEFENSE DEPT. recruiting officials last week were studying overall funds allocated by Congress, with an eye to weighing the proportionate share to be channeled to radio, television and other media during the new fiscal year commencing last July 1.

President Truman signed the 1950-51 omnibus appropriations bill (HR 7786) last Wednesday after Congressional conferees had cleared the single-package measure containing an approximate $1,591,600 outlay for joint Army-Air Force advertising needs [BROADCASTING, Aug. 5].

Lt. Col. Donald J. Wilkins, Air Force official in charge of recruiting campaigns for the two services, said last week that no expenditures for radio and television media could be set until after Defense Dept. officials have thoroughly studied the department's allocation on the basis of the military's special occupational needs.

He pointed out that this situation probably would remain unsettled throughout the current year because of the nature of the Korean conflict, but emphasized again that radio-TV will receive a substantial share of all expenditures. Their share is expected to approximate roughly 40%—or $656,400—of the overall ad budget [BROADCASTING, Feb. 27].

Needs Are Variable

Complicating the problem of channeling funds to different media, Col. Wilkins said, is the fact that needs for different specialist groups vary from month to month in line with short-term objectives of the services, and that certain technical magazines might best serve recruiting interests in certain instances. During the July-August campaign, he noted, funds were siphoned to broadcasting media to promote enlistments of communications, electronics and other related specialists in the Air Force. Funds concentrated on the Army needs the previous month.

Col. Wilkins confirmed last week, however, that the Army and Air Force had spent upwards of $800,000 on joint campaign from May 15 to Aug. 15—an average of about $100,000 for each 30-day enlistment drive.

With respect to ad funds, Col. Wilkins noted that additional appropriations probably will stem from the $10 billion supplemental defense bill now before the Senate Appropriations Committee. Measure already has passed the House.

Proof of Effectiveness

Furthermore, effectiveness of radio and video announcements has drawn the praise of local recruiting centers in such cities as Boston, Washington and New York, he added. In the recent drive, 752 stations were used.

In point of concrete results, he further observed, both the Army and Air Force exceeded their enlistment objectives for the recent July-August campaign. The Army had sought 14,000 enlistments and counted 19,864; the Air Force had set a goal of 11,875 and numbered 12,248.

Total recruiting ad outlay for the four major services—Army, Navy, Air Force and Marine Corps—was $7,560,102, as requested by the Budget Bureau. The figure covers funds in both the regular and supplemental appropriations bills. Only a portion of the $74 million sum was contained in the bill signed by the President last week.

WKRC STAFF

Two Get New Posts

Miss Lambert    Mr. Stovall

JOEL W. STOVALL, former sales promotion manager of WKRC Cincinnati, has been appointed sales manager, according to a joint announcement by Hubert Taft Jr., executive vice president of Radio Cincinnati Inc., and Herman E. Fast, WKRC general manager.

Succeeding Mr. Stovall is Lila R. Lambert, his assistant and a member of Radio Cincinnati's staff since 1947. Miss Lambert previously served with Aveo Mfg. Corp. and in 1943 became assistant in Crosley Corp.'s internal relations department.

Mr. Stovall joined WKRC in 1944 as program director after serving with KMOX St. Louis since 1937. He was appointed sales promotion manager in 1946. Mr. Taft said both appointments were effective immediately.

D. M. Bradham Named

DOUGLAS M. BRADHAM has been appointed manager of WTMA Charleston, S. C., succeeding Robert E. Bradham, who resigned to operate a business of his own, it was announced last week. Douglas Bradham formerly assistant manager and chief engineer, assumed his new duties Sept. 1. He designed and built WTMA in 1938. The station went on the air with the 250 kw power a year later. He also directed the station's expansion program in 1947-48 when WTMA went to 5 kw daytime, 1 kw nighttime with FM power of 49 kw.

NATIONAL Lutheran Radio Week will be observed from Oct. 29 to Nov. 4.
TOO PRECIOUS TO WASTE!

The needs of national defense, coming at a time of peak industrial production, have made freight car space a precious commodity...too precious to waste!

Freight cars are in the hands of shippers and receivers of freight about half the time—in the hands of the railroads the other half. Anything that either shippers or the railroads can do to speed up the movement of freight cars and reduce the time they are not in use will make more cars available for the movement of the nation's traffic.

HERE'S WHAT THE RAILROADS ARE DOING!

The railroads have moved rapidly to provide the nation with the transportation it needs. They are ordering tens of thousands of new freight cars for early delivery and will continue to acquire cars to bring ownership up to 1,850,000. They are stepping up their car repair and rebuilding program to put additional thousands of cars at your service. In addition, the railroads have pledged themselves to secure the utmost efficiency in the use of cars. This is being achieved by—

- speeding up road haul and terminal movements
- heavier and faster loading and unloading of company material
- better handling of cars
- prompt embargoes to avoid congestion

HERE'S WHAT SHIPPERS CAN DO!

Shippers can help immeasurably by—

- loading and unloading cars quickly
- furnishing billing promptly
- loading cars as heavily as commercial requirements permit
- unloading cars completely, including bracing and blocking

Shippers and railroads working together have licked big jobs before—and, with the same sort of teamwork, they will do it again.

Listen to THE RAILROAD HOUR
Every Monday evening on NBC

Association of American Railroads
WASHINGTON 6, D.C.
WRITERS WAR BOARD

APPROVAL of a writers war board resolution adopted a fortnight ago by the RWG council in New York, Chicago, and Hollywood was voted "overwhelmingly" by the RWG membership, it was announced. The resolution, citing requests for writers throughout the country to provide materials useful to the war effort, called upon the Authors League to institute an organization similar to the World War II Writers Board.

After hearing plans for negotiations soon with the networks and advertising agencies for "contracts covering an estimated 96% of all radio writers," the statement said, the following resolution was voted:

The membership of the Eastern Region of the RWG Board resolves that the League hereby declares itself wholeheartedly behind the program of negotiations set forth in the strategy report and states its complete confidence in its negotiating committee and council.

Ofer ACLU Cooperation

Earlier last week the RWG Eastern Regional Council met and adopted a resolution to "offer to the American Civil Liberties Union the immediate cooperation of the RWG, in any investigation contemplated or in progress by the ACLU on the effect of the current blacklisting..."

It adopted also a resolution expressing "its sense of shock and horror to AFRA and TVA over the summary contract cancellation of Jean Muir in connection with her scheduled appearance on the television show, The Aldrich Family..."

A third resolution, "in the interests of the professional security of all writers now threatened with a growing menace of blacklist, and mindful of the broad implications of censorship inviolate in such blacklist," urged the Authors League "to call an immediate national conference against blacklist..." the traditional right of all to private opinions and the right of all writers to employment on the basis of ability, may be re-affirmed.

Although these resolutions were said to have been discussed at the subsequent meeting of the membership, no vote was taken on them.

RWG, Kelley Feud

(Continued from page 32)

lution for war-writer-aid to the government which it passed week before last as "substituted for the Kelley resolution," and the subsequent resolution in which it censured Mr. Kelley. "The guild's job today is to keep its membership unified for the main tasks at hand: certification under the NLRB, the winning of the guild shop election; signing of the agency-sponsor contract; the renegotiation of minimums under the present contract with the networks and under the contract with the agencies; the defense of the guild's members against the threat of blacklist; the fight against the 'morals' clause."

On Aug. 28, Mr. Kelley and Miss Amoury, who resigned from the council shortly after Mr. Kelley, replied to the council's Aug. 23 letter, according to Broadcasting's information.

Hits Council's Claim

Calling the Council's claim that cooperation with the U. S. Government was never an issue during the July 25 meeting "a shameful lie," the reply stated that one council member said, "(Kelley resolution) is a blank check, and I would not give this government a blank check on any issue." Another allegedly said, "I'm against helping the government in Korea because I have been informed on good authority that the principal U. S. policy in Korea prior to the fighting was to smash Korean labor unions."

Kelley and Miss Amoury continued "we are both firmly in favor of the pro-U. S. resolution which your council was forced to pass. But your council's Aug. 23 letter does not tell you why [underlined] it was passed, nor that it took your council five [underlined] special meetings and three-and-a-half weeks of wrangling to pass it, nor that it was not passed unanimously." Nor, they said, did the council mention that the resolution finally passed was first adopted on Aug. 7, then recalled, and "one substituted which was a watered-down, willy-nilly version."

"Why was the resolution—which does exactly what the 'unconstitutional' and 'political' Kelley resolution asked—finally passed?" they continued. "Because it came from the Western region as a must [underlined] and the council feared more resignations if the resolution was not adopted."

"To our opinion the (Council's) letter was an anonymous letter. Nobody stood up to be counted. Nobody signed his name."

FOR FIDELITY

No other recorder offers such high fidelity of such a low price! Frequency response 50-15 kc ± 2 db. Signal-noise ratio: 50 db. Flatter than 0.3%. Meets N.A.B. standards.

FOR FLEXIBILITY

For delayed studio or network broadcasts, a Magne recorder can be mounted in a rack or console cabinet. Per remotes, slab into its really portable cases. Amplifiers for every purpose: single or multi-channel.

FOR FEATURES

Magne recorder fits the need! New or old, your Magne recorder can have 3 heads (separate erase, record, and playback heads) to permit monitoring from the tape. 3 speeds (15". 7½" and 3½"—up to an hour on a 7" reel) now available on both PT6 and PT63 equipment. Magne recorders are fail-safe, sturdy! Features to fit your every need.

Write for NEW CATALOG

MAGNECORD, Inc. Dept. B9
360 N. Michigan Ave., Chicago 1, III.

Send me latest catalog of Magne recorder equipment.

Name

Company

Address

City. State

Page 36 • September 11, 1950
You can't see Blaw-Knox engineering—*but it's there*! You can't see Blaw-Knox experience in tower-building—*but it's there*. You can't see efficiency and strength and durability—but they're all there—when the towers are built by Blaw-Knox.

...A quotation will prove that there's no premium on Blaw-Knox quality.

**BLAW-KNOX DIVISION**

*OF BLAW-KNOX COMPANY*

2038 Farmers Bank Building, Pittsburgh, Pa.
NARBA Problems
(Continued from page 19)


Mexico—Miguel Pereyra, director of telecommunications; Arturo Melgar; Juan Buchanan Cross, Eleeazar Diaz Gutierrez, Jose Luis Fernandez, Ruben Fuentes Delgado, Jesus Montes de Oca, Carlos Nuñez Arellano, and Jose Vilar Munch of the Dept. of Communications. Mr. Pereyra said he must return shortly to Mexico for other commitments, but would return to the conference later in the negotiations.

Cuba—Dr. Jose Ramon Gutierrez of the Ministry of Communications, chairmen; Antonio Martin Prieto, Ministry of Communications; Nicolas Mendoza, who was a leader of the original NARBA movement; Dr. Ricardo Barabosa, of the Cuban Embassy; and Jose J. Sentmanat, director of radio. Cuban technical advisers: Eduardo Hector Alonso, Federation de Radioemisores; Lorenzo Barquin, Union Radio; Carlos J. Estrada Castro, Radio Progreso; Roberto Garcia-Serra, Radio Garcia-Serra; Ventura Montes Martinez.

U. S. DELEGATION is headed by FCC Comm. Rosel H. Hyde (seated, second from right), with Capt. John S. Cross of the State Dept. (seated at Comr. Hyde's right) as his chairman. Advisers include (from left) Benita Gagnone, FCC; Neal McNaughten, NAB; Joseph M. Kittner, James E. Barr, and H. Underwood Graham, FCC.

'PRIX ITALIA'—Italy's Radio Oscar

LISTENERS to UNESCO radio programs are learning that Italy has its own radio equivalent of Hollywood's Oscars, the "Prix Italia," which broadcasters confer annually on the best radio production selected from a host of European and other competing countries.

It was on the Isle of Capri two years ago that Italian representatives proposed to 15 other broadcasting systems that the prize be established as an initial step in a permanent program exchange between various countries. They decided, too, that it just as important to honor radio programs as other established art forms—"perhaps even more important," a UNESCO announcer told listeners last month.

These limitations led to the creation of the Prix Italia, which will soon announce its second series of awards administered by the Italian Radio System. Competition is open to an international system, with broadcasters themselves putting up roughly $7,000 in prize money. Member organizations are Austria, Belgium, Brazil, Egypt, France, Finland, Great Britain, Italy, Monaco, the Netherlands, Portugal, Sweden, Switzerland, Tiester and Vatican City.

In even-numbered years the prize goes to an "essentially musical production;" in odd years, to dramatic shows. Last year's winner was Frederick General, a play first produced by the French Radio. BBC and Monaco were runners-up. The award is given to works created especially for radio presentation. The 1950 awards are slated to be announced this month.

A card or letter to us, or to Free & Peters, will bring you this WDBJ BMB Area presentation which includes:
- Official BMB Coverage Map
- Latest Market Data—BMB Counties
- Preliminary 1950 Census Figures
- Comparative BMB Coverage Graphs

Handily bound for filing and perforated for three-ring binder.
America's unceasing rivers of hot, molten steel are one of her great basic strengths. These rivers of steel were growing during the cold war. They are growing now. Many companies are increasing their capacity to make steel. They will add more than 6 million tons to the flood. It takes lots of steel to fight off aggressors, and it takes lots of steel to supply you the cars, home appliances, building materials and many other things which you buy for your daily comfort and safety. That's why we think you will be vitally interested in these facts about the steel industry.

How much steel does America pour?

The steel industry in the United States is one of the fastest growing major industries in the world. It has successfully met an increased demand of more than 40 per cent in the past 10 years...outproduced all other countries of the world combined over this period...now has a total annual capacity of over 100 million tons.

How does this compare with Iron Curtain countries?

Latest available estimates give the Iron Curtain countries over 30 million tons or about one-third our annual production. We have consistently poured far greater quantities of steel than any police state, and have increased our capacity almost 19 million tons since 1940.

Why do American companies outstrip entire governments in making steel?

It's not a magic formula...it's people...people with room to work in...to struggle with everyday problems...to make more products better...to stand up to competition...to profit from their work. This is the reason why the steel industry outstrips any government production plan.

If there's so much steel, why shouldn't we buy steel products freely?

Americans are being shot at! The Army, Navy and Air Force need more steel. At the same time some home folks are increasing their buying. This is wrong. The defense of your home comes first. Everybody will have to exercise self control. In effect you increase America's supply of home-front products when you buy only those things you really need.
NETWORK BOXSCORE

Number of commercial programs on four nationwide networks July 31 199 19
Number of commercial programs starting on networks during Aug. 2 2
Number of commercial programs dropped from networks during Aug. 1 1
Number of commercial programs on four nationwide networks Aug. 31 212

AUGUST ADDITIONS

SPONSOR PROGRAM NETWORK AGENCY
Quaker Oats Co. Man on the Form Sherman & Marquette
Quaker Oats Co. Roy Rogers Show Sherman & Marquette
Northern Pharm Co. Modern Romances ABC
Breun Shoe Co. Smokey Ed McConnell
Dept. of Army Organized Reserve Corps NBC
General Foods Gangbusters CBS
Thompson J. Lipton Fooles & Cone & Sibley
Lever Bros. My Friend Irma
Procter & Gamble Seabiscuit
Procter & Gamble Jack Smith Show
Procter & Gamble F.B.I. in Peace and War
Procter & Gamble David Rose Show

SPONSORS PROGRAM NETWORK TIME AGENCY
Campbell Soup Club 15 Mon.-Fri., 7:30-8:15 Wurlhech
Electric Auto-Lite Suspenre Mon.,9:30-10:30 Cecil & Freethy
Pilgrim's Pride House Party Mon.-Fri.,3:30-3:55 Leo Burnett
Procter & Gamble Lowell Thomas Mon.-Fri.,4:30-4:55
Procter & Gamble Edward R. Hurvay CBS (Rinaldit)

AUGUST CANCELLATIONS

Norwich Pharm Co.体彩 The Fat Man Mon.,5-6 NBC
General Mills Night Beat Mon.,10-10-30 Knox-News
General Mills Penny Singleton Mon.,8-30-9 NBC
General Mills Sarah's Private Capers Mon.,9-12-30 Knox-News
General Mills Dimension X Mon.,9-25-30 NBC
General Mills Tales of Texas Rangers Mon.,9-25-30 NBC

AUGUST ONE-TIMERS

Fisher Body Div. General Motors ABC
Fishe Body Div. Craftsmen Guild Awards

MAYFAIR FELLOWSHIPS

16 Awarded for '50-51

RCA has awarded 16 fellowships for the 1950-51 academic year. The awards, totaling $6,000, are to be made through the National Science Foundation.

A FAIR SHAKE

Policy Aids Medley Campaign

Mr. Medley

IRE COAST MEET

Speakers Are Listed

For development of the klystron radio tube "which played a major role in World War II," two brothers, Russell H. and Sigurd F. Varian, will be awarded The Franklin Institute's John Price Wetherill medals at ceremonies in Philadelphia, Oct. 18. According to Dr. Henry B. Allen, executive vice president of the institute, microwave radar development during wartime would have been quite different and much slower if the klystron had not been invented.

VARIANS CITITED

FOR development of the klystron radio tube "which played a major role in World War II," two brothers, Russell H. and Sigurd F. Varian, will be awarded The Franklin Institute's John Price Wetherill medals at ceremonies in Philadelphia, Oct. 18. According to Dr. Henry B. Allen, executive vice president of the institute, microwave radar development during wartime would have been quite different and much slower if the klystron had not been invented.
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME—

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

Yes, the Fetzer Broadcasting Company stations are far and away your best buys in Western Michigan!

WKZO-TV is the newest addition to the family. Beaming a sharp, Channel-3 picture to 60,000 TV sets in Western Michigan and Northern Indiana, WKZO-TV offers the very best in local and network programming—is just as outstanding in video as WKZO and WJEF are in radio.

On the AM side of the picture, WKZO, Kalamazoo, and WJEF, Grand Rapids, continue to give advertisers more listeners for less money. By projecting WKZO-WJEF Hoopers (tops in each city!) against the number of radio homes in the two cities, you find that they get 66% more listeners than the next-best two-station choice—yet cost 20% less! New BMB figures prove top coverage in rural areas, too.

Get all the facts, today! Write to us or ask Avery-Knodel, Inc.

*Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.
VOICE EXPANSION

Urged by Benton, Others

PLEA that the U. S. step up its psychological peace offensive through Voice of America broadcasts and other activities to combat Russian propaganda was renewed in the Senate last Tuesday by Sen. William Benton (D-Conn.), author of a voice-expansion proposal and advocate of a worldwide radio network.

Earlier the House Foreign Affairs Committee, which had approved a bill to create a Cooperative International Relations Commission (Broadcasting, Sept. 4), issued a report calling attention to "the rapid development of television as an information medium," and urging exploration of possibilities "in the field of government information and educational activities."

Eisenhower Quote

In calling for a strengthened Voice of America, Sen. Benton quoted Gen. Dwight Eisenhower as stating that the U. S. is falling behind because "Communist stations overpowered it (the Voice) and outflanked it with a daily coverage that neglects no world location or dialect, no prob- educe or local aspiration, weaving a fantastic pattern of lies and twisted facts."

This situation, Sen. Benton pointed out, is further evidence that "we are not doing in combatting the Communist propaganda and in waging a powerful psychological peace offensive of our own."

Earlier, Sen. Benton, in a letter to the Senate Appropriations Committee, stressed the importance of approving the full budget sum allocated for Voice operations. Measure, now before that group after passing the House, would give the Voice an additional supplemental appropriation of $48,890,000.

In its report, the House Foreign Affairs Committee declared:

The rapid development of television as an information medium suggests considerable possibilities in the field of government information and educational activities. The urgency of an all-out information effort suggests the need for a critical overall study of existing activities, as to substantive and technical adequacy in view of new communication techniques and the size of the job to be done.

... An all-out information effort by the United States is vital now. If our effort is to be fully effective, it must embody a substance to deal with today's problem and it must utilize any new technical and operational development that can serve a useful purpose.

The committee pointed out that while the President's U. S. Advisory Commission on Information has made recommendations for strengthening and expanding the Voice and other activities, it has not been provided with "the responsibility contemplated in this bill," which, it felt, does not "disturb existing agencies or programs."

The measure (HR 9039) to set up a 12-member International Relations Commission was sponsored by Rep. Mike Mansfield (D-Mont.) and Sen. Hubert Humphrey (D-Minn.). The House Foreign Affairs Committee Aug. 29 without hearings. Plan is similar to that advocated by Sen. Karl Mundt (R-S. D.) in the Senate, and was placed on the calendar of the House before it recessed.

The proposed commission, comprising two Senators, two House members, and other executive and government officials, would be authorized to "appraise the adequacy and effectiveness of existing programs... particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Sarnoff Endorsement

The proposal has been endorsed, in part, by the President, Brig. Gen. David Sarnoff, RCA board chairman, and Sen. Benton, who envision use of TV as a sort of "Vision of America" to supplement the Voice.

The commission would be empowered to (1) devise more adequate methods of presenting America to other peoples; (2) encourage exchanges between educational and government agencies and to "design, install and utilize" new communication techniques and facilities; (3) outline a general program by "vigorous exploitation" of all information resources.

Appointive powers would rest with the President, the Senate President, and the House Speaker, each of whom would select commission members. The group would report its findings and recommendations "on or before Feb. 1, 1952."

There was no indication when the House would consider the Mansfield proposal.

Earlier, brickbats and bouquets had been hurled at the Voice by the House Post Office and Government Affairs Committee, which in the past three weeks on Capitol Hill. Rep. Karl Stefan (R-Neb.) told colleagues that the information program would be worth the overall $150 million sought if it can immediately team up with the Armed Services as "effective and objective psychological warfare."

He urged day-to-day liaison between the psychological warfare branch of the government and the Voice; evaluation of the program by the Chiefs of Staff at "regular intervals so that its efficiency can be kept at top peak in this, the greatest of all our national crises; examination of all top information personnel receiving $10,000 per year or more; strengthening of the Advisory Commission; review of the loyalty of employees."

"Nobody should be included in this program about whose loyalty there is the shadow of a doubt," Rep. Stefan asserted. "The employees of the psychological warfare programs must represent the ideology of 150 million Americans."

All too often, we in the House have found continuing instances of people employed in such responsible positions using them to exploit un-American ideas. The personnel officers... will have an awesome responsibility."

Rep. John Taber (R-N. Y.) charged that "we have no Voice whatever on the air," and said the U. S. faces a "terrible situation."

He said he had talked with Edward Barrett, Assistant Secretary of the Interior, and told him he felt the present organization was "totally incompetent."

Singling out Voice broadcasts of June 26, 27, 28 and July 18, Rep. Taber thundered: "There was not... the slightest word that could be considered as propaganda on behalf of the United States position, nor did any of these broadcasts name Russia as the aggressor. All that the broadcasts consisted of were newscasts, and these very poorly done."

"We are in the process of a policy of the State Dept. not to tell the world where the United States stood, or was it because of the lack of technical competence or the lack on the part of the U. S. Information Service?"

Lack Short Wave

He also doubted whether many radios behind the Iron Curtain are equipped for shortwave, and pointed out that only 4 in 10 in the U. S. is so equipped.

Rep. Taber called on the Voice to become "militant" and a "fighting force designed to get the true picture of the U. S. across to the world."

Rep. Cliff Cleveinger (R-Ohio) told House colleagues he has "little confidence in the material being disseminated, the voice of the Voice, the material, and our very ability to get the material through to the people for whom it is intended." He charged that the administration is calling for extra funds for present programs, and that requested budgets are based on certain requirements.

He said:

"During hearings last year supplemental funds were requested and approved for additional antennas to create a Coopera- tive International Relations Commission. At that time we were told that only a portion of our broadcasts were getting through the Iron Curtain and Minnesota was limited.... We now find that none of these antennas have been built at this time yet we are being told that 25% of our material is getting through. We are being told by the people we are told. Has anyone examined these fig- ures? How many are there? Who prepares them? Why do they change every period of 29 days or every second period of time? The truth is that these figures are not worth the paper they are written on... Figures don't lie but lies do figure."

Rep. Tom Steed (D-Okl.) noted that the Voice must compete in the market place with advertising brains in private industry "paying the highest kind of salaries," and that the Voice does not have the "shadows of a doubt." Secre- tary Barrett is constantly searching for better personnel to advertise America on the Voice.
Modern is the Word for this
WSAM AM-FM Masterpiece

- This is the tenth anniversary of the Saginaw Broadcasting Company, Saginaw, Michigan. In celebration, this station has completely modernized its facilities, including a new Truscon Self-Supporting Tower with an overall height of 386 feet.

This Truscon masterpiece functions as a half-wave radiator in the transmission of the 250 watt AM power of WSAM on 1400 kilocycles. A side mounted Collins 8-bay antenna transmits the 1700 watt FM power of WSAM-FM on 98.1 megacycles. The entire tower and transmitter house is designed for future television applications.

What are your particular tower problems to best serve your audience? Truscon can draw upon world-wide experience in engineering and erecting exactly the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation
Revisions in 1950 Marketbook

Editor's Note:
It took more than a million separate calculations to compute the 1950 Broadcasting Marketbook. In so prodigious an operation, it was obvious that there would be some errors.

We made a few—the corrections are printed below. With each is printed the page, column and place in the column to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines, then when you find the proper place, clip off the direction line printed in italic.

Page 46, Col. 4, Stockton, Calif., San Joaquin County figures should read:

STOCKTON, San Joaquin, 55,702 fam., 97.9% radio, 54,309 radio fam.

Page 46, Col. 1, Stockton, Calif., San Joaquin County figures should read:

San Joaquin, 55,702 fam., 97.9% radio, 54,309 radio fam.

Page 44, Col. 4, Austin, Texas, WABC, change rates to:

D 6:00 8:00 12:00 20:00 30:00 50:00
N 6:00 8:00 12:00 20:00 30:00 50:00

Page 45, Col. 2, San Francisco, Calif., change rates to:

D 22:00 45:00 72:00 108:75 181:25
N 22:00 45:00 72:00 108:75 181:25

Page 45, Col. 2, Pleasantville, N. Y., delete the first WINR-FM and insert the following:

WINR, 250 w, 1490 kc, NBC, Hollinghury

Page 45, Col. 2, Winston-Salem, N. C., the WTPB listing should read as follows:

WTPB, 1 kw, 1380 kc, CBS, ABC, Taylor

Page 45, Col. 2, Oklahoma City, WBEZ, change rates to:

D 6:00 8:00 12:00 20:00 30:00 50:00
N 6:00 8:00 12:00 20:00 30:00 50:00

Page 46, Col. 3, Des Moines, Iowa, change county data to read:


Page 52, Col. 3, San Francisco, Calif., change rates to:

D 22:00 45:00 72:00 108:75 181:25
N 22:00 45:00 72:00 108:75 181:25

Strictly Business
(Continued from page 18)

in a grocery store, then in the general offices of a railroad, followed by work with a construction company, sawmilling and the real estate business.

Mr. Cummings went to Florida in 1925, where he traded in real estate, built homes, and tried to salvage something from the expended Florida boom. There he had his first brush with radio. Two of his best friends were the late City Commissioner Thomas C. Meeson, whose department handled the operation of WJAX Jacksonville, and the station's general manager, Jack Hopkins. They introduced him to the microphone. His first opportunity came from Robert M. Smith, president of the southern region of the A & P Co. He offered

Harry the role of "Colonel Goodbody" on the A & P program, where he took the air as an authority on preparation of foods, carving of a fowl or roast, setting the table and other angles affiliated with the art of cooking.

With advice and coaching from Norman Craig, New York, one of the early station representatives in the national field, when he suggested he try his hand as a regional representative, Mr. Cummings made a successful but conservative start. Another newcomer was Jack Hopkins, who built WJAX and has been general manager and chief engineer since 1925.

Some of his successful campaigns include various types of programs for Ward Baking Co., since 1933, through J. Walter Thompson Co., and through N. W. Ayer & Son, shows from the studios of WJAX and from the stage of the Florida Theatre.

Mr. Cummings is especially proud of a fishing program—developed by him without any knowledge of fishing—which ran successfully on WJAX for a number of years under national sponsorship and for a year on WTOP Miami. The program, sponsored by Atlantic Refining Co., was acclaimed far and wide and gained recognition from the Florida State Chamber of Commerce, the Junior Chamber of Commerce of Jacksonville and many others including tackle manufacturers and fishing camp operators.

Stars of Future

Two present day celebrities got their first tryouts on an amateur program handled by Harry for Forestom Dairies. The celebrities are Dorothy Shay, who was Dorothy Sims of Jacksonville, and Connie Haines, who was Yvonne Jaimes, also of Jacksonville. A golf instruction program for the Atlantic Ice & Coal Co., which introduced many well known celebrities to the 'mike,' was another of Harry's successes.

In 1959 Mr. Cummings married Margaret Holmes of Eastman, Ga. They do not have any children. He is a member of the Jamaica Country Club and the Ponte Vedra Club and is active in many civic clubs and community enterprises. Harry's hobby? He says, "my business."

WFAA DROPS FM

Ceased Operation Sept. 1

WFAA Dallas has called it quits on FM. As of Sept. 1, the station discontinued the FM duplication of its AM programs and began dismantling its FM transmitter atop the Mercantile Bank Bldg. in downtown Dallas.

Martin B. Campbell, general manager, pointed out that the WFAA 820 kc plant with 50 kw and WFAA on 570 kc with 5 kw, had served the FM area "perfectly, regardless of weather." The FM service offered no original programming as distinct from the AM. The FM license will be surrendered, it was announced.
With high-powered network kid shows... and with terrific local programs like the “Squirrel Cage”...

KEX has won the highest juvenile show ratings in the populous Portland market area.

In the “Squirrel Cage,” versatile Merrie Virginia captivates young listeners with her delightful voice-characters, “Sir Percival Penguin” and “Tinker.”

And on KEX, the syndicated “Firefighters” program achieves one of its top records in the nation!

If you want to get in solid with the youth market in the nation’s fastest-growing state (and how can you better insure your business future?) tell your story via KEX. For details, ask the man from Free & Peters.

She’s “Aunt Merrie” to hosts of Portland youngsters!

2,000 Portland kids jam “Firefighters” meetings.

PORTLAND
50,000 WATTS
ABC AFFILIATE

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

THERE is scant hope that the House will be able to consider the McFarland Bill (S 1973) this year. In fact, it is doubtful that the Senate-approved bill will make an appearance outside of the House Commerce Committee, which completed hearings on the measure last month.

A number of factors are working against S 1973, which would realign FCC’s procedures. Chief among them are the following:
- Anticipated adjournment or at least continuous recess of the House this month.
- Urgency of other legislation within the committee. The Korean situation to some extent affects the agenda.
- Lack of familiarity of committee members with issues as expressed in the bill as written by Sen. E. W. McFarland (D-Ariz.) and the Senate Commerce Committee on the one hand and the FCC on the other.
- A noticeable lack of constant pressure by broadcasters or industry groups to get immediate action on the bill.

These are the opinions expressed by some committee members, in part by Rep. Dwight L. Rogers (D-Fla.), acting chairman of the committee’s radio subcommittee, and in part by close observers.

The last point made, that of a letdown in industry pressure, was reported by an authority who has been keeping a detailed check on the committee’s attitude on the McFarland Bill.

In addition, there is a feeling among many members of the Commerce group that wide gaps between the FCC and Sen. McFarland’s thinking on the bill place the measure in the controversial category, thus entailing more time for study.

Some committee members, including Chairman Robert Crosier (D-Ohio), while not agreeing entirely with FCC Chairman Cog’s testimony delivered before the group, are inclined to go at least some of the way with the Commission.

S. F. AD SCHOOL
Fall Term Opens Today

SAN FRANCISCO School of Advertising, which opens its new fall term today (Monday) with a faculty of more than 100 top agency men and women, this year will have the largest student enrollment in its history, John Hoefer, chairman of the school’s advisory committee, announced last week.

Mr. Hoefer, partner in the firm of Hoefer, Dieterich & Brown, said courses will stress practical “how to do it” aspects of advertising. The school is sponsored by the San Francisco Advertising Club.

LATIN STATIONS
Facility Changes Reported

CHANGES in facilities of Mexican and Dominican Republic stations, reported in accordance with provisions of the North American Regional Broadcasting Agreement now being renegotiated, have been announced by FCC.

Mexico: XEAY Villa Acuna, 500 w day on 376 kc, and XEQZ Ciudad Chotumal, are deleted. XEFR Mexico City, 1 kw day, 250 w night on 1180 kc, to commence about Jan. 1. XEDX Sauzal, 230 w day on 1010 kc, to commence about Feb. 1. XEBA Aguascalientes Sept. 15 to change from 1200 kc to 700 kc, 1 kw day, 250 w night. XPDA Pachuca, 1 kw day, 150 w night.

Dominican Republic: HISZ Santiago Sept. 1 to change from 1500 kc to 1200 kc, 1 kw day, 250 w night.

BURRUS CONTEST
Pays Tribute to South

CONTEST, offering $15,000 in prizes, is being conducted through the South by the Burrus Mill & Elevator Co., Fort Worth (Light Crust Flour). Advance promotion started Aug. 28 on the Light Crust Doughboys show, sponsored by Burrus over 155 MBS stations in the South. Stars from the South—such as Linda Darnell, Victor Mature and Dana Andrews—tell what they like best about Dixie and a different Southern state is saluted on each Doughboy show.

Details of the contest will be announced today (Sept. 11). Other promotion is being placed in newspapers and magazines in the South as well as radio spots and mention on Mutual’s Ruth Perry Presents. Contest, on theme of “What Dixie Means to Me,” will run to Oct. 1. Plans for the contest were assembled by the promotion department and Tracy-Locke Co., Dallas, advertising agency for Burrus.

night. Same date XEJX was to switch from 1420 kc to 300 w day on 1150 kc. XEKP Pachuca, Oct. 16 to change from 1160 kc to 700 kc, 250 w day, 250 w night. XEIG Merida, on 1240 kc with 250 w, Sept. 1 was to boost power to 1 kw day, 250 w night.

Dominican Republic: HISZ Santiago Sept. 1 was to boost power on 630 kc from 1 kw to 2 kw, 500 w night. HISD there, 250 w on 1600 kc, was to commence Aug. 39.
ROSEFIELD PLANS
Radio-TV Campaign Set

An extensive national spot and program campaign in both radio and TV will be used this fall and winter by Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter), according to Guild, Bascom & Bonfigli, San Francisco, agency on the account.

The agency pointed out that the money to be used in the campaign hereofore has gone into production of Rosefield's Skippy Hollywood Theatre on CBS. The firm cancels the CBS show effective Sept. 21 after 10 years on the air. The packaging company's other major production, Captain Video, sponsored on 16 eastern TV stations, will be continued and already has been renewed, it was announced.

KGGF UPS POWER

Increasing to 10 kw

KGGF Coffeyville, Kan., owned and operated by the Midwest Broadcasting Co. Inc., will begin operation with its increased power of 10 kw day 5 kw night, late in September.

Established in 1930 by H. J. Powell, KGGF has been broadcasting with 1 kw day 500 w night on 690 kc. Midwestern Broadcasting Co., with R. M. Seaton as president, acquired the ABC outlet from Mr. Powell in 1947. New transmitter equipment is Westinghouse. A new building and 350-ft. Blaw-Knox towers, located 12 miles northeast of Coffeyville, are under construction.

BEFORE taking off from State Airport in Harrisburg, Pa., to deliver some 25 aviation speeches before various clubs and organizations, Russ Brinkley (center), WHP Harrisburg night news editor, is made an "honorary captain" by All-American Airways. Miss Pat Robinson puts in her cap completing the ceremony as Mayor Claude Robins (r) looks on. Mr. Brinkley is celebrating his 30th year as an aviation writer and is the author of a forthcoming book, Wings Over Main Street.

LANG-WORTH
Sets More Library Sales

LANG-WORTH Feature Programs, New York, has announced sale of its 8-inch record library to the following 36 stations:

New subscribers are: WDNS Murfreesboro, Tenn.; KCBS San Francisco, Calif.; WDBL Springfield, Tenn.; WMOU Berlin, N. H.; WBOC Salisbury, Md.; WREH Jacksonville, Fla.; KOMO Seattle, Wash.; WPEC Peoria, Ill.; KTLF Little Falls, Minn.; KBOK Owatonna, Minn.; WTVN Columbus, Ohio; ZNS Nassau, Bahamas.


Script Award
Illinois U. Sets Plan

Four radio script awards, aimed at encouraging professional and amateur writers to apply their skills to educational broadcasting, have been established at the U. of Illinois by the Payne Fund, according to Robert B. Hudson, director of university broadcasting.

Awards will total $1,000. First competition is now open to writers of radio scripts of an educational nature dealing with the humanities, or with the social or natural sciences. Judging will include consideration of original techniques and methods as well as significant subject matter. First prize will be $500, additional prizes $250, $150 and $100.

WILL and WCIU (FM), Illinois U.'s noncommercial stations at Urbana, will produce and broadcast the four winning scripts and transcriptions will be made available to other noncommercial, educational stations in the U. S. Judges for the contest are Erik Barnouw, in charge of radio-TV courses at Columbia U.; Homer Heck, program director, WMAG Chicago; Wilbur Schrann, dean of Illinois U. division of communications, and Mr. Hudson.

American Cancer Society's 1960 award for distinguished service made to WSVS-AM-FM Crews, Va.

...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.*

try WBT for size!

Jefferson Standard Broadcasting Company . 50,000 watts
Charlotte, N. C. . Represented by Radio Sales
WEATHER Forecast & Research Co. is buying time on the facsimile channel of WMC-FM Memphis to supply weather information to planters and others who are interested in the cotton crops in that area. Service, started a month ago, is experimental at present with reception on two facsimile recorders which are moved from place to place for demonstration purposes. The company has placed an order with Hogan Labs for 30 recorders for installation at as many receiving points. Negotiations also are under way with General Electric Co. for several hundred recorders, redesigned for simplified operation and to sell at a reduced cost.

Headed by Albert H. Craven, licensed meteorologist and a former forecaster for the U. S. Weather Bureau, Weather Forecast & Research Co. offers cotton growers protection against their worst enemy, the boll weevil, by letting them know when to dust their crops with weevil-killing spray. Rain falling within 48 hours of the time of dusting will wash the spray away before it has completed its job and, therefore, the service is designed to serve such cotton growers as it will be $2 an acre, advance knowledge of when rain is coming is of appreciable value to the planter with 1,000 acres or more of cotton or to the banker who may have written the cotton crops of many such farmers.

Service was formerly rendered by telephone calls to the individual subscribers but this became such a time-consuming process that Mr. Craven approached WMC with a query as to whether the job could not be done by facsimile broadcast, which in addition to providing simultaneous service to all subscribers would also furnish them with weather information. After some discussion, an agreement was reached for a series of test facsimile broadcasts, which started Aug. 7.

Buys Three Quarter Hours
Mr. Craven buys three quarter-hours a day of multiplexed facsimile service—at 8 a.m., 12:30 p.m. and 4 p.m.—broadcast concurrently with the regular audio service of WMC and WMC-FM. Each broadcast starts with the official government weather forecast, followed by the company's own analyses which pinpoint the information to the individual plantation areas of the service's subscribers. Service originates on a facsimile transmitter in the offices of Weather Forecast & Research Co. and is transmitted by wire to WMC-FM for broadcast. Satisfactory reception has been achieved at points as distant as Greenville, Miss., 135 airline miles from the WMC-FM transmitting antenna.

**DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?**

See Centerspread This Issue

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

S.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

**CO-OP TAXES**

Mason Hits ‘Fred’ Status

BUSINESS operations of cooperatives should be considered on a par with those of educational and charitable institutions, Rep. Noah M. Mason (R-Ill.) declared last week. He charged “inconsistency” by Congress in voting to equalize taxes on the latter while “refusing to touch the sacrosanct co-ops.”

The House Ways & Means Committee member pointed to a bill (HR 5064) he has sponsored to equalize the tax on cooperatives with that levied on corporations. The omnibus tax bill, now in House-Senate conference, contains provisions which would tax “unrelated” business activities of charitable and educational institutions but would not change the present status of cooperatives [Broadcasting, Sept. 4].

Government Gains

Estimating that the government would gain some $500 million from a levy on co-ops, Rep. Mason said, “it is utterly unfair to consider heaping a still greater tax burden on one segment of American business and let another considerable part tax free.” He added that the bill would estimated that one-third of the total wealth of America is now owned by tax-free organizations, and that “cooperatives are growing at a breakneck speed.”

Rep. Mason criticized Senate action which would defer further taxation of cooperatives pending a study by finance experts. Some cooperatives have radio interests which, under the Senate and House versions of tax revision, would not be affected by tax increases voted on corporations. However, “unrelated” business activities— including commercial radio operations—of charitable and educational groups would be taxed at the same rate as corporations.

17 Subscribers

Looking forward to regular contractual service, which is expected to begin when recordings are received in about six weeks, Mr. Craven has already signed up 17 subscribers, cooperative planter groups or other local organizations buying the service on a community basis. Fee for such combination subscriptions is $150 a month, $75 for the broadcast service and $75 for the rental and maintenance of the recorder. When the larger supply of recordings is available, the company will accept subscriptions from individual planters at $50 a month, likewise divided half and half between service fee and rental of receiving equipment.
Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting styli and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative, Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS YOUR BEST SALESMAN TO COVER THE SOUTH!

WCKY HAS MORE LISTENERS THAN ANY OTHER 50,000 WATT STATION COVERING THE SOUTH!

BMB PROVES IT!

610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7 TIMES A WEEK IN THESE SOUTHERN STATES:

KENTUCKY
TENNESSEE
ALABAMA
GEORGIA
MISSISSIPPI
FLORIDA
NORTH CAROLINA
SOUTH CAROLINA
VIRGINIA
WEST VIRGINIA

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

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

WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.

MINUTE PARTICIPATIONS COST ONLY $45.00 ON THE 52 TIME RATE.

IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN, THEN WCKY IS YOUR BEST BUY.

FOR MORE DETAILS CALL COLLECT OR WRITE:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
**NARBA—Now or Never**

The LAST HOPE of assuring peace in the AM airways across the North American nations is presented in the Third NARBA Conference, Second Session, which opened in Washington last Wednesday (story this issue). The urgent need for a new NARBA treaty is recognized, we think, by all of the participating countries. The need is as multilateral as it is urgent, for a treaty can be disastrous to the broadcasting art in all of the countries involved. This primary fact should be the basis upon which to proceed.

It is encouraging that Mexico, unable to participate in the opening sessions at Montreal last fall and winter, now finds herself in position to join the common effort. Until now, the chief roadblocks have been the differences between the U.S. and Cuba. With Mexico participating it becomes possible for the nations most critically involved—Canada, Cuba, Mexico, and the U.S.—to work out their differences at the same table at the same time, and thus avoid the need for a series of piecemeal or partial agreements which might be tantamount to no agreement.

The difficulties of the past serve notice that reaching an accord will not be easy. But the fact that at one point the seemingly insuperable differences between the U.S. and Cuba were within a hairsbreadth—settle should give encouragement for a new effort, despite later breakdown of those negotiations.

Commander C. P. Edwards of Canada, the conference chairman, set a desirable note for the new sessions when he told the plenary meeting Wednesday that he was "quite optimistic" that the situation will be stabilized for another five years. Compromises are inevitable. If none were expected now, the delegates might just as well have stayed at home. The point is to secure one that will be equitable for all nations, providing each with channels and rights in proportion to its needs while penalizing none unduly.

Compromises, of course, can be pushed to the point where the result is worse than having no agreement at all. We think it would be foolhardy for any delegation to insist upon concessions not in its sort. For then the last hope of agreement would become the lost hope.

**Box-Office Rhapsody**

LOOKING FOR new business? With a tremendous potential and on your own Main Street?

Then take a tip from Larry Woodin, owner of WCBA-Corning, N.Y.

Mr. Woodin comes from a theatrical family (it celebrated its 25th anniversary in show business in August) and it is only natural that in addition to his radio interests he is managing director of the Ascania Theatre Co., which operates two theatres in Corning. Along with the rest of the motion picture business the Corning theatres began to suffer box-office contractions after the end of the war.

Those pale days are part of a nationwide B.O. affliction. Numerous reasons were advanced, t.e. most often heard being the advent of television. Theatre managers tried numerous panaceas—such as red lights, early nights, bank nights, bingo and double features have failed.

But Larry Woodin had another idea. He believed that the people who "weren't" filling his theatres were at home listening or looking. He bought radio time. The answer is on page 54.

"I can pack my theatres with saturation radio announcements combined with programming," says Mr. Woodin. "I have found the tremendous lost audience of the motion picture industry through radio. . . . There is a gold mine of revenue for radio in the theatres of America," Mr. Woodin continues. They "simply need selling."

To paraphrase Mr. Woodin: There's gold in the wedding of the whippers and the shadows.

**Pastel Color Decision**

THE COLOR TV battle royal is still on. CBS is away out front on points. But there's a round to go. Two of the seven FCC judges wanted to stop the fight with an immediate CBS decision. One wanted to postpone it. The other four decreed it should continue, with a decision upcoming unless there's a surprise knockout.

That describes the status of the most important TV issue with which the FCC has come to grips in the post-war II era. What effect this half-war will have on the ultimate decision is probably in process. It is dealing with administration policy, the FCC must proceed on that "business as usual" thesis, although it takes only half an eye to discern that it is watching events at both ends of Pennsylvania Avenue, and is listening raptly to the Korean news.

Whatever the partisan views of the adversaries, there's general agreement that the FCC has handled a tough situation adroitly—from where it sits. It has issued a "first report," which gives preliminary approval to the CBS field sequential system. But it hasn't slammed the door against others. There are anguished reactions from others who have plunged into the color mires. And 100-old telecasters are confronted with a problem of vast proportions.

Manufacturers, who haven't yet called "foul," are on the spot. The FCC, despite its lack of licencing control over them, has tossed out the ultimatum: Build sets to accommodate CBS color with "bracket standards" or witness CBS' final victory by default.

There are those who whisper that the ruling is more political than scientific. Some argue the FCC did not meet the issue; that what it did is tantamount to another postponement.

That charge is premature. It will be valid only if the FCC again postpones the day—at its new time-table expires. We doubt whether it can or will veer from its committed course.

There are many imponderables that could change the whole course of color events. The effect of the war emergency upon production, for example. The plight of FM, which has moved at a small pace and which was dependent upon manufacturers' use of that "incompatible" circuit in audio receivers. The possible use of the tri-color electronic tube developed by RCA and claimed also by others, with the CBS system. The possible fusion of the two.

So at this writing, the FCC is still on the spot. So are the manufacturers. The 106 telecasters, many of them just emerging from red ink and in a quandary. The public may appear to be either confused or too concerned —yet.

May the best man win. Or will it be a team?

**Static and Snow**

By AWFREY QUINCY

With Billy Rose and the Metropolitan Opera House both on ABC, maybe Billy can realize his ambition to take over the coloraturas, tenors, bassos and mezzos, while Rudolph Bing pitches the horseback.

After playing angel to Ethel Merman's new show, soon to open, "Call Me Madam," rumour hath it that NBC is about to bankroll a musical version of "A Tree Grows in Brooklyn." It's a perfect set-up for completing the trilogy with a Broadway adaptation of "The Whistler and His Dog."

The color "decision," inviting revision Is not a decision at all But just a "report," inviting retort And a pretty Donnybrook brawl.

The shoemaker sticks to his last, NEVERTHELESS, the networks are shouldering their way into the station representation business while the station representatives seek to retaliate by going in for programming and asking for opposition. To complete the picture—why not put the musicians on the street to pull door-knobs in their out-of-call time, have the engineers take vocal and dramatic lessons on their off days, while between standbys the announce-}

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**our respects to:**

**PETER CARL GOLDMARK**

BECAUSE a young electronics engineer and his bride, concluding a winter honeymoon on the ski trails of Canada with a stopover in Montreal, decided to drop in at a local movie to see "Gone With the Wind," the course of television history was radically changed.

The time was early in 1940. The bridgroom was Peter Carl Goldmark, physicist and inventor who had been born in Budapest Dec. 2, 1906, and educated at the U. of Berlin and U. of Vienna, receiving a doctorate in physics from the latter institution in 1931. After starting a TV research laboratory for Pye Radio Ltd. in London, Dr. Goldmark decided that

(Continued on page 57)
WOV's "Daily Triple"

This is your "Daily Triple"

Each program reaching a large, distinctive and different audience.

★ 1280 CLUB— with Bill Williams. 1 1/2 hours of fun and music with America's greatest name bands to entertain you.


★ A RAMBLE IN ERIN — with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.

Is your best bet for sales impact, coverage and unit rate—delivering a nighttime audience of 971,520 different people weekly."

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily... a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York At Night... The Big Swing is to the Independents!!

Originators of Audited Audiences 5000 WATTS
RADIO FILLS THEATRES

Woodin Urges Owners To ‘Saturate’ Radio-TV

RADIO is the medium that can bring new life into stalled activity at theatre box offices. That’s the message hammered home to the motion picture industry by Larry Woodin, owner of WCBA Cornling, N. Y., and manager of the Arcadia Theatre Co., that city.

As seen by Mr. Woodin, from both the broadcaster’s and theatre manager’s viewpoint, “theatres should awaken to the pulling power of the air channels and give it some thought.”

Pointing out a new source of revenue for radio and television, Mr. Woodin’s message underlines the oft-repeated legend that there are fields still open to new radio selling ideas. He explains how three media—radio, TV, and the motion picture—can combine to do a selling job.

Writing in the Motion Picture Herald last month, Mr. Woodin said, “You’ll find customers who are not in the theatres sitting in front of their radios or TV sets. The best way to get at them is to get on the program yourself and sell your theatre and attractions.”

Applies Theory to Practice

This is precisely what Mr. Woodin is doing on WCBA. Proving his thesis by actions and not just words, the broadcaster-theatre owner uses “saturating radio announcements combined with programming.” A 22-week series of Saturday afternoon broadcasts from the theatre stage called Callahan’s Kiddies College was part of this campaign, he pointed out.

Sponsored by Callahan, a local Ford dealer, the program involved slowdowns, quiz contests, songfests, etc., with fifth and sixth graders from the area participating each week. Weekly winners competed each month for cups and monthly winners vied on the last show for a large cash award. This Pond Dealer is now sponsoring a new nine-weeks summer show, Callahan’s Vaudeville Broadcasts, based on a local talent contest. Still another program—15-minute Hol-lywoodin, fireside chat type show emceed by Mr. Woodin—is broadcast direct from the theatre.

“By the trial method I have found that I can pack my theatres with saturation radio announcements combined with programming,” Mr. Woodin told Broad-casting. “... I have found the tremendous lost audience of the motion picture industry through the medium of saturation usage of radio.”

Urging the radio industry “to awaken the 10,000 theatres in this country to the value of radio advertising—not just a daily spot but carefully planned usage,” Mr. Woodin said, “the motion picture industry is capable of becoming radio’s greatest customer because radio reaches every lost movie customer.

“Mr. Woodin’s advice to the motion industry, as printed in the Herald, carries a point of warning. “Plain cut-and-dried spot announcements won’t do it (find customers), and that seems to be the trouble with this industry when it comes to using radio. It’s spot-happy, and not program conscious. Via the radio the manager has a chance to sit down and talk to his people—a sort of theatre fireside chat—and properly handled it will lure them back into the theatres, too....”

Newspaper advertising need not be dropped, Mr. Woodin wrote, “but certainly it’s time this industry awakened to the tremendous pull of radio, properly used. This medium of exploitation should be added to those other mediums now used. Per customer, it’s really cheap to use.”

This radio sales message to the motion picture industry is needed, Mr. Woodin explains, because “the entertainment industry itself practises a non-user of radio wares... figures show that of millions spent on radio advertising each year the motion picture industry spends only a few thousands.”

Canadian Reports

COVERING the summer listening period, the first of a new service of quarterly reports on Canadian area listening and ratings has been released by Elliott-Haynes Ltd., Toronto. The second report is to be released in November covering late summer and early fall listening.

The reports, made by telephone survey, cover 11 Canadian areas, excluding cities on which monthly rating reports are released.

HOWARD N. SMITH
Agency Head Dies

HOWARD N. SMITH, 44, chairman of the board of Rogers & Smith Advertising Agency, Chicago, died Aug. 30 in a Dallas hospital.

Son of Walter E. Smith, president of the agency, Howard Smith established the Dallas office in 1944. He had held the title of executive vice president for the Chicago, Kansas City and Dallas offices before being raised to the presidency about a month before his death. He had been ill about a year.

A Chicagoan, Howard Smith went to Dallas in 1935. He was associated with Herbert Rogers Co. there before opening the Rogers & Smith office, which he headed. His original associate in the Dallas agency was Marie J. Callahan, who presently directs the agency’s radio-television department.

Mr. Smith leaves his widow and six children, the oldest being Howard Jr., a member of the agency production staff.

FREEDOM CRUSADE

NBC Show Carried Sept. 8

CELEBRITIES appearing for “Crusade for Freedom” filled simultaneously both radio and TV versions of We the People over NBC and NBC-TV, last Friday (Sept. 8). 5:30-9:00.

General Lucius D. Clay, Joseph C. Grew, A. A. Berle, Walter Reuther, Raymond Massey and Alexander Lewis, president of Lewis Corp. and 1960 Horatio Alger Award winner, were some of the speakers.

Described as a “moral offensive for human freedom” by private American citizens, the crusade rally will be rebroadcast over Radio Free Europe to Czechoslovakia, Romania, Poland, Hungary, and Bulgaria, after the original presentation made possible by the Gulf Oil Companies in New York.

DIRECTORS of WJR Detroit vote dividend of 100 per share to be paid Sept. 20 to stockholders of record at close of business Sept. 12.

Joseph Terhsey McGilvra
INC.

BROADCASTING • Telecasting

for "TOPS IN SPOTS"

Contract our nearest office

Chicago 185 N. Wabash Ave.
Atlanta 1208-1210 Peachtree Building
Baltimore 2104 N. Charles Street
Birmingham 68 Park Avenue
Atlanta 68 Park Avenue
Los Angeles 68 S. Lafayette Park Pl.
New York 366 Madison Avenue
EXECUTIVE OFFICE

RADIO STATION REPRESENTATIVES • AM • FM • TV

Page 54 • September 11, 1950
a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT

Designed for Dependability...
Immediate Delivery...

300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

Write for descriptive bulletins or further information—today.

*CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.
BEVERLY (Bevo) MIDDLETON to partner in Radio Hendersonville Inc. (WHKP Hendersonville, N.C.). He will participate in station operations as business manager. Was with WCBS New York as sales executive, and was founder and manager of WUSN Charleston.

CARL WARD, general sales manager WCCO Minneapolis, to assist general manager. He will continue as sales manager in addition to his new duties.

BEN HOBERMAN, general manager WDET-FM Detroit, to WXYZ-TV Detroit sales staff as special representative.

MURRAY JAY GREEN, sales force WMGM New York, to WTNJ Trenton, N.J., as general manager replacing FRANKLYN J. WOLFF, retired.

Mr. Ward

SELMA PIERSON, account executive WKNA Charleston, W. Va., to commercial manager in charge of local and regional sales WCAW same city. Move is part of overall reorganization plan on part of WCAW.

WILLIAM LOUNSBURY to commercial relations staff WIRY Plattsburg, N.Y.

DONALD R. FLEMING, Thompson & Holmes Ltd., S.F., to radio sales representative staff of KGO there.

RONALD E. VEDDER and ROBERT MOORE to WQUA Moline, Ill., as account executives.

ROBERT PAUL, radio director local jewelry firm, to succeed CARTER

REYNOLDS on sales staff KRNT Des Moines. Mr. Reynolds leaves for sales manager post with local heating firm.

OLE MORBY, assistant general sales manager CBS Pacific Network, Hollywood, to S. F. as head of network's sales operation in that area. Succeeds CLARK GEORGE, now on active U. S. Navy duty.

WALTER H. (Bill) STAMPER, promotion manager WOOD-AM-FM Chattanooga, Tenn., to sales staff of stations.

WPTI-AM-FM Pittsburgh names Forjoe & Co. as national representative.

ROBERT E. BRADHAM, general manager WTMA Charleston, S. C., resigns. Future plans have not been announced.

TOMMY FOWLER, Armour & Co., Chicago, to sales staff KTRY Monroe, La., to handle regional and local accounts. Succeeds JOHN J. ROHRER, named station manager.

KEN CAREY, account executive KKKW Pasadena, to KFAC Los Angeles, replacing VERN LINDBLADE, now KFVD Los Angeles commercial manager.

PERSONALS...

TOM WATSON Jr., president and general manager WSWN Belle Glade, Fla., subject of article in Florida Newspaper News and Radio Digest this month. . . . GRANVILLE WALTERS, general manager WAML Laurel, Miss., headed local delegation to Exchange Club meeting in Washington.

ROBERT L. PRATT, station manager KGCG Coffeyville, Kan., named general campaign chairman of 1951 Coffeyville Community Chest drive. . . . EDGAR KOBACK, owner WTVX Thomas, Ga., spent several days in Thomson visiting station last week. . . . HERBERT J. PETERSON, account executive WOC-AM-TV Davenport, Iowa, addressed area workshop meeting of Iowa Oil Industry Information Committee in Davenport Aug. 28.

BLACK VS. R&R ASKS $74,000 IN DAMAGES

DEMANDING $74,000, a damage suit has been filed in Los Angeles Superior Court against Ruthrauff & Ryan Inc., Hollywood, by Don Black, writer-producer.

Charging the agency with appropriating a radio-televisión property submitted on June 29, 1949, damages were set by Mr. Black's attorney on the basis of estimated revenue from the program if it had been broadcast under sponsorship. Mr. Black in his suit alleges the agency let the idea lie dormant since the script and program presentation were submitted and refused return both to him despite a year-long effort to recover the property. Titled Spotlight on Youth, the program involved broadcasts from high schools around the country.

A second session will be key-noted by Russell Brown, New York, advertising director of Allied Stores Corp., who will speak on "Retail Sales Management." At the same meeting, David Arons, publicity director of Gimbel's, will discuss "Retailing's Electronic Tool—Television."

Other speakers will include Fred E. Stashower, Lang, Fisher & Stashower, Cleveland, and T. J. Twentyman, Metropolitan Stores, Dayton, Ohio. W. T. Kilduff of H. & S. Pogue Co., Cincinnati, will serve as chairman of the retail advertising session to be held at the Chittenango Hotel.

Saroff in 'Record'

FOR THE SECOND time in almost as many days, Congress was oriented to views held by Brgr. Gen. David Sarnoff, chairman of the board, RCA. The Aug. 29 issue of the Congrressional Record, containing a reprint of Gen. Sarnoff's VFW speech "America is Challenged" (Broadcasting, Sept. 4), was followed by the insertion by Sen. Karl E. Mundt (R-S. D.) on Sept. 1 of the general's article, "Our Next Frontier—Transoceanic TV," pointing out how a global TV network could be operated. Sen. Mundt has urged Congress to consider annexing vision to Voice of America.
Respects
(Continued from page 58)
the British interest in television was not intense enough to make a good future for him there, so he moved to the United States. He found to his chagrin that American concern over TV, in 1923, was also considerably below the boiling point.

After a couple of years of freelance activity as a consultant and contributor to technical publications, Dr. Goldmark joined the CBS video staff. CBS, at that time, was an experimental television station. He added his name to its list of technologists.

In 1944, CBS proposed that television be moved into the UHF frequencies, with a 16 channel band assigned to each TV station, permitting color telecasts with the same 625-line definition that had been set as standard for monochrome transmission. Following the war's end in 1945, Dr. Goldmark and his staff eagerly set about proving the system's practicality. They built one color transmitter in their lab and commissioned Federal Telephone & Radio Corp. to build another one for them.

As soon as equipment could be readied, CBS embarked on a practically continuous schedule of color demonstrations—to the Commission, broadcasters both AM and TV, receiver manufacturers, advertisers and advertising agencies, newspapermen, and the most outspoken members of the citizenry.

FCC's Rejection
Meanwhile, the network had petitioned the FCC to authorize commercial color TV broadcasting with the Goldmark system. This petition was vigorously opposed by other industry interests and early in 1947, after protracted hearings, the FCC rejected the CBS petition and sent color television back to the territory for further development. Dr. Goldmark still recalls this as his "most discouraging turn-down, which would have squashed any but the most die-hard researcher."

The unsquashable Dr. Goldmark and his color staff "then went underground with our research," he related, "coming up with color in a 6 mc band, an all-electronic projection receiver and pictures superior to anything shown before, despite the narrower band." At about the same time, the U. of Pennsylvania medical school and Smith, Kline & French, pharmaceutical laboratories, gave the color researchers a welcome boost in morale by selecting their system for use in telecasting surgical operations.

Since May, 1949, when the first color telecast of an operation was made at the U. of Pennsylvania Hospital, more than 100,000 physicians and medical students have witnessed operations by color TV at national and regional conventions and a dozen more such demonstrations are scheduled for the coming year.

In March, the university recognized Dr. Goldmark's contribution to medical education by naming him visiting professor of medical electronics. But he is even prouder of the fact that today his plans for new hospitals to be built in the nation call for color TV equipment in place of the traditional operating amphitheater.

Earlier, Dr. Goldmark's achievements in electronic research had been honored by the Institute of Radio Engineers. At the IRE annual meeting in January 1946 he was presented with the Morris Liebmann Memorial Prize for "his contribution to the development of television systems, particularly in the field of color."

Born into a musical family—his grand uncle Carl Goldmark was a noted Viennese composer—Peter Goldmark is himself an accomplished cellist. Dissatisfied with the quality of phonograph records and with their brief playing time which introduced too many interruptions into the reproduction of any major musical work, he set to work in 1945 to develop a new type of record that would approach FM quality and could contain an entire symphony on a single disc. Begun in his home workshop largely as a personal project to take his mind off the problems of color television which filled his days, this, too, soon became a major developmental project. It continued under his direction for three years until, in 1948, the CBS subsidiary Columbia Records Inc. introduced the Long Playing Microgroove record, operating at 33 1/3 rpm.

In television, where his field sequential color system was meeting bitter competition from the dot sequential system developed by RCA, Dr. Goldmark's new recording process also immediately involved him and his associates in another battle with the same opponent. RCA was now introducing its new records and players operating at 45 rpm. "It's the television story all over again," Dr. Goldmark smilingly commented. "I picked the system that seemed best technically; the late comers had to pick something different for competitive reasons."

Now CBS director of engineering research and development, Dr. Goldmark lives with his wife, the former Frances Trainer, and their three children—Peter, 9; Frances, 8; and Christopher, 2—in New Canaan, Conn.

Evenings when not at work in his small but well equipped home laboratory, he often spends playing chamber music with his mother and brother. His favorite outdoor sport at the moment is water skiing, which he first tried during a recent Bermuda vacation.

O'Daniel Back
FORMER U. S. Sen. W. Lee O'Daniel of Texas is back on the air over stations of the Lone Star Chain in an unusual way. From 5:30 to 6 p.m. Sunday, he is his own sponsor in a program which combines hymn singing, folksy mail-order selling of the W. Lee O'Daniel Life Insurance Co. of Dallas, plus a political crusade with a "we-the-people" slogan directed against the Truman administration and alleged Communist influences in Congress and Washington generally.

YES, SIR! We're hoarding.

we've got 12,441 of them!

That's the final count—12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks—drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

WSYR ACUSE
AM • FM • TV
The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

September 11, 1950 • Page 57
WILK Saturates the Wilkes-Barre Metropolitan Area

391,219 Population (1950)  
(Exceeded in Pennsylvania Only by Philadelphia and Pittsburgh)

* AVERY-KNODEL, INC.  
Nat'l. Rep.  
608 Fifth Ave., New York 20

S. — WILK Gives You a Plus in Bonus Coverage of Scranton

Page 58  
* September 11, 1950

WILK

The No. 1 Station In Pennsylvania’s 3rd Market

New Transmitter, now nearing completion, will increase power to

5000 WATTS (Daytime)  
1000 Night-time

AIR-CASTERS

RUSSELL KAISER, head of merchandising and promotion KWK St. Louis, to program coordinator, KBBS DIMPAPAS, who becomes secretary to Robert Convey, president. FRED MUELLER, publicity director, to director of merchandising and promotion. DEE WARNBRODT, secretary to Mr. Con- 

vey, resigns to be married.

JOHN HARPER, KABC San Antonio, Tex., to KRLD-AM-TV Dallas.

DICK MILLS, disc jockey WEOK Poughkeepsie, N. Y., to WPTP Albany, as m.c. Dick Mills Show, Mon.-Fri., 7-9 a.m. and 4-6 p.m.

CLARK THORNTON, announces WMAL-AM-TV Washington, to active service with Army, 80th Signal Base Detp

SMOKEY SMITH, western singing disc jockey, to KNRT Des Moines, Iowa.

EDNA LEWIS MARSHALL, Red Cross District Director World War II, to WEEZ- 

TV Boston, as director touring cooking school and Fun With Food show.

DON PAINTER to ABC’s Central Di- 

vision production department after working as a video producer and director in Hollywood.

MARTIN HILL, production manager five weekly CBC House Party, to di- 

tor of show.

TED WORK, WEAM Arlington, to 

Washington announcing staff on Bandstand and Dreamland shows.

CLAUDIA WARREN, WBM Marion, N. C., to WINX as musical director succeeding RUTH FAWRELL, re- 

signed.

JACK MAGERRALL, newsreader and copywriter WSUI Iowa City, to KNRT Des Moines continuity department, succeeding RICHARD HILLS (See AGENCY BEAT).

BRUCE MAYER to producer Ladies Day, afternoon show for WJBJ- 

TV Des Moines, to work with CBS Chicago and ABC-TV Detroit.

DAN SHAPIRO, writer at Universal Pictures, Hollywood, to N. Y. with as- 

signment on NBC-TV Milron Berle show.

PAT WAGNER, Radio de France, Paris, France, to E.C.A. Radio De- 

partment, Brussels, Belgium, as script editor, assigned to Europe Recovering.

SAM PERRIN, MILT JOSEPHSON, 

GEORGE BALZER, JOHN TACKA-

BERRY, writing team on CBS Jack Benny Show for past eight years, re- 

sign for coming season.

JOY LENSING replaces DIANA MUMBY as hostess on Backstage With 

NTG on KTSI (TV) Hollywood.

BOB FALCON, Washington area disc jockey, to WIKV Alexandria, Va., as morning man.

HARRY L. KÖNNINGSBERG, WFAA 

Dallas publicity director, taken on tour of BBC while on recent visit to London.

HANK HOPE to KWIS Burbank, Calif. Starts weekly six weekly 60 minute disc program, originating from Beverly Hills famous restaurant.

CARLTON WINCKLER, production manager KECA-TV Los Angeles, to NBC-TV New York as producer, as- 

signed to Ed Wynne Show.

HAMILTON KEENER, head of KNX 

Hollywood transcription department, to CBS assistant director. RAY 

AGONA now in charge of transcription 

department.

SHELTON BREN, announcer - disc m.c. KUTA Salt Lake City, to KIDO 

Boise, Idaho.

PAT HEALY, associate editor of local TV fan magazine, to KTV (TV) Hollywood promotion department.

HAL GOLDIN, WJIL Niagara Falls, to Meet Me at the Stuyvesant show, WEBO Buffalo, N.Y. FRANK WARD, CHVQ Niagara Falls, Ont., to WEIR 

staff.

PAT ADAMS, new to radio, to traffic director KGCF Coffeyville, Kan., suc- 

ceeding MARY DODSON, resigned to be married.

RAY MULLINS, KDB and KIST Santa Barbara, Calif., to WRSV Cleveland.

PHILIP NORMAN, producer-director McCann-Erickson Inc., N. Y., to KNX 

Hollywood as director Housewives Pro- 
tection League, effective Sept. 15. Suc- 

ceeds KNOX MANNING, returned to news broadcasting and TV assign- 

ments.

BOB CLAYTON, WJAS Pittsburgh 

newscaster and announcer, resigns to enter stocks and bonds brokerage busi- 

ness.

FRANK LATOURRETTE, ABC Western division news and special events de- 

partment manager, L. A., father of 

girl, Stephanie Ann, Aug. 25.

BETTIE CUNNINGHAM, continuity writer at KRLD Dallas, and Barton 

B. Church have announced their mar- 

riage.

LOUIS BREAULT, continuity editor KFBF Kansas City, to WLS Chicago, as 

publicist.

MARVIN MILLER, Hollywood an- 

nouncer, signed to narrate two-reel 

Warner Bros. film, “The Wanderers 

Return,” recently made in Israel.

AL LEWIS, art director and conductor musical review WCPO-TV Cincinnati, 

father of girl. Mra. WANDA LEWIS 

sketches for station.

ROSS McCONNELL, veteran an- 

nouncer, to Mac’s Almanac, five-a-week music and chatter show, KING Seat- 

tle, 7-8 a.m.

THEODORE A. OKON, public rela- 

tions and publicity director WDTV (TV) Pittsburgh, resigns to become business manager of Al Morgan, star Al Morgan Show, DuMont TV net- 

work.

HANK SYLVER, radio-TV musical 

director, to By Popular Demand show, CBS-TV, Fri., 10 p.m.

HOMER GRIFFITH, coordinator of 

national sales California Group (KYN) Fresno, KAFY Bakersfield, 

KOKT Tulare) to Progressive Broad- 

casting System, Hollywood, as station relations director, Oct. 1.

SAM BRADLEY, staff announcer WLDY Ladysmith, Wis., and Charlotte Bacon have announced their marriage, Aug. 18.

JEANETTE COTTTINGHAM, assistant 

promotion manager KRNT Des Moines, elected vice president Des Moines Women’s Advertising Club.

MACKIE QUAVE, chief announcer WJS Columbus, S. C., father of girl, 

Vicki Lynn.

VIRGINIA STEWART, continuity di- 

rector and women’s editor WOEZ 

Alton, Ill., elected president Interna-

tional Toastmistress Clubs Inc.

FRAN PETTAY, WBC Detroit disc 

jockey, guest on ABC’s of Music, 

Sept. 6 on CBS.

Newsmen

MARTIN D. MANNIX, WRAV Platts- 

burg, N. Y., newsmen and commen- 
tator, to WNY same city as director of special events and promotion man- 

ager.

LAURANCE GIBBS, KMLB Monroe, 

La., to sports director WJXN Jack- 

son, Miss.

BOB WEST, field worker in WERE 

Cleveland news room, and MARTY 

WHELAN, special reporter Cleveland 

Press, to WERE as rewrite men.

LARRY MARTIN, WHIM and WRB 

Providence, R. I., to WPEN Philadel- 

phia to do color and commercials for all 1560 Eagles football games and Super Bowl games.

“BLUE” HOWELL, 1928 All-American football player, to KFAB Omaha sports 

staff to do color and analysis on U. 

Nebraska broadcast. Mr. Howell is also city manager for Omaha for Woodmen of the World.

JIM WOODS, sportscaster WAGA-AM- 

TV Atlanta, Ga., awarded trophy by 

Atlanta Crackers baseball club for “his fine telecasting of team’s games over WAGA-TV.”

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

J.M. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

LOWEST COST?
In a Quandary Over Sales Costs?

Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began: Du Mont—first in TV networking.

Du Mont—covering 99% of America's telesets.

Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World—60 Stations
IN SAN FRANCISCO BAY AREA TELEVISION...

KRON-TV PUTS MORE EYES ON
TELEVISED SPOTS

...with this interest-ALL-the-family parade of programs that keeps folks dialed to Channel 4

<table>
<thead>
<tr>
<th>EVERY WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>...KRON-TV fans in the San Francisco Bay Area see all these NBC network and top local shows...presented with the selling impact of &quot;Clear Sweep&quot; television:</td>
</tr>
<tr>
<td>4 DRAMATIC PRESENTATIONS</td>
</tr>
<tr>
<td>6 SHOWS FOR CHILDREN</td>
</tr>
<tr>
<td>10 FEATURING INTERVIEWS</td>
</tr>
<tr>
<td>5 WITH MUSIC AND SONGS</td>
</tr>
<tr>
<td>6 VARIETY PROGRAMS</td>
</tr>
</tbody>
</table>

(Note: Some of the programs here referred to are grouped under more than one subject classification. Also, many programs listed numerically only once are telecast throughout the week or several times weekly.)

SPOTlight your tele-selling with "A" spot schedules on...

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco
RIVALS of CBS in the fight for FCC approval of a color television system appeared determined last week that Columbia would not win by default—assuming that receiver manufacturers will meet FCC's conditions for prolongation of the battle [BROADCASTING, Sept. 4].

Whether the manufacturers will or can begin almost immediately to make black-and-white sets compatible with the CBS color system—the conditions specified by FCC as the only grounds on which it will delay a straight-out verdict for CBS—appears to be an unknown factor at the weekend (see separate story this page).

RCA, Columbia's principal opponent in the color proceedings to date, offered no comment on its own manufacturing plans. But its expression of doubt that its own compatible, electronic color technique will win the final verdict was taken by most observers as evidence that it will undertake to meet the manufacturing requirements laid down by the Commission.

FCC's Requirements

Those requirements: That manufacturers by Sept. 29 assure FCC that "the great majority" of sets coming off the production lines in the future will incorporate "bracket standards" and either a manual or automatic switch, making them capable of receiving not only present black-and-white but also CBS color programs.

With this assurance, FCC's decision said, the final color decision will be delayed and adoption of the CBS system will be "proposed," leaving the way open for consideration of other systems and developments achieved since the color hearing was completed. But if this assurance is not forthcoming, or if "bracket standards" cannot be adopted without hearing, FCC made clear that it intends to adopt the CBS system immediately.

Its purpose, FCC said, is to make sure that the number of sets incapable of receiving CBS color transmissions in black-and-white without conversion does not increase materially while the color question is given further study. Unless this compatibility problem can be retained in status quo, the report asserted, color must be authorized now on the basis of CBS standards—the only system which FCC adjudged ready for standardization at this time.

If FCC is convinced that the compatibility problem will not be aggravated by the manufacture and distribution of more sets capable of receiving only standard monochrome, then non-CBS systems may be advanced for consideration—including RCA's and Color Television Inc.'s, to other CBS rival in the hearing—if the proponents (1) supply receivers to the FCC laboratory by Dec. 5; (2) have a signal on the air in Washington by that time, and (3) hold a series of demonstrations to the Commission between Dec. 5 and Jan. 5.

Even if they met these tests, such non-CBS systems would have to convince the Commission that they "had a reasonable prospect of satisfying all of the criteria" which FCC's report laid down for a color system [BROADCASTING, Sept. 4].

Without calling names, the report noted that one of the proponents of another system (RCA), and a company which has reported a new color system (General Electric Co.) are both "substantial" manufacturers of TV sets. The same is true of two other participants in the proceeding, FCC said, presumably referring to Phileco Corp. and Allen B. DuMont Labs. The report also pointed out that Radio-Television Manufacturing Assn. "comprehends a very large part of the television manufacturing capacity of this country," and added with reference to all these companies and RTMA:

"Within this group lies the answer as to whether the status quo on compatibility will be maintained if the Commission postpones the issuance of a final decision at this time."

CTI is Hopeful

While RCA did not disclose manufacturing plans, Color Television Inc., which has now developed a new system called Uniplex [TELECASTING, Sept. 1], was specific as to its demonstration objectives: "The Commission has left the door open for CTI to demonstrate its completely new Uniplex system between Dec. 5 and Jan. 5, 1951. We will build our equipment and be prepared to demonstrate a color television system definitely superior to the CBS or any other system thus far proposed to the FCC."

CBS on the other hand took FCC's evaluation of its system to be "the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards."

Skatron Corp., sponsor of a subtractive system of color, meanwhile signified intentions of giving FCC a demonstration.

"We plan to demonstrate the feasibility of obtaining large color TV pictures using the CBS color filter wheel in conjunction with the Supersonic TV projector," Skatron told TELECASTING. The company continued:

If the CBS system is adopted by FCC, the Skatron Corp.'s advantage in the field of color TV would be heightened, since Skatron's Super- sonic TV projector is the only equipment capable of delivering a very large color TV picture. With the use of newly developed high sources, in fact, the Supersonic projector could give as much color to the giant theater-screen size. On the other hand, using a direct-view set, the largest picture obtainable with a CBS color wheel is 12½ inches.

Both the CBS and RCA systems, however, are additive color systems. In the experience of the film industry, additive systems have proved inferior to subtractive color, such as Technicolor and Kodachrome. Skatron Corp.,

(Continued on page 69)

SET MAKERS PUZZLE

MANUFACTURERS still are poring over FCC's color report [BROADCASTING, Sept. 4], with first reaction to its bracket standards ranging from sheer amazement to a desire to do what the FCC has indicated would be in the public interest. A majority of set makers willing to comment at this stage took the position that their engineers and production experts must have a chance to work out practical aspects of bracket standards before they decide whether they can reach a mature decision inside the FCC's Sept. 29 deadline.

Some felt they would need several months to decide.

William J. Halligan, president of Hallicrafters Co., one of the larger TV set makers and producer of precision electronic devices, believes it will cost more than FCC has estimated to incorporate into TV receivers a switch that can receive normal pictures as well as the black-and-white version of CBS color. "Enormous" time and expense are involved, he said.

Color Not Ready

Many manufacturers feel that color is a year, or two or three, away even if the Korean crisis and defense armament don't upset the electronic industry's civilian production. And some who voice concern about mobilization point out, off the record, that they are scrounging around store bins in cities all over the nation trying to pick up enough resistors and condensers and other components to keep their production lines moving.

Most enthusiastic of manufacturers willing to comment was John S. Meck, president of John Meck Industries and Scott Radio Labs.

He said the industry can make technical changes in a hurry and thought the concern over technical questions is overemphasized.

Radio-Television Mfrs. Assn. took no official position. Last Tuesday many of its manufacturer members discussed the FCC report informally prior to a meeting of the Joint Electronics Industry Committee (see story on this page). Few had had a chance to read the report but they were urged by RTMA President Robert C. Sprague to study it carefully.

Some individual RTMA members were worried lest development of a running controversy over color might stop purchase of present receivers. Several set makers had received complaints from recent set buyers who figured they had paid out big money for obsolete (Continued on page 75)

September 11, 1950 • Page 61
PA. CENSORSHIP
Appeals Court Rejects State Board Plea

STATE Board of Censors in Pennsylvania lost another round with the courts last week when its attempt to censor motion picture film used on television. The unanimous decision by a panel of three judges was announced by the Third U. S. Circuit Court of Appeals, Philadelphia [TELECASTING, June 12].

The court ruled that state censorship boards have no right to censor motion picture film to be used on telecasts. The decision upholds Federal District Judge William H. Kirkpatrick's Oct. 26, 1949 ruling that a regulation of the Pennsylvania censorship board requiring all TV stations in the state to submit films for clearance before telecasting is invalid.

Placing television in the same category as radio, the court said Congress intended that the FCC have sole jurisdiction over the field. In its ruling, the court said:

"We think it is clear that Congress has occupied fully the field of television regulation and that no field is no longer open to the states. Congress possessed the constitutional authority to effect this result... It follows that the Commonwealth of Pennsylvania cannot censor the films used on the programs of the plaintiffs stations."

TV Group Sued
Decision was made in connection with a suit filed by Pennsylvania TV interests who had contended that the board's order was not legal in that it conflicted with the Communications Act and was outside of the state's jurisdiction.

Filing complaints were WDTV (Pittsburgh), WDTV-D (Duquesne); WVTM (TV) Philadelphia (Philadelphia); WFIL-TV Philadelphia; WCAA-TV Philadelphia (CBS), and WGAL-TV Lancaster, Pa.

The court also found that programs telecast by the parties petitioning, were received outside of Pennsylvania in the states of Delaware, Maryland, New Jersey, West Virginia, Ohio and New York, as well as in the Quaker State itself. It also pointed out that some of the motion pictures telecast by the stations were delivered to them "by wire or radio relay" from stations outside of the state.

"These facts established without doubt, according to the court, that 'television broadcasting is in interstate commerce. This is inherent in its very nature.' "

While it was not known immediately what action the censorship board would take, it was reported that the board may consider taking the ease to the United States Supreme Court.

RTMA AGENDA
Annual Meeting Next Week
ANNULAR autumn meeting of Radio-Television Mfrs. Assn. will be held Sept. 18-20 at the Roosevelt Hotel, New York, with the agenda dominated by two pressing problems—defense production and the FCC's color TV report.

The RTMA board meets on the final day of the three-day session, taking up reports of divisions and committees that meet on the first two days. In addition it will have a report from the RTMA TV Committee, which meets Sept. 14 to consider the FCC's color report. Chairman of this committee is Dr. W. R. G. Baker, General Electric Co.

Two new RTMA groups will meet. They are the Sales Managers Committee, with Clifford J. Hunt of Stromberg-Carlson Co. as chairman, and the Market Research Committee, headed by W. H. Rinkenbach, Capehart-Farnsworth Corp. Both are units of the Set Division, which has a knotty problem in the FCC color report (see color stories starting page 61).

The Sales Managers Committee and the Set Division's Executive Committee will consider a recommended code of ethics covering TV set advertising and sales practices.


Presiding at the RTMA board meeting will be President Robert C. Sprague, Sprague Electric Co., who has served as both board chairman and president since last June when RTMA decided to start looking for a fulltime paid president. Mr. Sprague has spent much time in Washington, working on defense matters as well as advising with James D. Searst, RTMA general manager.

CBS TV CITY
L. A. Zoning Hearing Set
CBS' requested zoning changes to allow construction of a proposed television city at Beverly Blvd. and Fairfax Ave. in Los Angeles will be considered by the city's zoning commission at public hearing today (Monday) [TELECASTING, Aug. 28].

With clearance given, CBS plans to erect, over a seven year period, a set of buildings on the 25 acre tract, estimated to cost $35 million. Variances sought are for construction of buildings higher than 45 feet and set back from sidewalks 150 feet.

Because ownership of the property has not yet been acquired completely by CBS, petitions to the city zoning commission are by Mrs. Elizabeth Hilty and Mrs. Frances Hilen, daughters of Earl Gilmore, Los Angeles oilman. Although Mrs. Hilty and Mrs. Hilen are listed as owners, legal representation at the zoning hearing today will be by the law firm of Gibson, Dunn & Crutcher, retained by CBS.

COMPLETING plans for bringing U. of Calif. and Stanford football games to Northern California viewers are (l to r): Philip G. Losky v. p-gen.- mgr., KPIX (TV) San Francisco; Les Hoffman, pres., Hoffman Radio Corp., sponsor; Gayle Grubb, general manager, KGO-TV San Francisco.

MAKING it official, Holland Gregg (seated), advertising manager of P & C Stores, with outlets in Syracuse, Fulton, Oswego, Rome, Oneida, Utica, Auburn and Cortland, N. Y., signs contract for 26 half-hours on WHEN (TV) Syracuse. Looking on are Ned Ryan (l), originator of "Video" game to be sponsored by P & C, and Paul Adami, WHEN (TV) general manager.

GIVING credit to WOC-TV Davenport, Iowa's, wrestling telecasts for upping his new car sales 148% Willard F. Holmes (r, seated), pres., Davenport Nash Co., inks 52-week renewal. Looking on are (l to r): Dan Balch and Merk Wodlinger, both WOC-TV, and Tom Helms, Davenport Nash.

CONTRACT for first regular telecast-ing of a show from a Chicago department store—Let's Have Fun on WBKB—is set by (l to r): S. C. Quinlan, WBKB program director; Jim Beach, WBKB account executive; John H. Mitchell, WBKB general manager, and Ruben Richman, adv. dir., Goldblatt Bros., sponsor.

TELECASTING • BROADCASTING
Clearer Pictures... Finer Sound
from ANY Film in your Studio

The G.P.L. Model PA-100 is a heavy-duty studio film chain projector, for use with either iconoscope or image orthicon, which sets new standards of ruggedness and projection quality. The professional sprocket type pull-down is quiet and trouble free. It provides a vertical stability of better than 0.2%. Tests show more than 1,000 passages without noticeable film wear. The high quality optical system resolves better than 90 lines per mm., with the screen so uniformly illuminated that corner brightness is at least 90% of center.

- The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.
- An enclosed, 4,000 foot film magazine provides for 110 minutes of projection—an entire feature.
- The film gate and optical and sound components are instantly removable.

WRITE, WIRE OR PHONE FOR DETAILS...

A Portable that Pays for Itself in the Field

The G.P.L. General Utility Projector (PA-101) works directly with image orthicon studio or field cameras to provide new economy and convenience in your operations. For the small station, it provides the same quality as conventional iconoscope film chain equipment, using regular studio cameras. For large stations, its portability and high performance permit great flexibility, such as picking up commercials at remotes—games, sporting events, etc., without requiring studio standby facilities for this purpose.

It has the same performance features as the PA-100 except that a fast intermittent shutter provides illumination in relatively broad pulses at 120 cycles per second. This means that the projected picture may be picked up by a standard image orthicon camera without special phasing facilities. The projector weighs only 65 lbs. with case.
Telefile: WENR-TV

Sept. 17 Marks Two Years of Service To ABC and Chicago Viewers

When WENR-TV Chicago took the air Sept. 17, 1946, the fanfare was second only to that attending the opening a month before of its ABC sister station, WJZ-TV New York. The latter had been hailed by critics as among the most brilliant video premieres of all time.

The second of five ABC-owned and operated television stations to be placed in service, WENR-TV has been followed on the air by the network’s TV stations in Detroit, Los Angeles and San Francisco.

Under the direction of John H. Norton Jr., who became vice president in charge of ABC’s Central Division less than four months before the inaugural, WENR-TV’s staff operated on a schedule of almost 24 hours a day to meet the September deadline. The premiere, held in the station’s “Pent House” studio high in Chicago’s Civic Opera Bldg., was a five-hour variety show presenting some of the most prominent figures in radio, the theatre, motion pictures, and vaudeville, as well as leaders in midwest government, education and religious circles.

Unwilling to rest on the opening night’s laurels, the WENR-TV staff established a program schedule of 22 hours weekly within three days after the inaugural. More than half of this time was used to the newly-opened midwest TV network, linking Chicago, St. Louis, Milwaukee, Cleveland, Toledo, and Buffalo. During the four months preceding inauguration of the east-west coaxial cable, the station was the only midwestern video operation to sustain the western string of TV outposts.

Granted in 1946

ABC received its initial grant for WENR-TV in August 1946. Channel 7 (174-180 me) with a visual power of 30 kw, an auroral of 15 kw was authorized and an antenna height of 613 ft., at that time the highest in Chicago, was approved. The antenna, installed on the roof of the Civic Opera Bldg., rests on a base 52 ft. high and weighing more than 7½ tons. A gigantic hole had to be cut through the roof of the Opera Bldg. and a 4,000-lb. steel beam welded into the building’s framework in the process of building this unit.

At the time of its premiere, WENR-TV maintained two studios. The Pent House is located on the 44th floor of the Opera Bldg. where small intimate productions and interview programs are telecast.

May 1, 1949, an additional 4,000 sq. ft. was acquired in the Opera Bldg.’s north wing. Leasing of studio and engineering space on the 42d floor had a nostalgic twist as the staff of WENR, the station’s AM affiliate, recalled that it was the area which served WENR when it took the air March 1, 1930. Many of the old studio’s features were intact. Three months of remodeling were required to prepare it for television operations.

Two additional studios were set up last month in the Chicago Daily News Bldg., where WENR-TV has leased 12,000 square feet of space. The studios measure 38 x 43 feet and 34 x 40 feet. The remaining area is being used for offices, a control room, workshop and storage facilities.

After acquiring the 42nd floor footage in the Opera Bldg., WENR-TV announced it would open video recording operations. On Sept. 15, 1949 two units of the latest kinescoping equipment were put into use under the supervision of Floyd A. Timberlake. WENR-TV is the only television station in Chicago maintaining such facilities.

Sales Aid

Use of the tele-transcription or video recording equipment has served to establish closer cooperation between the programming and sales departments, enabling each group to have additional time and tools to tackle their respective assignments.

The success of WENR-TV as it nears the end of its second year on the air is due to the cooperative spirit which has existed between management and staff. Mr. Norton, who went to Chicago from New York where he was ABC’s vice president in charge of stations, seldom closes the door to his office. Anyone within his organization has an opportunity to discuss business matters with him at any time. Meetings with his department heads are held weekly so that over-

HEADING: Engineering operations at WENR-TV are (l to r): James M. Ballantine, TV operations supervisor; Edward C. Horstman, chief engineer for WENR-TV and ABC-TV’s Central Division operations, and Wilbur H. Cummings, operation supervisor.

(Continued on page 68)

Supervising WENR-TV’s programming are (l to r): Monte Puschnitz, technical supervisor of TV operations; Fred Kilian, director of TV programming, and Phil Patton, executive producer.
COAXIAL

NEGOTIATIONS for allocation of AT&T television network facilities last week foundered anew and it was learned that the DuMont Television Network had appealed to the FCC to intervene in the matter.

AT&T officials, it was learned, presented a schedule of proposed allocations to the chiefs of the four television networks at a luncheon meeting in New York last Tuesday. Although CBS and NBC were understood to have viewed the proposals with some favor, DuMont and ABC were said to have been displeased with the allocations granted them in the tentative plan.

DuMont, it was reported, wrote a letter to the FCC Sept. 1 asking the Commission to call an informal meeting of the networks and AT&T

to discuss ways of settling the allocation problem.

Although no official clarification was forthcoming, it was reported DuMont also had suggested the possibility of the FCC's adopting rules of procedure for the distribution of AT&T facilities now and in the future. No response from FCC to the DuMont proposal had been received as of Thursday night.

Meanwhile, a Thursday meeting of the four network chiefs—which they had decided to hold at their Tuesday meeting—was cancelled at the last moment because at least two network presidents had conflicting dates. As of Thursday night no other date had been set for the further meeting.

Meetings among representatives of the four networks had proceeded on a day-by-day basis since early August until a fortnight ago when they were recessed at the suggestion of AT&T.

Last Tuesday's meeting of the four network chiefs was the first one held since the recess and the first to include only the top level executives. Present were Robert E. Kinney, ABC president; Frank Stanton, CBS president; Mortimer Loewi, director of the DuMont Television Network, and Joseph H. McConnell, NBC president.

An FCC representative had attended the earlier meetings but did not participate in the Tuesday session because, FCC authorities explained, they considered the problem to be one for the networks and AT&T and hoped FCC would not be drawn into it.

The allocations under discussion are for the last quarter of the year with present allocations expiring Sept. 30.

Allocations Still Deadlocked

DU mont PACT

COVERS TECHNICIANS

Two-year contract covering DuMont network television technicians was signed last week with the International Alliance of Theatrical Stage Employees, AFL, it was announced by Harry Friedman who negotiated the agreement for the network.

The contract, which applies to the three stations owned and operated by DuMont, covers senior technicians, transmitter engineers, production assistants, cameramen, audio and video control operators, boom operators, floor managers, projectionists and studio assistants in studios and control room.

Included were a union shop provision and separate rate schedules for each of the stations which provide overall average hourly rate increases of about 10%. Provisions of the old 1945 contract carried over include company-paid hospitalization, medical-surgical benefits and group life insurance.

Madden, Gaines

Made NBC Vice Presidents

Edward D. Madden, who became assistant to the president of NBC last Feb. 1, was elected an NBC vice president last week with supervision over sales and operations in the television department.

Mr. Madden is the second NBC executive to be elected to vice presidential rank in the last fortnight. James M. Gaines' elevation to a vice presidency in charge of owned and operated stations was announced following a meeting of the NBC board Sept. 1 (Broadcasting, Sept. 4).

Until his assignment last week,

Mr. Madden Mr. Gaines

Mr. Madden had performed a number of special jobs, mostly in the network's television department, under his position as assistant to the president. In his new capacity, he will supervise sales and operations, with George H. Frey, director of television sales, and Carleton Smith, director of television operations, reporting to him.

Mr. Madden will report to Sylvester L. Weaver Jr., vice president in charge of the television network.

Before joining NBC last February, Mr. Madden served as executive vice president and director of the now-defunct American Newspaper Advertising Network and for 12 years before that was a vice president and director of McCann-Erickson, New York.
**Rorabaugh’s July Report**

(Report 128)

**Video Increases Total Audience—Hooper**

TELEVISION is adding to the total broadcast audiences and not acquiring viewers only at the expense of radio, C. E. Hooper, president of C. E. Hooper Inc., said last week.

Mr. Hooper cited audience statistics he had accumulated in Syracuse and Baltimore to illustrate his point that “television is not merely taking listeners away from radio but is adding significantly to the total home listening or viewing.”

In Syracuse, total homes using radio or television in January-August, 1948, was 33%; in a similar period of 1949, the percentage was 31.4% but in January-August, 1950, it was 35.3%.

In Baltimore the percentage in January-August 1948 was 28.6%, January-August, 1948 was 28.6%, and in the first eight months of 1949, 31.1%, and in January-August, 1950, 37.7%. The total audience has risen with the growth of television in both communities.

The averages cited by Mr. Hooper were for the 6:11-30 p.m. periods.

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**WCAU-TV Philadelphia Announces New Rates**

WCAU-TV Philadelphia has announced new rates effective Sept. 1. The announcement was made by John S. deRussy, general sales director of the WCAU stations. He said although the number of sets in the Philadelphia market has risen 88% since Rate Card Number 4 went into effect, the new rate is only 22% above the old.

Rate Card Number 5 is based on a live Class A hour of $900, as compared to $700 on Rate Card 4, Mr. deRussy said. Film rates are being eliminated from the new schedule. Class A time now includes Sun., 1-10:30 p.m., instead of the former 6-11 p.m. Class B time includes 5-7 p.m. through Fri., instead of 5:30-7 p.m. and the Sunday segment 10-11 p.m. formerly Class A time. Announcement periods jump from $100 to $125 each.

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**Andrea Cites TV Defense Value**

TELEVISION’s potential for maintaining home-front morale and as a channel of communication for educating civilians in protection against A-bomb attack constitutes a vital factor in the nation’s mobilization and atomic defense program, Frank A. D. Andrea, president of Andrea Radio Corp., Long Island City, N. Y., pointed out in a statement issued Sept. 1.

“In a conflict that is turning more and more toward attaining victory through the culture of men’s minds,” he observed, “the visual presentation of ideas—a quick short-cut to human understanding—looms larger than ever in relation to other media as a tool for girding the nation in this and future periods of emergency.”

Mr. Andrea felt that the government’s new guidebook, Effects of Atomic Weapons, could be given increased circulation and popular understanding if adapted for TV presentation and telecast by the major networks. Inasmuch as TV set owners are inclined to read less after acquiring their sets, video affords the “only sure method of reaching and influencing this ever-increasing group,” he reasoned.

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**Weekly Television Summary—September 11, 1950, TELECASTING Survey**

City | Outlets On Air | Number Sets
---|---|---
Louisville | WNKY-TV, WHAS-TV | 39,675
Memphis | WMC | 49,378
Minneapolis | WCCO-TV, WMHT | 49,378
Milwaukee | WTMJ-TV, WITC-TV | 175,068
Minne. | WSN | 100,060
Nashville | WZTV, WSM | 1,000
New Haven | WTNH, WCMB | 95,000
New Orleans | WDSI-TV | 20,000
New York | WOR, WOR-TV, WJZ-TV, WNET | 1,500,000
Newport | WYTV | 978
Norfolk | WPTV, WTV | 25,425
Oklahoma City | KTVK | 89,700
Omaha | KCTV, WOW, WOW-TV | 31,296
Philadelphia | WCAU-TV, WFLF-TV, WPIT | 500,000
Phoenix | KPHO-TV | 72,425
Pittsburgh | WDTV | 130,000
Porto Rico | WAPA-TV | 978
Providencia | WJAB, WJTV | 71,800
Richmond | WTVS | 38,975
Roanoke | WHSV, WMAT, WMNB | 45,976
Rock Island | WAPI-TV, KQV, WAPI | 31,218
Quad Cities | Includes Davenport, Moline, Rock Island, East Moline | 70,958
Quad Cities | Includes Davenport, Moline, Rock Island, East Moline | 16,218
San Antonio | KELL-TV, KLEK | 85,300
San Diego | KGB, KGTV, KSWB | 25,207
San Francisco | KRON-TV, KMHL | 55,000
Schenectady | WRGB | 74,856
Albany-Troy | WRGB | 90,500
Saco | WSKY-TV, WSKY | 30,100
St. Louis | KTVI, KSLU | 162,500
Springfield | WGME | 35,600
Tampa | WTSP, WFTS, WYB | 40,000
Tulsa | KOTV | 34,375
Utica-Rome | WNZL, WUTT | 22,100
Washington | WMAL-TV, WPNB, WTOP-TV, WTIG | 160,575
Wilmingto | WDEL-TV | 40,061

*Editor’s Note: Data of this summary are based on data available from dealers, distributors, television committees, advertisers and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.*
Nothing hits home like mayhem and mystery when it comes to keeping audiences in a state of suspense... anxious to follow every bit of the action... hear every word that's said. That's why "Strange Adventure" is a good way to get your TV customers to sit up and take notice of your product.

This series of 52 quarter-hour dramas* (especially produced in Hollywood for television) has proved it can hold its own with audiences. It's been sponsored by one of the nation's biggest advertisers. And hit the Top Ten Network TV listings (both Hooper and Pulse) for six months in a row!**

And no wonder. "Strange Adventure" includes adaptations of the great stories of Chekhov, Poe, Balzac, Stevenson, Bret Harte... played by such great stage and screen stars as Albert Dekker, Rose Hobart, Lyle Talbot, Karen Morley.

These teleplays are now available exclusively through Radio Sales... subject to prior sale in each market. For more information, and a private preview, just call your nearest Radio Sales office.

*A CBS-TV Syndicated Film
Represented by RADIO SALES
Radio and Television Stations Representative...CBS
all policies and activities of the station may be aired. "With new business coming in at the rate of nearly $35,000 monthly, with citations recently awarded to our Super Circus, Amateur Hour programs, and with an exceedingly good spirit on the part of the entire staff, I can foresee only a brilliant future for WER- TV," he said.

No one individual on his staff can be singled out as contributing more to the station's success than another, Mr. Norton asserts. He believes the station's good fortune in engaging Fred Kilian as program director. Mr. Kilian had served an apprenticeship with three well-known midwest radio stations and was a dramatic producer at WER- TV before his present assignment. Mr. Norton also speaks highly of Monte Fassnacht, technical supervisor of TV operations, and Phil Patton, executive producer of TV.

Fassnacht has been associated withGroup the theatre since his high school days in Chicago. Fassnacht is regarded among midwest show- people as an expert in lighting, properties, scenery, makeup, and costumes. Mr. Patton, with a long record in orchestra, vaudeville, and radio work, has established himself as a top-flight television producer for his handling of ABC's nationally popular Super Circus.

Sales "Lieutenants"

Sales-wise, Mr. Norton has two lieutenants, both with long and outstanding records at ABC. James L. Stirton is network sales manager for both AM and TV operations in Chicago, and Roy McLaughlin is station and sales manager of WER- TV. Both have advanced through the ranks and their imposing sales records in dealing with such national accounts as General Mills, Derby Foods, International Celulotton Products, Bell & Howell, and vanatori as Marshall Field & Co., Morris B. Sachs, Interstate Bakers, and Courtesy Motors, leave little to be desired.

Engineering operations are under the supervision of Edward C. Horstman, who has been chief engineer of ABC's Central Division since January 1942. Under his direction are 125 TV engineers and technicians.

Of WER- TV's 60 hours of programming per week, handled by a staff of 52, "it is a stand-out. Conceived by members of the network's Central Division program department, this 60-minute fun fest is popular with young and old alike." (Telecasting, March 13.)

Canada Dry Ginger Ale Inc. has been banking the first 30 minutes of the show since April 3, 1949, and Derby Foods Inc., for its Peter Pan Peanut Butter, sponsored the last half-hour for a 26-week period, before two other sponsors stepped in to pick up the tab on alternate Sunday basis. Their advertisers were Peters Shoe Co., St. Louis (Weatherbird Shoes), and M & M Ltd., New York (candy).

The program currently is carried over the complete midwest and eastern TV networks and is seen in 40 cities.

Feeds Network

In addition to Super Circus, WER- TV feeds the networks six hours of programming weekly. Included are Dr. Finem, Corvalin Gilbert, Majority Rules, Tin Pan Alley TV, wrestling and boxing shows. With the exception of Thursday, there is not a day in the week when programs created by ABC- TV Chicago are not seen in several cities throughout the nation.

Next Wednesday, the Don McNeill TV Club, with the emcee of ABC's 17-year-old Breakfast Club as star, will take the air from 8 to 9 p.m. (CST) from WER- TV. Gloria Swanson will be guest star on the premiere. Philco will sponsor the hour-long weekly show which will not deviate materially from the Breakfast Club format.

However, WER- TV has not neglected its local program schedule. One Chicago critic has acclaimed its "wholesome, clean, and spirited" local offerings as having "family interests at heart." Station's management claims Channel 7 has been "the most tuned-to spot among Chicago TV viewers for the past 15 months with creations such as these: Bible Stories (Sun., 12-12:30 p.m.) featuring Kay Morrow as story teller; Morris B. Sachs Amateur Hour (Sun., 12:30-1:30 p.m.), an AM since August 1934 and simultaneous since March 1949; Fedora, Peacock &公司, a children's puppet program which replaced the popular Uncle Mistletoe and currently is obtaining rating comparable to those received by the Marshall Field-sponsored show; Parade (Mon., 7:15-8:30 p.m.), talent quest; Premiere Playhouse (Mon., 8-9:30 p.m.), quality films new to Chicagoans, which are getting high ratings against top competition; Flammago (Mon.-Fri., twice daily, 6:15-6:30 p.m. and at the end of the day's telecasting), featuring Sportscenter Pat Flanagan in a personal sports round-up.

Pors, Brides, and Bagels (Tues., 10:45-11:15 p.m.), an instructional golf program with professional Johnny Revolta and Jimmy Hines as teachers; Budah Karney Show (Thurs., 3:30-4:15 p.m.), presenting the well known broadcaster and writer on home economics; Kay Morrow Show (Thurs., 4-4:30 p.m.), a fashion and beauty show; Our Gal Toni (Fri., 9-10 p.m.), featuring Toni Gilman chatting informally with stars of the entertainment field; James and Such (Sat., 9-10 p.m.), a weekly quiz show; and Jimmy Hines as teacher.

Local Advertisers

Locally, the list of WER- TV advertisers—both spot and program—has expanded. The wide range of sponsors is shown in the following partial list of accounts:


MORAN STORY

But WER- TV's greatest sales story at present concerns young Jim Moran, "the Courtesy Man." Miss Moran will spend nearly a quarter of a million dollars promoting his Courtesy Motors (Hudson), was sold WER- TV's Wednesday night wrestling show in February by Station Manager McLaughlin. When the sale "took," Mr. Moran bought a Sunday night movie hour on another Chicago video station, but last March came back for more at WER- TV.

His Friday night "Courtesy Hour," one of the most lavish in Chicago television history, was a bold venture, but already is paying off. Jim
Morgan, who emcees all Courtesy Motors TV presentations, has brokered a series record in the history of Hudson dealerships since he entered video.

WENR-TV is promoted locally by the Springfield Daily News, although the newspaper has no financial interest in the station. A cooperative agreement was reached in January 1949 providing for joint promotion of respective activities.

New Color Fight
(Continued from page 61)

which owns the only subtractive color TV station, feels that the same development will take place in TV, and that ultimately additive color will be discarded in favor of a subtractive system, just as it was in films.

Officials of Hazeltine Corp. and General Electric, which had reported major color advances, indicated no decision had been reached on their respective plans to make demonstrations for the FCC. Although Communications Measurements Labs, which had signified an interest in the proceedings, said it had no plans to offer a demonstration.

Schule Has System
Fred W. Schule of Snow & Schule, Cambridge, which had reported a "new invention for obtaining reasonably satisfactory color television transmission over present channels," told Telecasting Inc. that this system would be demonstrated.

He called it "the only satisfactory system known to us which involves no changes in existing electronic circuitry and which is suitable for any size of receiving tube, present or future. It will possess color fidelity similar to that of the CBS system, and will be inexpensive." Earlier, the company had told FCC that basic advantages of the system were:

(1) Present transmission standards are utilized;
(2) Existing camera equipment may be used without electronic changes;
(3) Any needed changes in receiver electronic circuitry will be minimal;
(4) Existing receivers would yield good black-and-white rendition;
(5) The mechanical scanner is small, simple, safe and inexpensive.

The novel feature is... the utilization of small-area sequential color by use of non-rotating three-color grids.

Meanwhile, Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, one of Capitol Hill's most persistent needers of FCC on the color question, wrote FCC Chairman Wayne Coy congratulating the Commission on its decision, particularly its unanimous recognition that "color is... a fundamental improvement in television." Extending "my thanks and commendation... for a difficult job well done," Sen. Johnson said, "The decision brings very close the day when we get this great new improvement... will serve the American people." He continued:

The exhaustive and penetrating hearings which the Commission held are a credit to you and your colleagues. The earnest and painstaking attention which each Commissioner brought to bear upon the very difficult and extremely technical problems involved has been most reassuring to members of the Committee on Interstate & Foreign Commerce, who have followed the matter closely.

Leaving the door partially ajar, affording an opportunity to the Johnny-come-lately, is a challenge to them to produce or step aside. Moreover, it is in the best traditions of American democracy and the free enterprise system since it does not foreclose improvements and advances which I am sure our American electronic science may bring about. I am sure the majority of the Commission will not permit this desirable approach to disappear, for the commercial use of color. This will allay the fears of those who dissent on the grounds that finality now is essential.

I know that every effort will be made to push forward rapidly the allocation decisions so that television will be made available to the millions of our citizens who are waiting impatiently to have television in their homes.

FCC divided 4-2-1 on its decision. The majority was composed of Chairman Coy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comra. Rosel H. Hyde and Robert F. Jones felt CBS standards should be approved now, while Comr. Frieda B. Hennock asserted that the industry should have been given until June 30, 1951, to show whether a satisfactory compatible color system could be developed.

Oct. 2 meanwhile was set as date for commencement of the hearing on the general issues of the overall TV proceedings—Stratovision, Polycasting, reservation of channels for non-commercial educational TV stations, etc.

With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording.

The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. No less screws of gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels.

70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—an unbeatable combination.

MERCURY RECORDS SAYS: "Reeves-Fairchild Therm-o-Dyna- mic Margin Control represents an unbeatable combination... puts Mercury Records at the top in progressive recording techniques!"

Mr. C. L. Stewart, Business Manager, Reeves Sound Studios

THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST SAYS: "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. David Hall, Musical Director of Mercury Classics

Fairchild Synchronous Disc Recorders

Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transmitted—extremely important at 33 1/3 rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recordings for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup). Write for illustrated literature today.
C. E. HOOPER Inc. last week announced a new television rating service covering network programs in 12 New York and Ohio cities to provide Hooperatings on any given program and its competing programs within four days of broadcast and enable Hooperatings for all network shows once a month.

The research company is offering a service embracing two types of reports:

One will be a monthly report of all network programs in the 12 cities, including a Hooperating, a set-in-use and share-of-audience figure for each based on interviewing during the first week of the month.

The second will be a weekly report covering specific programs in which clients are interested. This will provide Hooperatings, set-in-use and share of audience figures for the client's shows and those other programs competing with them. The reports will be available four days after the broadcasts.

Report Limited

C. E. Hooper, president of the firm, explained that his new report was confined to network outlets in two states because of his agreement with A. C. Nielsen Co., to whom he sold his national rating services in February 1950.

The C. E. Nielsen contract prohibits Hooper from engaging in ratings of regional network programs before next March 1 and defines a regional network as one embracing more than two states.

Mr. Hooper parried questions as to his plans for expanding his new service into more than two states after the expiration of his guarantee to Nielsen next March by saying it was premature to discuss the subject.

Under the Hooper-Nielsen contract, Hooper is prevented from working in the national rating field for an unknown period, but one extending beyond the expiration date of the regional network ratings clause in the contract.

Whether Mr. Hooper will embark on a national rating venture after he is free to do so under terms of his contract with the Nielsen Co. is also an unexplored question.

Cities in which the Hooper firm will conduct its new TV popularity ratings are New York, Albany, Schenectady, Syracuse, Rochester, Buffalo, Cleveland, Akron, Cincinnati, Columbus, Dayton and Toledo.

In the surveys a base of 600 TV homes will be called during each half-hour program, 1,200 per hour program and 1,500 per 15-minute, five-times-weekly program.

The weekly surveys on specific shows and their opposition will be offered at $150 for each half-hour network program, $200 for each 15-minute, five-times-weekly program.

The monthly surveys including all TV network programs in the 12 cities is priced at $150 for the first program a client has on the air plus $100 for each additional program, this scale applying to advertisers, agencies, talent organizations and all those not broadcasters. The scale for networks has not been announced.

In announcing the new service, Mr. Hooper said it was "not designed to substitute for national projectable ratings but rather operates in a selected list of cities functioning as a talent-testing arena served by interconnected TV stations."

Basically, the television figures will be like those contained in Hooper pocketbook reports on national radio programs published before the national service was sold to Nielsen, except, of course, limited to television in only 12 cities.

Bond Adds DuMont

BOND STORES Inc. New York, Sept. 8, starts sponsorship of Hands of Mystery Fridays, 9-9:30 p.m., over DuMont's National Network. The show is produced by Trans-American and DuMont. Grey Advertising, New York, is the agency.

DuMont Denounces Pool Plan

DU Monte Television Network, which refused to participate in the pool telecasts of the 1960 World Series, last week denounced the pool as "economically detrimental to the entire TV industry."

The DuMont statement was issued after ABC-TV, CBS-TV and NBC-TV had agreed to carry the games on a pool basis at unprecedented cost to themselves.

Each of the three participating networks will pay Gillette Safety Razor Co., which bought television rights from organized baseball for $500,000, $50,000 for the privilege of carrying the games in the cities in which the games were played.

Gillette's overall outlay reportedly may go as high as $1.5 million when costs of time charges, promotion and salaries are computed. The networks will participate in the pool for picking up the telecasts.

The pool will be paid for one hour's time for each of the first four games—although it is hardly to be expected that any of the games will be played within an hour. Stations will carry without compensation those parts of the first four games that go beyond an hour and all of the games exceeding four.

Gillette commercials will appear in the telecasts.

The pool operation for 1950 differs from that of 1949. Last year stations carried the telecasts without remuneration.

The networks paid line charges and Gillette paid nothing for the telecasts, and stations $200,000 for the television rights from baseball.

This year the stations will receive a payment for four hours of time. The networks will pay line charges and in addition $50,000 each to Gillette. The "sponsor" only pays for the rights from baseball.

The DuMont network explained.
THESE NEW GENERAL ELECTRIC TV UNITS

Start where others leave off!

SYNCHRONIZING GENERATOR TYPE PG-2-A-B

In TV station equipment, you need dependability—the kind that’s built right into this entirely new G-E unit. It saves you service time and cuts off-the-air interruptions because it’s factory-aligned for keeps, requires no periodic adjustment.

Normal variations in tube aging and tube characteristics do not affect its performance. Designed to prevent receiver rolling and loss of sync, it cannot miscount, barring component failure. Same unit can be rack mounted at studio or packed in carrying case for field use. This new G-E sync generator will do more for you than any other on the market! See it now!

NO OTHER SYNC GENERATOR GIVES YOU ALL THIS!

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G.E.</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entirely automatic counting circuits (no adjustments)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Fixed composition and pulse widths of sync signal</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>BMA standards—both portable and studio</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Separate units required</td>
<td>Yes</td>
<td>Separate units required</td>
<td>Separate units required</td>
</tr>
<tr>
<td>Weight of portable unit</td>
<td>35 lbs.</td>
<td>120 lbs.</td>
<td>50 lbs.</td>
</tr>
<tr>
<td>Single unit for portable use</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

SYNC-LOCK TYPE TV-30-A

Dub In Local Commercials With No Interruption!

This new sync-lock allows you to treat a remote signal as though it were being generated in your own studio. During network shows—and at your own studio—you can insert local commercials by means of montage superpositions, lap, fade, or wipe dissolve... no need for additional equipment at the pick-up point, no need to switch in to the local sync generator for each commercial.

And all these advantages, too:

✓ Will operate on a noisy input signal, either network or off-the-air.
✓ You can substitute clean sync for noisy sync—quickly, easily.
✓ You can even insert new blanking.
✓ Simple knob adjustment re-sets front porch width.
✓ All clipping done automatically and without adjustment.

WANT MORE DATA?
The TV broadcast representative at your nearest G-E office can tell you more. Meanwhile, new fact bulletins on the units shown here are free on request. Write for bulletins X54-016 and X54-018. General Electric Company, Section 290-11, Electronics Park, Syracuse, New York.

You can put your confidence in... GENERAL ELECTRIC
MEXICO CITY TV

XHTV Inaugurates Regular Program Fare

XHTV (TV) Mexico City, Latin America's first television station, was officially inaugurated Sept. 1 with a remote pickup telecast of President Miguel Aleman as he delivered a message to the Mexican people at a joint session of congress in the Chamber of Deputies. On the air officially since late July, XHTV is located in the 20-story National Lottery Bldg., highest structure in the capital. It is licensed to Television de Mexico S.A., an interest of Romulo O'Farrill Sr., publisher of the newspaper Novedades and prominent Mexican businessman.

Manager of the new TV outlet is his son, Romulo Jr., who a fortnight ago visited the U.S. to confer with officials of the International Road Federation. The O'Farrills are leading truck and auto distributors in Mexico in addition to their other interests.

XHTV has scheduled regular programs 5-7 p.m. weekdays and 4-7 p.m. Sunday in addition to covering bull fights. XHTV also has telecast feature jai alai games and is negotiating for coverage of other sports activities including baseball, basketball, wrestling and boxing.

Although there are only a few hundred sets installed in the area, XHTV estimates that some 6,000 receivers may be operating by the year's end. About 40,000 sets are expected to be imported during the next 12 months. Mexico City's public school system purchased 400 sets which were used for the first time Sept. 1 to receive the President's address aired by XHTV.

XHTV is conducting extensive trials and celebrations for its week days with many professional Mexican entertainers reportedly making their initial trip for TV.

XHTV's facilities, wholly supplied by RCA, include a 5 kw transmitter and associated studio and mobile equipment. Studios are comparable to U. S. installations and include a large theatre on the ground floor of the National Lottery Bldg. designed for presentation of telecast concerts and theatrical productions.

Technical equipment was in- stalled by RCA Victor Mexicanas S.A., RCA's associate company. Meade Burnet, RCA vice president and managing director of the RCA International Division, attended the opening ceremonies in Mexico City.

Meanwhile, CMQ Havana is planning to commence TV operations by November or December as the first TV outlet there. Radio TUPI Sao Paulo, Brazil, already is on the air with test pattern and program service with a second station under the same interest under construction at Rio de Janeiro (BROADCASTING, Aug. 7). A second station in Mexico City is being constructed and Emilio As- carraga's radio interests.

**NOW...**

DAILY TV SERVICE FROM 7:30 AM 'TIL AFTER MIDNIGHT—IN THE MIDWEST'S 2ND LARGEST TV MARKET.

Choice participations available in live programs with professional talent.

WLW-TELEVISION

**WLW-T** **WLW-D** **WLW-C**

CINCINNATI  DAYTON  COLUMBUS

Crosley Broadcasting Corporation

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NAB District Meetings

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Colo.

Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

Sept. 14-16: Dist. 7, Terrace Plaza Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire Hotel, Chicago.

Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.

Sept. 29-30: Dist. 10, Chase Hotel, St. Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.

Oct. 3-4: Dist. 13, Bedford Springs Hotel, Bedford, Pa.

Oct. 9-10: Dist. 1, Sorrento Hotel, Boston.


Oct. 16-17: Dist. 6, Roosevelt Hotel, New Orleans.


Nov. 9-10: Dist. 5, Ansony Hotel, Atlantic City, N. J.


Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Van- couver, B. C.


Sept. 30-Oct. 7: Canadian Radio Week.

Oct. 3: National Television and Electrical Living Show, Chicago Col- lege of Art.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion confer- ence, Columbus.


Oct. 22-23: District convention of Advertising Federation of America, cane and Carefree, N. Y.

Oct. 25-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern N. C.


Nov. 3-4: Institute of Radio Engineers Kansas City Section, Second annual Institutes Conference, President Hotel, Kansas City, Mo.


MARCH OF TIME Expands TV Activities

ARTHUR TOURTELLO, direc- tor of "Crusade in Europe," pro- duced by March of Time, has been appointed director of March of Time Television Productions, a new department of the March of Time. At the same time it was an- nounced that Arthur Murphy, gen- eral manager of Life, had been ap- pointed general manager of the March of Time division. The new appointments were understood to presage an expansion of March of Time's television activities.

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**XHTV Inaugurates Regular Program Fare**

Mayor Hartsfield signs the "Television Week" proclamation as George C. Biggers (l), president of Atlanta Newspapers Inc., and J. Leonard Reinach, WSB-TV manage- ing director, look on.

**'TV CAPITAL' Atlanta Observance Set**

PROCLAMATION of Atlanta as "Television Capital of the South" and the current week of Sept. 9-15 as Television Week" has been made by Mayor William B. Harts- field.

In his proclamation, Mayor Harrisfield points out the increasing importance of television to Atlanta—there being already over 50,000 sets in that city. The proclama- tion also states that network programming—set for Sept. 30 —will further facilitate and speed communication between our major national regions. In connection with the October week, Kubla, Fran and Ollie made a personal appearance on WSB-TV Atlanta on a remote show from Rich's Department Store last Saturday (Sept. 9).

**BURNS & ALLEN Signed by Carnation Co.**

CARNATION Co. (Evaporated Milk), Los Angeles, will sponsor George Burns and Gracie Allen for a half-hour, alternate weeks, on CBS-TV starting in October. Goodwin, announcer-comedian, will also appear on the television program. Exact day and time has not been set. Erwin, Wasey & Co., Los Angeles, is the agency.

The package price for the program is estimated to be $20-25,000. This marks the first television entry for Carnation Co. Three out of first 13 shows will originate in N.Y., the others to be kinescoped in Hollywood for release to eastern network and interconnected sta- tions. The firm sponsors two net- work radio shows, Carnation Con- tented Hour on CBS, Sunday, and Carnation Family, Saturday, on the same network.

**NBC Names Passman**

LEROY PASSMAN, operations manager of WABD (TV) New York, has been named assistant production manager in NBC's television program department.

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**SMPT Convention**

THE 68th Convention of the Society of Motion Picture and Television Engineers will be held at the Lake Placid Club, Oct. 16-20. Wil- liam H. Chamberlain, society connec- tion vice-president and technical representative for National Carbon Division of Union Carbide and Carbon Co., heads the planning committee for the convention.

**SET PRICES Increased by Six Firms**

Six firms—Croley, Hallicrafter, Olympic, Zenith, Tele-Tone and Air King—have announced television set price increases.

The manufacturers blamed the price boosts on increased cost of components or materials. However, a spokesman for Croley stated that the new prices were needed "to meet warranty charges under the new policy of guaranteeing all parts for one year." Croley's price increases are $10 and $20; Hallicrafter's, $30 to $50; Zenith's, $2 to $55; Tele-Tone, $10 to $30; Air- King, $16 to $30.

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GUNTHER SIGNS
Gives Basketball Rights

TELEVISION and radio rights to home games of the Washington Caps and Baltimore Bullets basketball teams were acquired last week by the Gunther Brewing Co., Baltimore, Md., from owners of the two National Basketball Assn. professional teams.

There were indications, however, that the beer advertiser may encourage linking up a TV station in the nation's capital to carry the telecasts because of previous network commitments. The contract is being handled in Baltimore through Ruthrauff & Ryan Inc.

The schedule of AM-TV stations has not been set last Thursday, although arrangements for the Baltimore games were expected to be consummated momentarily. Announcement of contract for rights to Caps contests was announced in Washington by Bob Foster, general manager of Uline Arena. The AM-TV rights cover 32 home games.

When the Washington radio and television picture is finally set, it will mark the return, after a year's absence, of Caps games to television. The team withdrew such rights before last year on grounds that the telecasts hurt attendance at the games. To the contrary, however, box office receipts hit a new low last season. WTTG (TV) Washington aired the games last season, with Steve Douglas handling announcing chores.

Perry Walters, WTTG commercial manager, told Broadcasting last week that it appeared unlikely that the station could clear a time on Wednesday and Saturday with the DuMont TV Network to carry the contests. He pointed out that WTTG carried baseball games from Madison Square Garden in New York on those nights the Caps play at home. Other stations also appeared to have solid network commitments.

LATEST developments in radio-TV and electrical appliances to be exposed at Electrical Wonderland in S. F. Civic Auditorium, Sept. 23-Oct. 1.


Background Engineers Inc., Hollywood, has sold services providing projectors, screens and slides for TV shows to KSTL (TV) same city. William Thilsich, partner in firm, currently on three weeks trip to New York, Chicago and other major cities to demonstrate equipment to TV station managers. Quaker Oats Co., Chicago, through Price, Robinson & Frank agency, same city, has contracted for 16 Aunt Jemina TV spot commercials from Ted Eshbaugh Studios Inc., New York.

Ferencz Fodor, chief engineer, Filmcraft Productions, has developed 35 mm magazine capable of holding 2,000 feet of film. Magazine designed to enable Filmcraft to work more smoothly on Groucho Marx TV shows. According to Mr. Fodor, new magazine will run 20 to 22 minutes without a break. Normal 35 mm camera holds only 1,000 feet of film and runs about 10 minutes. Filming of Groucho Marx program uses several cameras. Four are in action all times. Norman Colbert is supervising film editor for show.


John Sutherland Productions, Hollywood, currently producing 45 television film spots for seven different firms. Included are 10 for Croxley Div. of Aveo Corp. (appliances), placed direct through George E. Simens, director of advertising; six, General Foods Corp. (Postum, Krinkles), Foot, Cone & Belding, Chicago; four, Wildroot Co. (toilet goods), BBDO, New York; four, Cream of Wheat Corp. (cereal), BBDO, New York; seven, Kaiser-Frazer Corp. (auto), William H. Weintraub & Co., New York; two, Daytonite Furniture Co., N. W. Ayer & Son; one, Owl-Rexall Drug Co., BBDO Los Angeles.

SAG-TVA TILT
Partial Agreement Seen

AGREEMENT upon an election to settle the broadcasters-advertising agencies portion of the Screen Actors Guild-Television Authority jurisdictional dispute is believed to be the goal of a meeting set for Sept. 19 in New York. Negotiators for industry, NLRB and the battling unions have met.

Chances for agreement are believed slim, but discussion of issues raised by TVA's recent amending petition filed with NLRB [Broadcasting, Aug. 28] is expected to be accomplished. The petition in question divided the battleground into two zones, one inhabited by broadcasters and advertising agencies, the other by film producers.

To satisfy NLRB procedural requirements, SAG last week filed with NLRB in New York an intervening petition relating to the broadcasters-advertising agencies zone. A petition filed last May served the same purpose for the film producers zone.

The reported consent by SAG to negotiations between TVA and the networks sometime in September [Broadcasting, Aug. 28] over talent on live shows, and simultaneous kinescope recordings, may bring quiet to a small sector while the larger conflict is continuing.

PROCKER FIRM
To Produce TV Films

FORMATION of Procker Syndications Inc., to create, develop and produce films for television to be sold to local and regional advertisers, was announced last week by Bernard J. Procker, president.

Bernard Solomon has been appointed vice president of the new firm and will be in charge of distribution of the films. Procker Syndications Inc. is a subsidiary of Procker Productions Inc., producer of Pat Milh's Big Story radio-TV programs, "Treasury Men in Action" for Chrysler Sales Div. on television and, the radio show, "Quick As A Flash," for Ammunition Tooth Powder. The firm's offices are located at 221 W. 57th St., New York.

KRON-TV San Francisco begins seven-day week programming Sept. 23, KPIX (TV) and KGO-TV same city, having expanded earlier this month.

September 11, 1950 • Page 73
Another successful start with **Du Mont**

**WHBF-TV**
**ROCK ISLAND, ILLINOIS**

Channel 4

Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont “Grow As You Earn” system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investigate Du Mont first — and then compare.

**Du Mont**

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N.J.
WITH a telefoto lens equipped camera, Cameraman Russ Warren of WHAS-TV Louisville brings to viewers a spectacular $60,000 fire which hit the Mangol Co., plywood manufacturer, and part of the Reynolds Metals Co. WHAS-TV newsmen set up the camera atop the seven-story Courier-Journal Bldg. where the station is located. Simultaneously, WHAS-TV cameramen were at the scene of the fire making movies of the blaze for the nightly newscast. From the roof, News Director Dick Oberlin described what he saw and read bulletins as they were called in by his staff at the scene of the fire. Interrupting the normal schedule of news and weather, on moving tape at 3:50 p.m., live coverage of the blaze continued until about 4:30 p.m.

Set Makers Puzzle (Continued from page 61)
equipment. They had been upset by published stories about FCC's color report.

In off-the-record conversation, a number of set makers said they were staggered by the Commission's action. "How can they do this to us," one official moaned as he looked over cost sheets and reports showing that his department is starting to recover some of the money sunk in TV set manufacture and distribution.

With scarcely three weeks remaining before the FCC's deadline, some set makers were hoping they could reach a sane conclusion during the RTMA autumn meeting in New York Sept. 19-20. The RTMA Television Committee, headed by Dr. W. R. G. Baker of General Electric Co., will meet Sept. 14 to consider the FCC report and make recommendations to the RTMA board.

Meetings Next Week RTMA's division and section groups meet Sept. 19-19, with the board taking up their recommendations Sept. 26. One prominent consulting engineer familiar with TV circuitry and production told Broadcasting he doubted if one-tenth of the TV sets built without bracket switching would ever be equipped with adapters.

A set maker further doubted if many of the sets equipped by TV servicemen with adapters would provide reliable service to the viewer. On the other hand, he felt the manufacturing industry had performed miracles in the past and they could do it again, assuming no special problems such as defense production interfered with design and tooling operations.

Here are reactions of a number of leading manufacturers who responded to a Broadcasting query as to their position in the color controversy:

Philo Corp. executives did not reveal any definite plans as to whether the company will adopt a bracket standard in television sets as suggested by the FCC in its decision on color TV.

However, a spokesman for the company pointed out that while he feels "color still seems a long way off, the gun now is loaded." He believed that in view of the FCC's action, Philo would have to build "some" sets adapted to receive CBS in black-and-white in addition to those "already built in our laboratory."

Officials at Philo's plant in Philadelphia also pointed out that the company's primary manufacturing problem is to balance its domestic set production demands with growing military requirements.

William J. Halligan, president of The Hailcarifters Co., said "This is certainly not a popular decision with the many 'wounding industry.' He recalled that the Chapin-Roberts switch was made on a relatively high-priced receiver and that to make the same changes on present-day lower cost sets would be more complicated. To adapt the CBS system cost more than the FCC's original concept. He predicted it would take an enormous amount of time and expense in engineering and tooling to make the changes proposed, but he expressed hope that when the Set Division of RTMA convenes this month manufacturers will benefit from an exchange of ideas on the subject.

'Confusing' Decision
H. B. Foulke, vice president and general manager of Arvin Radio & Television Co. division of Noblitt-Sparks Industries Inc., Columbus, Ind., called the decision "rather confusing."

"The Commission is asking us to do something that will take better understanding of the problems than most of us now have. We will have to weigh the question carefully. With the slowness of components and the time taken to get materials it may be hard to comply. Arvin will go along if the FCC proceeds. Apparently this decision is the best answer of those who have lived so closely with the color problem."

John Sanabria, vice president of American Television Inc., called the decision "horrible—one of the most horrible blunders in the history of the Commission. This is a case of pressuring an industry to come up with a workable solution when there hasn't been time to solve all the problems. The CBS system has been considered impractical of public consumption."

Mr. Sanabria added, "When we adopt a set of standards they must be flexible." He said FCC's ideas are easy enough to talk about but to put them into execution is a different thing.

Orrville Hill, assistant chief en-

ufacturers would run into different problems on each model. There is a tremendous amount of work ahead he said.

M. D. Block, vice president of Sales, Radio and Television Corp., called the decision "confusing and damaging." He said the Commission should have taken more time and should have thoroughly advised all segments of the manufacturing industry from time to time.

"This decision was too hasty, too abrupt," he said. "I don't see why more time would hurt anyone."

Mr. Block said he was generally in agreement with Comr. Henknonk's views.

Robert Galvin, executive president of Motorola Inc., said the company had no official reaction to the decision but he noted that some aspects are relatively new to Motorola. He observed that to comment on such an important decision required considerable preparation.

Leonard Asbach, president of Garod Electronics Corp., Majestic Radio and Wilcox-Gay Corp., said:

"Right or wrong, we will go along with the FCC. They are the public servants to decide what the public should have. Whether the Commission made a wise decision in selecting CBS color remains to be seen, but it still comes at the expense of the public."

Double Royalties
"Naturally, by having two systems—RCA Hazletine and CBS—double royalties will have to be paid. All of this has to be passed on ultimately to the customer.

"Having seen both systems, the single tube appears to be more practical than the scanning device, but again, that is up to the FCC. Had the Commission got out a questionnaire to various engineers it might have gained more experience than by carrying on its own experimentation. I understand that were some manufacturers who volunteered information only to be told their advice was not needed. So it appears this decision is being jammed down some througus."

"Of course, the higher priced the set, the more money the manufactu-

(Continued on page 76)
Set Makers Puzzle
(Continued from page 75)
turer makes. But our company always has tried to give "the most
est for the leastest." In any event, we won't stop the clock to save
time. We'll do what the Commission
tells us to do.
"We can change our present
facilities to production of color
receivers. As soon as the FCC
recommends the change," declared
Leonard Ashbach, president of
Los Angeles Broadcasting Co., Ltd.,
its Newsreel radio-television
system, which was recently
approved by the FCC.
Mr. Ashbach reported that
production of color receivers
is now under way, and that the
first set will be ready for
sale in about three months.

Says Color Is Premature
David H. Cogin, president of
Air King Products Co., said that
although he had tested for CBS
color months ago, the radical
change in the whole scene
caused by Korean war developments
has brought him to feel that a color
decision at this time is premature.
He felt the necessity of surveying
the market to determine the
value of the change before
making a decision.

RCA also has decided not to
commit itself to production of
color receivers, at least for
some time. RCA is studying the
FCC report on color television
receivers, but has not decided
whether to produce color
receivers or not.

WOR breaks
a record for the first time

WOR breaks
Commercial Time Increased

GENERAL increase in time length
of WOR New York night stations
breaks without additional charge
to advertisers has been announced
by R. C. Maddux, vice president
in charge of sales. All station
breaks after 6 p.m., except time
announcements, are now 10 seconds.
Maddux said, "This change makes the
advertiser feel able to put more
'sell' into his station break.

SHORTER breaks also are available
for the first time. M. S. Fein, vice
president, said that the FCC
reported to WOR that
shorter breaks were within
the rules. Fein added that the
station was not yet ready to
announce the full length of
breaks.

WPIX Signs 96 in Aug.
WPIX (TV) New York announces
signing of 96 advertising contracts
during August, bettering the July
current figure of 48. Business
covers new and renewing sponsors,
participations in WPIX's regular
and in live and film TV spot sched-

Schlitz on ABC-TV
SCHLITZ BREWING CO., Mil-
waukee, will sponsor Pulitzer Prize
Playhouse, Friday, 9-10 p.m., over
ABC-TV beginning Oct. 6.

WHNN Strike
Employees Still Out

WHNN Warren, Ohio, struck
by announcers and engineers at 10
p.m. Aug. 28, was still silent late
last week.

A series of negotiating
conferences failed to bring an under-
standing, according to IBEW.
The union said it asked $72.50 a
week for its members, who were
said to receive $50 per week.
W. W. Powell, Commissioner of the
Federal Mediation & Conciliation
Service, took part in some of the
conferences.

IBEW said it had been certified
last May 18 by National Labor
Relations Boards for technical
employees and on Aug. 16 for the
announcer-studio technicians unit.
Union members picketed the sta-
tion's studio and transmitter.

The union ran a paid ad in the
Warren Tribune, newspaper, licensees of
WHNN, explaining its side of the
dispute and comparing wage scales
with those in nearby Youngs-
town.

BROADCASTING • Telecasting

Page 76 • September 11, 1950
G. A. (DICK) RICHARDSON and his associates, for "fairness and generosity in public service," were most generous to the station owner who opened his policies.

Mayor Fletcher Bowron of Los Angeles testified he had "never known a newsman when the facilities of KMPC were not available in the public interest," and added that he knew of "no instance of unfairness" or any broadcast that was "biased or prejudiced."

"No other station in southern California has offered the City of Los Angeles so much time for public service," testified Leo B. Tyson, KMPC general manager from September 1936 to February 1941, said Mr. Richards was most generous in granting free time for public-interest causes and had cancelled a number of sponsored programs even though it meant a financial loss. He denied Mr. Richards ever forced him to slant news in any way.

Now a personal business-management executive, Mr. Tyson said that when he hired Mr. Richards as manager of the station, he was to make $150 a month out of his salary, which he paid by the owner and half by Mr. Richards. Under cross-examination by FC General Counsel Benedict F. Cottle, he denied he was hired by the secretary of Beverly Hills Broadcasting Corp., then licensee, rather than by Mr. Richards.

To Study Transcript

Mr. Cottone, noting that Mr. Richards did not become licensee until June 3, 1937, reserved detailed cross-examination pending an opportunity to study the transcript of FCC's December 1936 hearing on the station for transfer to Beverly Hills Broadcasting.

Sheriff Eugene W. Biscailuz told Examiner James D. Cunningham that KMPC carried free announcements in support of the Sheriffs Relief Asn., assisted him as county chairman of the March of Dimes for the past 12 years, and contributed broadcasts for civilian defense and the County Disaster Relief Committee.

"If more people told by Mr. Richards and Robert Reynolds, the station manager, that the facilities of KMPC were always open to us," Sheriff Biscailuz testified. He said he had "never heard anything unfair, biased, or prejudiced" broadcast on KMPC.

Darbie L. Darbie, chief editorial writer of Los Angeles' Sunday Herald and Express, testified that for more than three years KMPC broadcast weekly instructions to Los Angeles youngsters for collection of war bonds in what was an all-out effort. At its peak, he said the "Junior Army" had 76,000 members listening to the Junior Army on the March which he originated for the Herald and Express on KMPC.

He testified to KMPC's reputa-

KMPC Los Angeles were praised for “fairness and generosity in public service broadcasts” last week as their presentation in FCC's hearing for impartial treatment of religious, racial and political groups. Under cross-examination he said this testimony was based on “hear-say from persons who listened to the station.”

Vierling Kersey, former superintendent of Los Angeles city schools, said KMPC made a “great deal” of time available to the public school system during his tenure, and listed numerous programs which he said were prepared for children of all ages.

Under cross-examination by Mr. Cottone, he said he might feel that Mr. Richards had made mistakes, but that “the reputation of a man permits a number of mistakes.”

Mr. Richards, chief owner of KMPC, WGAR Cleveland and WJR, testified.

POLIO EPIDEMIC

WYVE Victim Gives Account

LISTENERS to WYVE Wytheville, Va., a community where polio Newscasts against members of the late President Roosevelt's family and administration and certain minority groups, and in favor of Republicans and personalities whom he likes. The licensees of the three stations and his proposal to transfer control to a trusteeship are at stake in the proceedings, which have been in progress in Los Angeles since June-March.

Mayor Bowron's testimony was marked by frequent clashes with General Counsel Cottone, whom he accused of “acting like a prosecutor.”

On Mr. Cottone's objection, Examiner Cunningham struck Mayor Bowron's "conclusions" that KMPC had been "unusually generous" in providing time for city departments. But the examiner emphasized that defense counsel, headed by Hugh Fulton, would be given full opportunity to bring up all possible facts along that line.

"I feel that these three stations are on trial for their lives," Mr. Cunningham said. "There is the overall issue as to whether the continuance of the station (KMPC) is in the public interest. I intend to give the applicants wide latitude to make their showing."

KMPC Official Station

Mayor Bowron said that during World War II KMPC "more or less became the official station" for broadcasting all information to civilian defense corps because it was the only one which would assure us of time at regular intervals.

Mayor Bowron said Mr. Richards "is regarded as a very patriotic American citizen," has a "good" reputation for fairness, and "is not prejudiced against any race, creed, or party," so far as I have ever heard."

Mr. Cottone wanted to know whether his testimony would be affected if it were established that the station owner had told newsmen to treat Jewish persons unfavorably.

Mayor Bowron replied that "everyone has been unfairly ac-

cused" at times, and later added: "There should be no prejudice against any color or creed. . . . A man can be fair and still have the station open. There is no fundamental difference between Mr. Richards' personal bias and the operation of the station. Mr. Richards is a man of deep conviction. The test is, does he have a chance to get over the air? If he has the good sense to have an organization that would stop this, my opinion would be much different."

The mayor offered his view that "if any radio station doesn't slant its news against communism, it has a right to operate in this country."

Opinion as Listener

Mayor Bowron said he knew Mr. Richards and had "talked to him by the hour at his home," but that his appraisal of KMPC operations was based on what he knew as a listener to the station.

Sheriff Biscailuz also said he was personally acquainted with the station owner and examiner Cunningham wanted to know whether his impression of KMPC fairness was based on his association with Mr. Richards and General Manager Reynolds or on newscasts he had heard, the sheriff replied: "Both."

He thought that if Mr. Richards was ever unfair, it was a result of deep patriotism.

Sidney W. Fuller, who handled a 52-week series of newscasts on KMPC in 1946-47 as an employee of the sponsor rather than the station, said Mr. Richards never called him or gave him any instructions, but conceded under cross-examination that he had heard newscasters say "the boss called them up and gave them 'whatever' for newscasts he didn't like."

E. R. Hunt, manager of the Hollywood Social Security office, testified to KMPC's cooperation on requests for time for public service broadcasts.

At one point in a verbal clash between General Counsel Cottone and Joseph Burns, associate counsel for Mr. Richards, Examiner Cunningham told the station owner's attorney that "you are under a misapprehension if you believe the Commission is ignoring the good things about the station."
WHEN the FCC releases its freeze on television assignments, developments will occur which will require close cooperation and coordination between radio and television in order that potential twofold transmitters may be located so as to present a minimum amount of conflict. These situations are anticipated due to the peculiarities attending effective television transmissions, requiring line-of-sight coverage from the transmitter to the ultimate recipient.

This condition will necessarily require tall transmitting structures adjacent to or in the vicinity of inhabited areas, and consideration of how these structures may be located so as to avoid harm or discomfort to property owners or otherwise interfere with the conduct of aircraft or other activities.

It is the purpose of this article to make known to the radio industry the problems which will be encountered in the event tall transmitting structures were located adjacent to inhabited areas or otherwise interfered with the conducted flight paths of civil aircraft.

The Civil Aeronautics Administration is desirous of extending to the applicants a radio station whatever assistance may be required so that the conditions mentioned above will be met. Such requests for assistance may be made to the CAA Regional Administrator in your locality, who will offer you full cooperation leading to the ultimate accomplishment of your project.

Many Factors Involved

Many things must be considered in the evaluation of a problem of this type. It is necessary, for instance, to determine the location of the construction site with reference to airports and airways in the vicinity. CAA investigation will further reveal whether there are existing structures of comparable height in the area which would tend to shield the proposed tower. It is necessary to study the terrain in the vicinity of the site, with the possibility that this will be the influencing factor in determining the minimum flight altitude or approach altitude which is established for the safe conduct of flights either along an airway or into an airport.

To elucidate this point: Commercial aircraft must be cleared to fly at cruising altitudes of five miles or above over land as compared to highways in the sky. Along the airways, the CAA maintains a constant patrol of radio aids by the use of the airman. This electronic aids are sometimes used as fixes for enroute traffic, and again may be utilized in a manner which may be compared to a traffic signal indicating to the pilot that he is permitted from his normal cruising altitude to an altitude which would permit a safe and comfortable approach into the airport which may be his destination. Sudden or accelerated descents from any point below the cruising altitude may result in loss of control and may, in fact, create a definite danger for the aircraft attempting to land.

The Civil Airway can be likened to a highway system when the traffic is controlled by laws and regulations designed and enforced for the safety of motorists. Just as the motorist cannot grow numb to these air roads, it becomes increasingly essential that construction sites for radio towers be so located that they will present a minimum amount of potential danger to the airplane traveler.

A Technical Standard Order (TSO N18) has recently been issued by the Administrator of Civil Aeronautics which has been designed to achieve this technical standard, and to establish a uniform system of airways and radio aids. The order, in effect, requires that all new radio aids be designed and installed in such a manner that they will not become a hazard to the safe operation of aircraft. The order also provides for the installation of radio aids in such a manner that they will not interfere with the safe operation of aircraft, and for the installation of radio aids in such a manner that they will not interfere with the safe operation of aircraft.

These criteria will be applied by all affected agencies in their determination of whether or not a proposed airport may become an aeronautical hazard. The investigations conducted by the CAA to evaluate a potential aeronautical danger presented by a proposed airport must, of necessity, be individual for each construction studied. In one instance, a problem may be created for the airport on which the structure may be situated. When investigating such a case, the air traffic along the airway is considered and the minimum enroute altitude of aircraft which have been established for the safe conduct of flights along the airway are reviewed.

The minimum altitudes are established by the CAA in such a manner as to under the instrument conditions, aircraft will clear all ground obstacles in average terrain by at least 1,000 feet for five miles either side of the course intended to be followed. Clearance of all ground structures by at least 2,000 feet is considered necessary in mountainous areas.

Instrument Flight Aids

Instrument flight is accomplished by use of radio aids when it is impossible, due to visibility conditions, to maintain visual contact with the ground. In another case, the tower may be in such a location with reference to an airport as to affect landing procedures for aircraft approaching the field or may be within the approach zones of runways and interfere with the glide ratio in effect for the runway involved.

Due to the technical standards of the criteria described for determination and evaluation of hazards to air navigation, it is not considered feasible nor essential to include in this article all of the factors involved. In the interest of all concerned, the over-all analysis of a problem of this type. However, there is set forth herein an outline description of the areas, critical from an aviation standpoint, which are always carefully studied in these cases.

Ground structures which project above an aircraft landing area in excess of the limitations to be mentioned later in the article, shall be considered obstructions to air navigation. The approach surface to an airport is an inclined plane, located directly above the approach area. The dimensions of the approach area are measured horizontally and vary slightly with the class airport involved.

The class of an airport is determined by the length of runways usable for take-off and landing of
aircraft, and are classified and named as follows:

<table>
<thead>
<tr>
<th>Runway lengths of</th>
<th>Secondary</th>
<th>2,001 to 3,000 ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeder</td>
<td>1,501 to 2,000 ft</td>
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<td>Trunk Line</td>
<td>1,001 to 1,500 ft</td>
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<td>Express</td>
<td>500 to 1,000 ft</td>
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For the purpose of this article, it will suffice to say that the average dimension of an approach zone for a non-instrument runway on civil airports is 500 feet wide at the runway end and flares uniformly at 2,500 feet at a distance of approximately two miles. The similar zone for an instrument runway on civil airports is 1,000 feet wide at the end of the runway and flares to a total width of 4,000 feet at a distance of approximately two miles. The slope of the approach zone for instrument runways is 50-1, extending outward from the end of the runway approximately two miles. For all other runways not intended for instrument operation, the slope desired to be protected by the administration is 40-1.

**Permanent Obstructions**

Investigation of a particular problem, of course, will reveal that in some instances these slopes are not practical because of existing permanent obstructions which will necessarily restrict the glide ratios mentioned before. The approach zones are, of course, most critical, and under the new Technical Standard Order, an object more than 100 feet above ground within three miles of the runway and increasing above ground in the proportion of 25 feet for each additional mile outward from the runway, but not to exceed 250 feet within 10 miles of the runway end, is considered an obstruction to air navigation.

Locations other than those mentioned may also present an aeronautical problem because a tower may be so located with reference to natural terrain features as to constitute a hazard to the itinerant private pilot, or to local small plane operations.

These considerations, taken into account in the evaluation of any particular case, merely give an indication as to the many and varied aspects of an investigation which must be made by the Civil Aeronautics Administration prior to a comment being forwarded to the Commission for its ultimate decision.

We believe that it is advisable for the applicant for a new transmitting tower to investigate the aeronautical phases of his problem prior to the time that final plans for the project are developed. It is suggested also that an investigation be made with local building authorities having jurisdiction over the construction site area to determine if any municipal or state ordinances exist which may control the erection of high structures in that particular locality. Civil Aeronautics Administration representatives in each region will be eager to assist in determining whether the location and the site of the structure will present an aeronautical hazard for aircraft operating in the locality.

**Valuable Assistance**

You will find that the CAA personnel contacted will not treat your problem arbitrarily, but rather will offer valuable assistance in determining whether the proposed construction will be dangerous to air traffic. An earnest effort should be made to the end that the location chosen will be least objectionable from an aeronautical standpoint, yet will adequately provide the desired radio service.

In the past, it has been found that the relocation of a site as suggested by CAA personnel could mean the difference between the creation of a severe menace to air traffic and an obstruction which when adequately marked, would not prove unduly dangerous.

Ground studies can usually be conducted, and whenever necessary, flight checks of proposed sites will be made. Thus, the applicant will have reasonable assurance that his structure, when erected, will not present an excessive aeronautical danger, and he will therefore be safeguarding the lives of air travelers as well as his own installation insofar as possible.

In view of these facts, it may be well for the official of a radio station who expects to undertake the construction of a new tower to utilize the following procedure prior to preparing final plans for a new transmitting tower.

1. Determine which CAA regional office has jurisdiction over the proposed construction site location.

2. Request informal advice from the CAA and municipal agencies for the construction, at the site proposed and height specified prior to making final commitments for the purchase of land, conducting radio propagation tests, etc.

3. Obtain recommended hazard painting and obstruction lighting recommendations from the CAA for inclusion in construction specifications.

4. Submit formal application to the FCC for the site desired, so that official and formal recommendations can be furnished by the CAA.

If it is found, after aeronautical analysis and evaluation, that a degree of hazard will be presented by the tower to be erected, suitable hazard painting and obstruction lighting recommendations will be offered to the Commission for inclusion in its construction permits. Here again, the recommendation offered will not arbitrarily be made, but will be based on an intensive study of the problem, and only such marking will be recommended as is considered essential to safeguard lives and property, both airborne and on the ground.

**Some Marking Omitted**

In certain instances, of course, day marking may not be required, due to the fact that the tower may be so located with reference to other structures that such marking will serve no useful purpose. The colors utilized should be international orange or one of these color are recommended national standards to denote hazards to air traffic.

The hazard lighting of a radio tower may be discharged with a CAA representative for possible inclusion in construction contracts and specifications, but it is well to note that only after a formal opinion is forwarded to the FCC, will such lighting be made a part of the construction permit issued by that agency.

In general, the CAA provides suggestions for marking and lighting, based on heights above ground, and location on airways or proximity to airports. It should be recognized, however, that these suggestions must be considered in a more or less general sense until a final evaluation is made by the CAA representative to determine the actual aeronautical hazard created.

The CAA, therefore, feels that standard marking specifications prescribed are not applicable to all structures within certain height limitations. For example, a structure of a particular height may be so situated as to present such an unusual hazard to aeronautical operations, that obstruction marking

(Continued on page 82)
Heavy Grid

(Continued from page 19)

night, Game of The Week, will be sponsored.

Though telemcasts of some professional and college games, such as the Big Ten, are barred in various parts of the country, there is every indication that television will find a bigger football audience than ever before. Atlantic, for example, will spend more football money on TV this year than in 1949.

Both Atlantic and Tidewater expect their total radio-TV football budgets to be fatter this year. Tidewater, among the West Coast's top football sponsors, launches its 24th straight year of football broadcasting with over 5,000 hours of airtime on some 120 stations in the western states, Alaska and Hawaii.

Atlantic hopes to work out the final details of its extensive football schedule in a few days, according to Richard Borden, advertising manager. The task of building custom hookups to provide local-interest games in Atlantic's Eastern Seaboard marketing area involves a lot of work, he said on the eve of the company's fall schedule.

A few games will be carried Sept. 23, he told Broadcasting, but the main schedule will get underway Sept. 30.

Atlantic is "pretty well set" on game rights, according to Mr. Borden, with competition running-stiffer for some games. Many of the AM and television stations have been picked.

Higher Budget

The total radio-TV budget for 1950 will run a little above the 1949 total, he said. A higher percentage of the total will go into TV, with radio taking a corresponding cut.

Mr. Borden said Atlantic's schedule will not be quite as localized as was the case in the last 14 years of company football sponsorship. Where games will have an interest in broader areas, Atlantic will use larger stations. This will mean some curtailment of high school games with more emphasis on popular college games.

Long one of the largest buyers of radio sports, Atlantic will have a double objective in its commercials. First the company, as a manufacturer, will promote its brand names and emphasize quality of its gasoline, oils, lubrication and related products. Second, the sponsor will use copy with more "pull" in it. This will be designed to induce people to drive into Atlantic service stations.

Mr. Borden said Atlantic will continue its dignified commercial format, avoiding advertising that is offensive to listeners. Particularly, Atlantic's announcers are cautioned not to let commercials interfere with actual play. For example the company will use 20-second commercials in 60-second breaks to prevent any interference with the game. Some innovations are planned in TV commercials.

Again Atlantic will substitute mid-season consultations with announcers for the pre-season training courses it used for more than a decade. Mr. Borden said most Atlantic sports announcers have been thoroughly trained in the company's sports techniques and do not need pre-season coaching. After the season is underway, he explained, the lessons learned from observation of each announcer will provide material for refreshers.

While Atlantic and N. W. Ayer & Son, its agency, will not announce the schedule for a few days it is known that the lineup will involve some regional hookups based on regional interest.

In New England the schedule will include games of Harvard, Princeton and Boston College on radio and TV. In addition Brown and Holy Cross games will be covered. Dartmouth and Yale are on the 1950 schedule.

As already stated, a composite Harvard-Princeton schedule will be carried on part of the NBC television network.

New York State hookups will carry Syracuse and Cornell games. The Eastern Pennsylvania situation is unsettled but it is understood Atlantic has been negotiating for rights to Penn games. Franklin & Marshall games will be carried in the Lancaster area.

In Western Pennsylvania the schedule includes games of Pitt and Penn State. For some weeks Atlantic has been broadcasting exhibition games of the professional Pittsburgh Steelers and it will continue through the season.

The lineup of top gridiron classics includes Princeton, Navy, Duke, North Carolina and Ohio State. A special hookups will carry a composite schedule of Furman, South Carolina and Clemson games.

In all, games of about 50 colleges will be sponsored by Atlantic including away-from-home contests of the basic teams on the company's list. A relatively small number of high school games will be sponsored.

Among outstanding games on the schedule, judging by pre-season forecasts, will be Yale-Harvard, Princeton - Cornell, Navy - Northwestern, Navy - Tulane, Navy - South Carolina, Ohio State, Rose Bowl winner, will be sponsored in Cleveland.

The season marks Atlantic's 15th year of football broadcasting and 11th year of football radio.

For Tidewater, a team of 30 sportscasters will be utilized to handle some 95 games of 16 western colleges and universities. Radio hookups, each year the largest grouping of radio power on the Coast, including NBC Pacific Coast Network (12 stations); NBC's Arizona group (seven stations); three NBC outlets in Idaho; Mutual-Don Lee western network (45 stations); Intermountain Networks in Utah and Idaho (nine and four stations respectively); Alaska Associated Network (eight stations) and other "detaoched" network affiliates signed by Tidewater:

KKSU San Francisco, KSYO San Juan, KMPC Los Angeles, Loran Los Angeles, KGNS Habor, KKKW Pasadena, KFTV San Diego, KGB Sacramento, KHUM Eugene, KSBM San Jose, KZFR Fresno, KSBQ Redding, KLSX San Diego, KSHO Los Angeles, Kbbc Colorado Springs, KUCB Denver, KUGN Eugene, all Oregon; KDTL Salt Lake, KVEG Provo, UT; KSBF San Diego, KPSM San Francisco, KOH Reno, Nevada; KKBK Hurley, KSPD Kountz, both Maine; KXLY Colfax, Wash.; KGU and KHON Honolulu, KIPA Hilo, all Hawaii.

San Bruno Relay

Also in Tidewater's plans is the feeding of games to KSBR-PMe San Bruno, Calif., a 125 kw station transmitting from Mt. Diablo in central California. KSBR has a working agreement with some 20 small AM and FM independents in the state to service them with programs. It was undecided last week whether KSBR would relay football broadcasts under this agreement.

Negotiation still was underway by Tidewater to add 5-10 more independent football networks "to provide the fullest possible coverage" in the states making up the company's market area. It was expected that another realignment of stations in individual segments for the reception of games of interest to the particular home region poses a season-long traffic problem, which keeps the full staff of Tidewater's advertising and public relations workers busy.

Top Western football classics expected to draw the most listeners and hence the most stations are California vs. Stanford (70 station network and shortwave to Manila for Armed Forces broadcast); USC-Notre Dame (65 stations); California vs. Oregon and USC- Stanford (both to 60 stations).

Exclusive rights held by Tidewater for such big football names as California (in the Rose Bowl

THE OLD SEA-HORSE SAYS:

No other advertising medium offers - "SO MUCH FOR SO LITTLE," May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 CYLINDERS

Page 80 • September 11, 1950

BROADCASTING • TELECASTING
will lease two microwave ing games) of San Francisco, Local Retail Sales, last year), Sports Saturday. Also announced in the past fortnight were Standard Oil's sponsorship of home and away games of the Chicago Bears professionals over WIND Chicago; WTMJ Milwaukee's airing of nine Wisconsin U. games, and KOA Denver broadcasts of all U. of Colorado football games. For the last few games, and the advertiser are teaming up for the fourth straight year to cover Colorado's contests.

Another traditional sports sponsor already injecting itself in the sales picture is Chevrolet Dealers. As reported by Broadcasting the following contracts have been signed:

Virginia U. over WRLN-ABC Richmond by Virginia Chevrolet Dealers Assn. Games to be fed to a 25 station network in the Cavalier state.

Film coverage of Ohio State U.'s fall schedule over WBNS-TV Columbus, Ohio, telecast Sundays (because of Big Ten rules) by Columbus Chevrolet Dealers.

Full schedule of U. of Maryland games to be aired on a 10-station regional network, with Baltimore, by Chevrolet dealers located in Maryland, Delaware, West Virginia and Washington, D. C.

Sylvania Games

In Philadelphia, Sylvania Products Corp. will sponsor a seven top-notch game schedule over WJBG that city, according to Edward D. Clery, general manager of the independent.

In Virginia the following are additional sponsorships reported to Broadcasting: American Oil Company again will add WLOW Norfolk to its pro football broadcasting network featuring Washington Redskins games. WLOW is promoting the games on 20 billboards in the city.

Details are set for exclusive broadcast rights of all U. of Richmond home and away games over WXG1 Richmond. Cities Service Gas products sponsors the 10 game series. Contract was closed between Graeme Zimmer, WXG1 vice president, and J. D. Lawrence, manager, National Oil Co. (Cities Service distributor).

A 15-minute weekly film program Friday evenings begins for 15 weeks on WMAR-TV, the Sunpapers TV outlet in Baltimore. Sponsored by Globe Brewing Co. (Arrow Beer) and called Dick Dunkell's Football Forecasts, the show features action shots of college and university football and presents scientific computed ratings of strength and expectations. Agency is Joseph Katz Agency.

EISENHOVER
Backs World Radio Plan

SUPPORT for expansion of U. S. radio abroad—to fight Communist lies with the truth—was given last Monday by Gen. Dwight D. Eisenhower.

Speaking in the Denver city auditorium to open the international Crusade for Freedom, Gen. Eisenhower said, "We need powerful radio stations abroad, operated without government restrictions, to tell in direct and convincing form about the decency and essential fairness of democracy."

"These stations must tell of our aspirations for peace, our hatred of war and the United Nations," he said, "and our constant readiness to cooperate with any and all who have these same desires."

General Eisenhower explained "the crusade will provide for the expansion of Radio Free Europe into a network of stations. They will be given in the world: 'Tell the Truth.'"

Sees Need

General Eisenhower indicated the need for these facilities, and his contempt of the Communist propaganda machine, as he said, "Americans are dying in Korea tonight. They are dying for ideals they have been taught to cherish more than life itself . . . But it will be written and said tonight in Warsaw in Prague in Moscow that they died for American imperialism."

The address was aired by the four national AM networks and abroad via the Voice of America.
Tower Hazard
(Continued from page 79)

ing generally applicable to a structure of increased height should be provided. Conversely, a structure, although of appreciable height and in proximity to an airport may require no marking whatever if it is situated so that existing marked obstructions shield it. Hazard painting or lighting of this structure therefore might, under these conditions, be of little or no value.

When the FCC requires under the terms of a construction permit that a flashing code beacon be installed on the tower structure, the CAA considers that such a light is a "true" aid to air navigation. This facility may be compared to marine beacons or marine lights used by the navigator to determine his position with reference to shoals. As a consequence, the operation of these lights although directly within the jurisdiction of the FCC, is of keen interest to the CAA.

The CAA therefore is desirous, in the discharge of its responsibilities assigned by law, to certify all such lights, so as to assure their continued operation in marking the aeronautical light tower on which they are installed. To accomplish this, the owning agency of a radio tower on which such a lighting facility has been placed, is furnished by the CAA with forms ACA 114 which is an application for a certification of a "true" aeronautical light. This application, when submitted to the regional office involved, is duly processed to the Washington office, which then takes the necessary action leading to the issuance of a certificate granting the owner lawful authority to operate a "true light."

In this regard, the CAA also furnishes the construction agency with forms ACA 117 which should be completed and forwarded to the respective regional office involved, so that the CAA will be made aware of the construction and all airmen may be advised of the existence of the structure, at such time that it is completed. This information is also used to mark the location of the tower on aeronautical charts which are issued to pilots.

The CAA is a federal agency and as such, is charged with the responsibility for providing a public service. It was established primarily to foster and encourage civil aviation and to provide for the advancement of safety in air travel. You can be assured that your problem will be received the most careful consideration and that equitable and logical decisions will be rendered in each case.

When in doubt as to the procedure to be followed, contact the Civil Aeronautics Regional Administrator nearest you, and let him help you with your problem. You will find him cooperative and he will assign personnel on his staff to review your case and furnish you with whatever assistance may be necessary.

The addresses of the CAA regional offices in the United States are here listed for your information:

- Civil Aeronautics Administration Federal Building, New York, New York
- Civil Aeronautics Administration 84 Marietta St., N. W. Atlanta, Ga.
- Civil Aeronautics Administration Chicago-International Airport Park Ridge, Ill.
- Civil Aeronautics Administration P. O. Box 1009 Fort Worth, Tex.
- Civil Aeronautics Administration 9th Floor, City Hall Bldg. Kansas City 6, Mo.
- Civil Aeronautics Administration 15611 W. Manchester Ave. Los Angeles 34, Calif.
- Civil Aeronautics Administration P. O. Box 3224 Seattle 14, Wash.

Frank Graham

FUNERAL services for Frank Graham, 35, Hollywood announcer and program director, were held last Tuesday in Los Angeles. Mr. Graham was found dead in his automobile Sept. 2, apparently a victim of carbon monoxide poisoning. Star of the weekly Jeff Regan program on CBS Pacific stations, he was set to handle commercials on CBS' "Our Miss Brooks" which resumed Sept. 3 under Colgate-Palmolive-Peet sponsorship. Surviving are his parents, Mr. and Mrs. Frank L. Graham of San Francisco, a sister and a brother.

WARM congratulations were extended to Edward L. Norton, (second) radio executive, when he was sworn in Sept. 1 to board of governors of Federal Reserve System. Among those present were (1 to r): Joseph H. Room, CBS executive vice president; Mr. Norton; Supreme Court Justice Hugo L. Black, who presided over swearing-in ceremonies; CBS President Frank Stanton; and Secretary of Commerce Charles Sawyer, president, Great Trails Broadcasting Corp. (WING Dayton, Ohio) and Voice of Springfield Inc. (WIZE Springfield). Mr. Norton, who began a 14-year term [Broadcasting, Sept. 4], is board chairman of Voice of Alabama (WAPI WAFM (FM) WAFM-TY Birmingham) and Florida Broadcasting Co. (WMBR-AM-TV-FM Jacksonville). Other high-ranking cabinet and Capitol Hill representatives attended the ceremonies and a buffet luncheon, held at the Federal Reserve Bldg.

WIN'S FUTURE
Losee Takes Over Reins

WILMAH H. LOSEE assumed general management of WINS New York last week, [Broadcasting, Sept. 4] confident that the station will "continue to go up in the world." He plans no immediate changes in station routine and programming, however, "unless," he said with a laugh, "when someone can suggest a better format for a profitable station." Plans are being made, he admitted, for something rather unusual to fill the gap before the Yankee games. But they're not sufficiently advanced yet for disclosure. "When plans are completed," he then went on, "I think we can say something up to a Crooley operation standard."

Bartlett a Hero

TOMMY BARTLETT, emcee of NBO's Welcome Travelers, was a Labor Day hero when he landed his amphibian plane on Lake Michigan twice to rescue four persons stranded near Lake Calumet, 17 miles from Chicago. Mr. Bartlett first took one of the four, an expectant mother, to safety, then returned for the others. Meanwhile he radioed Chicago's Midway Airport for an ambulance to meet the plane on arrival at Chicago's lakefront landing strip. The Welcome Travelers star had three passengers with him when the rescues were made.

WNYC-AM-FM New York municipally-owned non-commercial stations, broadcast for 12,153 hours during 1949, stations report.

Look at the North Jersey Picture!

Population up 30% in ten years and increasing daily! News—Special events—Music Programming guarantee impact. Peak listener ratings. For our side of the picture call MTWN 4-5700.

WMTR
NOW 1000 WATTS MORRISTOWN, N.J.
'AIR-DITORIALS'  ●  ●  ●
WHYU Newport News, Va., Air-Ditorial, spots. Station utilizes its right to editorialize on subjects of local interest, such as city's relation to Norfolk. Spots are simple and pithy and, station believes, do service to both community and station as institutional-type promotion.

STRAIGHT NEWS  ●  ●  ●
WGBS Miami, Fla., features outdoor painted billboards on main thoroughfares, promoting Fort Industry outlet's campaign on news. Theme, "Get it straight from WGBS," used on newscasts and announcements.

COLLEGE FOOTBALL  ●  ●  ●
KVOR Colorado Springs, Col., to carry all games of Colorado College, same city, football schedule. Broadcasts sponsored by local Goodbar firms of Colorado Springs and kick-off with C.C. meeting U. of Nebraska Sept. 16.

'SILLY WILLY'  ●  ●  ●
WFIL Philadelphia summarized its public service activities, including "Silly Willy" traffic safety campaign, in six-page, two-color booklet "Philadelphia's Most Decorated Traffic Cop," prepared by The Katz Agency Inc., N. Y. Booklet sent to trade.

DISASTER COVERAGE  ●  ●  ●
KGO San Francisco special event crews scored clear radio beat on disaster in S. F. Bay between hospital ship Benevolence and Mary Luckenbach. Moments after crash KGO manager of news and special events, Vic Reed, and his team were on waterfront airing interviews with officers and survivors of collision. Team accompanied Board of Inquiry on Coast Guard cutter to sunken hospital ship for additional direct broadcasts. Recorded reports aired over ABC on Sunday.

GRAPHIC REPORT  ●  ●  ●
WEI Boston sending trade folder showing graphs and reports on listenership. Cover resembles graph paper, with inside charts based on Pulse surveys.

KOLT WINS  ●  ●  ●
KOLT Scotts Bluff, Neb., won third prize with float depicting white colt, station's symbol, when city celebrated 50th anniversary. Float also plugged KOLT's 20 years of service.

'BUY BONDS'  ●  ●  ●
WKAP Allentown, Pa., took part in parade commemorating Old Home Week. Station carried float depicting white colt, station's colt, with tanks. Station was one of five winners of "Contest to Pick Best Float." Station will give a $100 prize to winner.

ADVERTISING  ●  ●  ●
America offers book of speeches presented at federation's 46th national session. Contained in 32 pages are addresses by Charles Luckman, Fairfax M. Cone, Walter Weir and other advertising notables. Price is 50 cents per copy.

TICKET GIVEAWAY

WEEK Poughkeepsie, N. Y., is giving away six orchestra seats to any New York Broadway show—or combination of shows—to writer of best statement telling why "advertiser should use radio to reach the 600,000 potential listeners in the rich Mid-Hudson valley area." Mail- ing shows fallacy in thinking market can be covered "from without." Closing date for entries is Sept. 15 and winner will be announced Oct. 2 by mail to all those submitting entries.

REPRINT SHEET

WFOB (FM) Fostoria, Ohio, sends trade postcard pointing out that air is essential to existence, so airing of advertising messages is sensible and logical. Telephone number and call letters conclude card. With it is sent single sheet on which appear reprints of stories concerning station in newspapers and broadcasting, along with letters commending station's service.

SHOW TESTS

CFCF Montreal, 1, 2, 3 Testing, Sun. evening. Devoted to new program ideas designed to stimulate reaction from listening audience. Quarter-hour period, conducted by Manager Gordon Keable, draws audience reaction to decide fate of programs tried in series.

WSJS WINNER

WSJS Winston-Salem, N. C., sponsored contestant who will represent Winston-Salem Cardinals for title, "Miss Carolina League of 1950." Contest to pick baseball queen was sponsored by Winston-Salem Junior Chamber of Commerce.

LISTENING PRISONERS  ●  ●  ●
WGBP Evansville, Ind., and affiliate WMLL (FM) arranged with County Sheriff Frank McDonald to a special program prisoners in Vanderburgh County Jail. FM outlet, by arrangement with subsidiary Commercial Music Inc., will send music over FM sets installed in cells. Prisoners also will hear daily messages by evangelist on WGBP.

AFA HIGHLIGHTS  ●  ●  ●
ADVERTISING Federation of broadcasters promote premiums in programs.

DISPERAL PLANS

Government Funds Sought

PLANS for the potential dispersal of key government agencies to outlying communities, in accordance with a long-range proposal advocated by President Truman, were pending before the Senate Appropriations Committee last week. Agencies were not identified, but authorities felt that they probably would consist of those primarily in the defense or "key" category, such as the State Dept. and Atomic Energy Commission.

In pressing Congress for $189,800,000 the President said the proposed program "would initiate a long-range plan to insure the continuing of essential functions of the government in the event of emergency." Sites would be located, within commuting distance of Washington. A system of communications facilities interconnecting the agencies also is planned.

The decentralization proposal resulted from a joint study by the National Security Resources Board, General Services Administration, and other departments and agencies.

Sen. Brien McMahon (D-Conn.), in a statement Aug. 31, said destruction or even temporary immobilization of military or civil defense agencies and others would be a "grave setback."

"THE RED GRANGE FOOTBALL SHOW" WITH THAT ALL-TIME ALL-AMERICAN "RED" GRANGE

PREDICTIONS

HEADLINE NEWS

FEATURE STORIES

BIG NAME GUESTS

15 minutes once a week for 13 weeks during football season, beginning week of Sept. 17 and carrying through week of Dec. 10. Recorded weekly following big games and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU" WRITE . . . WIRE . . . PHONE

For Prices and Information

GREEN ASSOCIATES

PHONE—Centenl 6-5593

360 N. MICHIGAN BLVD.  •  •  •  CHICAGO 1, ILLINOIS

September 11, 1950  •  Page 83
'CO-OP' ADS

WWYO Opposes End

ERLE C. HOWERY, manager of WWYO Pinerville, W. Va., has announced that he has sent letters to every station manager in the state appealing for a concerted and united effort to forestall cancellation of "co-op" advertising.

Mr. Howery said his move was made after talking with sources close to national manufacturers and advertisers in New York. "We are informed," he said, "that many of these manufacturers and their distributors are contemplating a complete cancellation of all 60-60 co-op advertising."

No Real Shortages

Declaring that at worst, 90% of the war-scare buying "shortage" is not a permanent situation, Mr. Howery asserted there is no real shortage and it's still smart to advertise cooperatively. "At WWYO, we don't talk shortage," he went on. "Every retailer we have talked with wants co-op advertising to continue. The retailer is on the scene and he knows what the situation is locally. He spends just as much co-op money as the manufacturers and he still sees the good sense of continued advertising along these lines."

KXOK St. Louis presented award of merit from U. S. Treasury for participation in Savings Bonds "Independence Drive."

ARTHUR W. RHINOW, public relations director Federal Telephone & Radio Corp., to business manager Protestant Radio Commission, representing 16 major denominations, eight inter-denominational agencies in radio-TV fields.

CASTING CONSULTANTS, TV, radio and motion-picture casting agency, formed by former CBS staff members, ELEANOR KILGALLEN and MONIQUE JAMES, casting director and assistant casting director respectively. Office opens Oct. 2 on 24-hour-per-day, 7 day-per-week basis at 895 Madison Ave., N. Y.

ROBERT ARKIN, Decca Records Inc., to manage music operators department Columbia Records. NATT HALE to popular record specialist for Middle West, working from firm's Chicago offices.

WALTER S. BATES, WHLI Hempstead, L. I., to Associated Program Service, Inc. Director of station relations department heading sales operations in Arkansas, Kansas, Oklahoma, Nebraska, California, Oklahoma, Tennessee and Texas.

C. G. LANGLOIS Sr., president Langlois Feature Programs Inc., elected to board of directors of Bruce Eells & Assoc. Move follows inauguration of Eells' Tape Broadcasting System Inc.

WWRL New York reappoints Walter Kaner Assoc., same city, to handle 1951 promotion.

CHARLES B. BROWN, head of Mastroffer, Reddy & Nelson, N. Y. office, radio and TV packagers, to director of TV sales for Crosby Enterprises, Hollywood, effective Sept. 15. Will direct advertising for RCA Victor. Plans for production new dramatic series are being readied by firm, as well as production of the Fireside Series, being prepared for local sponsorship.

RICHARD J. GOGGIN, senior TV director, ABC Los Angeles, on leave of absence to complete book on video techniques, Sept. 12 starts weekly U. of California Extension course in TV programming and station operations at network's studios.

DICK GERIG, graduate Pasadena Institute for Radio, Hollywood, to Bible Institute School for Music, Fort Wayne, Ind., as instructor in radio and music.

U. S. DEPT. of Agriculture issues series of spot announcements contributed by HOPALONG CASSIDY in line with nationwide Cooperative Forest Fire Prevention Campaign.

Equipment

HAROLD R. TERRHUNE, RCA Victor for past six years as head of electrical components standardization, to My- Tec Tube Socket Corp., N. Y., as vice president and head of standards department for firm and affiliated My- Tec Electronic Tube Co. of America.

JAMES J. HAGAN, personnel director Weston Electrical Instrument Corp. (measuring instruments), Newark, N. J., to assistant plant manager.

LE. RECORD, supervisor engineering development, testing laboratories General Electric cathode ray tube division, to division engineer. G. F. CALLAHAN, division engineer, to staff assistant to K. C. DeWalt, division manager.

BENJAMIN OLENEY, director research Stromberg-Carlson Co., Rochester, N. Y., since 1937, retires. Expects to continue as consulting acoustical engineer for noise reduction and acoustical building design.

AMPLIFIER Corp. of America introduces MagnaMaster Console, popular-priced tape recorder designed for professional and broadcast use. Latest addition to Twin-Trax recorder series.

NOCTURNE PRODUCTIONS, Hawthorne, N. J., syndicated transcription service operators, announce entry into "Music While You Work" field with hi-fi tape recordings music designed for FM and general wired outlets.

WESTINGHOUSE ELECTRIC Corp. announces plan to build new TV plant at Metuchen, N. J., to nearly triple firm's TV manufacturing capacity.

STUDIO-54 SHACK Corp., Boston, publishes 1951 catalog of electronic parts, complete equipment and kits. Distributed free upon request, 125 pages. Address: 107 Washington St., Boston, 8.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., through Edward Hamburger Adv. Co., N. Y., announces new line of economy sound equipment in catalog No. E-2391. Includes individual amplifiers and sound systems from 8 w to 52 w for fixed, portable and mobile installations. Copies available by writing firm at 22-25 49th St., Long Island City 3, N. Y.

G. S. MARSHALL Co., Pasadena, Calif., distributors of electronic components, moves to 366 S. Fair Oaks Ave., JACK RACHTEN to sales staff covering California and New Mexico territory.

CAPEHART - FARNSWORTH Corp., Ft. Wayne, Ind., division International Telephone & Telegraph Corp., introduces two movies on TV salesmanship and TV installation, primarily for Capehart distributor and dealer use. ALTEC LANSING Corp. through Graybar Electric Co. distributes 1400 series of six amplifiers: 1410A preamplifier, 25 w 1412A0 power amplifier, 75 w A-1430A power amplifier, A-1460A line amplifier, 1460A apparatus unit and 30A power supply.

WJON OPENING

Scheduled for Sept. 10

WJON St. Cloud, Minn., owned and operated by the Granite State Broadcasting Co., is scheduled to go on the air yesterday (Sept. 10). W. C. Porsow, former commercial manager at WBYB Appleton, Wis., is station manager. Other staff members are from Appleton, St. Cloud and Marshall, Minn., it was announced. WJON is assigned 250 w on 1240 kc. Buemer & Johnson, Minneapolis, has been appointed as representative.

Lobby Hearing Dropped

HEARINGS on a proposal to exempt radio from the Lobby Registration Act and place it in the same category as newspapers will not be held by the House Committee on Lobbying, Chairman Frank Buchanan group (D-Pa.) said Sept. 1. Instead, Rep. Buchanan's group plans to recommend that the House Judiciary Committee consider the matter. Group investigating lobbying activities had considered calling NAB President Justin Miller and other lobbying officials before the committee for their viewpoint on exemption proposal.
Valuable Volume

EDITOR, Broadcasting:

Your Marketbook arrived while I was home on vacation and although I should have been really enthusiastic and dug right in, while holding a fishing rod in one hand, I left it completely closed until I returned to the office.

It is a voluminous and valuable information and we are using all of the figures in it.

Linnea Nelson
J. Walter Thompson Co.
New York

Cites RTDG Stand

EDITOR, Broadcasting:

I... protest strongly and vigorously the implication... in your editorial "Officer of the Air"... [Broadcasting, Aug. 28].

I am... concerned about your assumption that the Radio and Television Directors Guild has the same attitude toward the Korean situation as the Radio Writers Guild. Not only that. It is not incorrect but the Radio and Television Directors Guild has taken steps in direct contrast to this assumption.

May I... set the record straight?
The following telegram was sent to W. Stuart Symington, chairman of the National Security Resources Board, on July 11, 1950:

On behalf of the Radio and Television Directors Guild, A.F.L., I should like to ask you to assist us in whatever way is of most value. Please feel free to call on me for any assistance you may desire.

This telegram was acknowledged by his office on July 12, 1950.

The National Board of the Radio and Television Directors Guild at its annual meeting Aug. 26-27, 1950, in New York, passed unanimously the following resolution:

The RTDG is an important force in our nation's pattern of communication. It has a long and active record of support of our government and its responsible agencies and of national emergency. It is unsacrificing in its opposition to communism and any other form of totalitarianism. Accordingly, in the present national crisis we have solved that we offer the services of the RTDG to the National Security Resources Board, Department of Defense. The President's Committee on Religion and Welfare in the Armed Forces, the National Psychological Strategy Board, and to the recently organized all-inclusive broadcasting industry defense council.

Newman H. Burnett
National Executive Director
Radio and Television Directors
Guild
New York

EDITOR'S NOTE: In connection with Mr. Burns's letter, interested readers are directed to the RTDG board resolution story published last week, page 12, which went to press before his letter was received. This resolution offers services of RTDG in the present crisis.

An Outstanding Job

EDITOR, Broadcasting:

Perhaps as an alumnus of Broadcasting I may be somewhat prejudiced, but I do sincerely believe that you and your staff are doing an outstanding job not only in covering the news of the radio-televison industry but in presenting and defending its points of view. More power to you.

James D. Secret
General Manager
Washington

Obsolete Is Good

EDITOR, Broadcasting:

So the radio set manufacturers are “concerned”! What about the FM station owners?

... A gentleman from the East... told us of a slogan being used by an eastern station, "If your radio does not have FM, it's only half a radio,"... we have used this ever since.

It is to be regretted that the local dealers are unable to procure an adequate stock of either AM-FM combinations or the FM receiver. We know we have a good listening audience to our FM station, but we want more! Only by the close cooperation between the manufacturer and the dealer, can this be brought about. We are doing our part, by promoting our FM stations via our AM station. The slogan have been and are still using, has done more than we ever dreamed of! The word OBSOLITE is GOOD!

George Roy Clough
President
KLUF Galveston, Tex.

EDITOR'S NOTE: A Closed Circuit to which Mr. Clough refers was published Aug. 28 and said: "Signs of concern noted among setmakers over threat of FM operators to start campaign branding non-FM receivers obsolete. Board of Radio Television Mfrs. to discuss subject at mid-September meeting."

Plenty of Courage

EDITOR, Broadcasting:

... I happen to be completely without sight, and have had three years of experience in the field of radio announcing...

I have written to the various radio stations throughout the country, but with very poor results. Some of them seem to think that blind and handicapped people can't do this type of work. But let me assure you that it can be done if people are given an equal opportunity...

Many stations have expressed their doubts as to blind people working in radio. Some have even tried to paint a very discouraging picture. But... have plenty of courage and determination and will not give up...

Edgar Gooch
Hotel Somerset
150 West 37th St.
New York

Gillin & Free Radio

EDITOR, Broadcasting:

The late and beloved John Gillin was a fighter, for many years, for what he termed, "The Free American System of Radio."

Before his untimely death, John had discussed with Bill Ryan, and others at NAB, a proposal that Statue of Liberty replicas be made available to radio stations.

John envisioned statues of the Great Lady in the reception rooms of all American stations. He also felt it would be a wonderful project if statues of some size could be established in communities all over the nation, particularly on the lawns of radio stations, or in public parks.

"Each of these statues, with the proper inscription, would serve to impress on the public that American radio is free and that the public should help keep it that way," Johnny said, shortly before he died.

The purpose of this letter is to see if there is enough interest in the industry to warrant asking NAB to make this an official project.

I would appreciate hearing your reactions.

Bill Wiseman
Promotion Manager
WOW Omaha, Neb.

Urges Self-Promotion

EDITOR, Broadcasting:

... It is generally accepted that radio's greatest competitor is the newspaper. We in radio also feel that radio is the better means of informing the people quicker and in many cases more accurately. Despite this fact, radio spends more time publicizing newspapers than it does its own medium. On the network you hear constantly that newspapers are doing great jobs in exposing crime rings. Not only that, radio dramatizes the feats of newspaper reporters. Does radio ever dramatize radio's great role in presenting news and campaigning for better civic government?...

... I don't think you'll find many cases across the country where a newspaper gives radio much free space praising the station's work....

... Let's start a clean-up campaign and start giving our hard working radio newsmen a break on the nets.

Ralph D. Wilsey
Program Director
KWCR Cedar Rapids, Iowa
IRE UHF Papers

UHF applications and techniques will be the subject of a discussion at the Institute of Radio Engineers' second annual Regional Papers Conference, to be held in Kansas City, Mo., Nov. 3-4 under auspices of the IRE Kansas City Section. Five sessions covering transmitters, receivers, antennas, television and test equipment are slated for the technical meetings, which were arranged by the President Hotel. J. H. Van Horne is chairman of the conference committee.

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Member AFCEB*

CONSULTING RADIO ENGINEERS

BROADCASTING • Telecasting
September 11, 1950 • Page 87
**Help Wanted**

**Managerial**

Manager for 250 watt MBS affiliate in southern Ohio, new station, on air. Must be on his feet, good voice, experience, sales, salary, etc. Qualifications. Box 256G, BROADCASTING.

Commercial manager, only station (CBS) excellent market. Salary plus incentive arrangement. Full details of experience, business and character. Rush photo. Box 709F, BROADCASTING.

Attention salesmen—Above average sales personnel wanted for Ohio network station for aggressive, experienced salesmen. Excellent bonus arrangement. Send all details. Top salary and commission paid. Write to WABF, SIOUX FALLS, S.D.

Wanted experienced salesman who can sell in competitive market for 235 watt station in eastern Iowa. Salary plus incentive. Box 255G, BROADCASTING.

Wanted—Experienced 327G, Reliable, 1st ad. Send full details. Must have college degree. Rush photo. Box 252G, BROADCASTING.

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Wanted needed salesman to sell in competitive market for 235 watt station in eastern Iowa. Salary plus incentive. Box 256G, BROADCASTING.

Wanted—Experienced 327G, Reliable, 1st ad. Send full details. Must have college degree. Rush photo. Box 252G, BROADCASTING.

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Wanted experienced salesman who can sell in competitive market for 235 watt station in eastern Iowa. Salary plus incentive. Box 255G, BROADCASTING.
Continuity writer, male, 28. Experi- enced in local, regional and clear channel announcing. Seeking position with midwestern AM, FM or TV station with refer- ence employed in continuity. In re- quest of position regarding station, staff and city. Also salary offers. Will interview. Box 343G, BROADCASTING.

Washington, D.C. metropolitan area stations, attention! Young man wants to get back into radio. Experience on west coast includes copywriting, news editing, control board operation and selling. References? Naturally! Available now! Box 351G, BROADCASTING.

Young man, 9 years in program, production and network experience seeking position in metropolitan area. Excellent references. Worked as PD music director, copywriter, announcer and music editor. Has special shows with five year sales record. College and background. Will telephone. Box 366G, BROADCASTING.

Program director presently employed as PD announcer with strong station. Available October 15th. Box 353G, BROADCASTING.

Production—Programming, Others

Television

Salesmen

Hard working-Years of successful past. Mostly indoors, large and small. Beginning to really learn and earn. I want to really see (learn) how you operate. Please make me a proposition. I'm a pawn, but you can push me around, cause I'm a glutton for punishment. Will work on any area. BROADCASTING TELECASTING.

Announcers


Production—Programming, Others


For Sale

Stations

Radio station, only one in thriving Alaba- ma city of 10,000 with unique for- tune for highly satisfactory earnings. Good work with emphasis on local promotions. Has complete 2,000 watt antenna. Good distribution. Reasonable bargain. Address all inquiries to F. O. Box 1643, Birmingham, Alabama.

Equipment, etc.

For sale: 5 kw composite AM trans- mittor, Doherty circuit, originally Western Electric linear, operating, available with associated equipment. Call W. J. Kriebel, 33 1A tubes new. Best offer. Box 297G, BROADCASTING.

Less than 5 kw composite AM transmitter. Excellent condition. Call or write. Box 295G, BROADCASTING.

For sale: RCA 1 kw FM station equip- ment used 4000 hours. Includes 1 kw transmitter, new 32 inch aerial, preamps, 5 microphones, 100 foot tower, and portable 5 input Magnecon recorder. To be sold either as a complete unit or separately. Write or contact Charles W. Voorhees, Austin, Illinois, Beacon, News.

Wanted to Buy

Equipment, etc.

Wanted—Technical equipment for 1 kw directional. Transmitter, two 241 foot towers, 1 kw transmitter, head and associated equipment. Price and details. Box 110G, BROADCASTING.

Wanted—Converter. Excellent condition, low mileage, $185.00. Southeast Audio Com- pany, 76 West Union, Jacksonville, Florida.

Miscellaneous

Salesmen: $$$ for you. Need creative ideas: programs produced and sold to radio stations. May be worth $1440.35 or more. Quote lowest rock-bottom price. Rates. Box 386G, BROADCASTING.
KOREAN CHECK
Akin to Study Communications
MAJ. GEN. SPENCER B. AKIN, chief Signal officer of the Army, last Thursday Aug. 31 left the United States for a tour of Korean combat signal communications, the Signal Corps has announced. He is expected to return early next week.
Gen. Akin is expected to bring back a first-hand report on "lessons" derived thus far in use of communications equipment in the war zone. The information will be used subsequently in the Signal Corps research, development and training program.

WDFD TEAM
Covers Guard Maneuvers
CONCENTRATING their attention on the human interest angle, Reporter Jack Lewin and Producer-Writer Don Gehring of WDFD Flint have returned from successful coverage of the Michigan National Guard encampment at Camp Grayling, Mich.
During their stay at Grayling, the two men of WDFD local news copy and tape recordings. Copy and recordings contained names and addresses of Flint area guardsmen along with details of what the guardsmen were doing at the two-week encampment.

Cable Board Meet To Consider License Bids
TWO REQUESTS for new AM stations, three for increases in power and one for an experimental TV station are on the meeting agenda of the board of governors of Canadian Broadcasting Corp. set for the Hotel Vancouver, Vancouver, Sept. 19-20. New AM stations are being requested by Dauphin Broadcasting Co. Ltd., at Dauphin, Man., for 250 w on 1350 kc; and by Robert Stuart Grant for 1 kw on 1380 kc at Kingston, Ont. Experimental TV license is being asked by Sparrion of Canada Ltd., London, Ont., for Channels 2, 6, 7 and 11.
Power increases are being asked by CHNB North Battleford, from 250 w on 1230 kc to 1 kw on 1350 kc; by CIMJ North Battleford, from 250 w on 1240 kc to 1 kw on 1460 kc; and by CKOV Kelowna from 1 kw day-time to 5 kw day 1 kw night on its present frequency of 630 kc. A number of stations are asking for share transfers. CKOK Penticton is asking for transfer of control from J. R. Beattie to C. J. R. Beattie and M. P. Finnerty. CKLW Windsor is requesting an emergency transmitter license.

WJOL Renewed
Felman Petition Denied
ACTING to conclude extensive litigation, FCC has granted regular renewal of license to WJOL Joliet, Ill., and denied the petitions of A. J. Felman for hearing in the case and for further time to comply with the Commission's rule (Sec. 3.109) restricting time-reservation pacts in station sales.
Recognizing that the U.S. Supreme Court has upheld the FCC policy in acting on an appeal by Mr. Felman, onetime owner of WJOL [BROADCASTING, June 12, July 10], the Commission indicated it was without jurisdiction set sum for lump payment to Mr. Felman in lieu of daily time to advertise his department store. FCC earlier had orded modification of the sales agreement.
Mr. Felman had asked FCC to settle the sum since he and WJOL could not agree. FCC indicated this might be done by future agreement or a "court of competent jurisdiction" and the renewal action in no way would jeopardize the rights of either WJOL or Mr. Felman. WJOL is assigned 250 w full-time on 1340 kc.

WPRC Tower Started
CONSTRUCTION of a 200-ft. transmitting tower for WPRC Lincoln, III., was started Aug. 28 and erection of a transmitter building and studios also is underway, according to station officials. Program tests are expected to be done shortly. Owned and operated by Prairie Radio Corp., WPRC is assigned 600 w daytime on 1370 kc.
Mobilization

Government agencies last week were studying the ramifications of the nation's new civil defense mobilization. President Truman prepared Thursday to sign into law the production control bill giving him vastly increased powers over the nation's economy.

The Chief Executive was scheduled to outline some of these controls to the nation in a radio address slated for Saturday evening.

Announcement of the President's intention to address the nation followed reports during the week that:

○ W. Stuart Symington, chairman of the National Security Resources Board, would be named shortly to head officially the nation's mobilization program, including national civil defense planning.

○ The President would create a new federal agency to handle price-wage-rationing controls (HR 9176) passed by Congress. It would be known as the Economic Stabilization Board.

○ The Federal Reserve Board would regulate time purchases.

The President, at his news conference last Thursday, denied reports preparing a bill in the Senate to dictate the war's end, contending he knew nothing about such a move, and those dealing with a proposed economic agency.

He said he is not considering creation of such an agency at present, but observers felt that the proposal was at least in the planning stage for use once total mobilization is declared.

Advisory capacity

Mr. Symington and his NSRB have been functioning in an advisory capacity to the President, but not as an "operating agency." It is believed that Mr. Symington eventually will be armed with full authority to head the nation's defense mobilization program, either as head of NSRB or possibly of an agency yet to be established.

Authority to establish a single agency to administer wage and price controls and rationing requirements when he decides to impose them generally is clearly set forth in the production bill now before the President. He would be required, however, to impose wage controls at the same time that price controls go into effect in any industry. The wage-price-rationing provision expires next June.

The Chief Executive also has authorized the national installments bill through imposition of stringent credit restrictions until June 1951.

Other provisions empower the President to allocate scarce or critical materials, assign priorities and make loans to industry to spur production, as well as to requisition plants and equipment needed by the government.

Mr. Symington also alleged the power extends to June 1952.

Another provision in the defense production bill, retained by Congress, would allow the President to declare a national emergency. In adjusting price ceilings, the President would consider profits in specific and related industries, and would also study wages in the same industries.

AIDS Defense

Chase is Sawyer Advisor

Howard Chase, public relations director of General Foods, now on leave of absence from the firm, is serving as special advisor to Commerce Secretary Charles Sawyer on defense production activities. (Continued from Broadcasting, Aug. 14, 7)

Mr. Chase is expected to direct public relations activities when a defense production organization materializes within the Commerce Dept. It is believed that he will serve under Maj. Gen. William H. Harrison, president, International Telephone & Telegraph Co., who has been named for the post of Undersecretary of Commerce.

Gen. Harrison is expected to head the proposed defense allocations and priorities unit within the department, tentatively slated to be known as a National Production Authority or Defense Production Administration. (Broadcasting, Aug. 29)

Wirl Adds MBS

WIRL Peoria, Ill., an ABC affiliate for the past two and a half years, today joins the list of dual-network outlets by also affiliating with MBS. Announcement of the addition was made by Tom Gorski, general manager. MBS affiliations became available in Peoria when WMJQ Peoria sold its holdings to a new corporation which plans an independent operation.

Bristol-Myers

To Increase Radio-TV Budget

Network radio and television will have an increased share of Bristol-Myers advertising budget in plans for 1951-52 season, said Robert B. Brown, vice president and general manager, announced last week.

Newest development is company's switch of Break the Bank to daytime radio. [Broadcasting, Sept. 4] three times weekly on NBC, 11-11:30 a.m., with Bud Collyer as m.c.

Firm's other radio show is Mr. District Attorney on NBC and its television shows are Break the Bank with Bert Parks on NBC-TV and Lucky Pan, one day only, on CBS-TV.

Doberty, Clifford and Shenfield is the agency for latter show and Break the Bank. Young & Rubicam handles Mr. District Attorney.
VETERANS Hospital Radio Guild, a group of executives and performers within the industry, has started a campaign for $50,000 to extend its program of radio training for patients in VA hospitals throughout the country and in Puerto Rico.

Called "Operation Aftermath," the campaign is actively supported by every station in the New York metropolitan area. Bob Hope, Skitch Henderson, Barry Gray, and Margaret Arlen have given inaugu-ral pushes. And soon it is expected to be rolling from coast to coast.

Underway Two Years

For more than two years, VHRG teams, with only personal funds, have pioneered the radio training project in six hospitals. Going into the wards and coaching patients in radio techniques, the teams have enabled the veterans to operate their own "Bedside Network." These "communities by radio" have become a bright, therapeutic force in the hospitals so far reached. Medical staffs, as well as convalescing vets themselves, have lauded the effect.

Late in 1947, Jean Tighe, radio actress and singer, and Carl Rigrod, vice president of Donahue & Coe, advertising agency, were visiting Halloran Hospital, Staten Island, N.Y. A patient's remarks set them to thinking.

"Professional shows are good enough," the patient had said, "but when they're over, you're right back with yourself again—thinking of that great future you don't have." It would be nice to get around the hospital and meet patients in other wards, he said, but "these beds don't fly that far. Personal plans? Let's stop kidding. Who's going anywhere?"

Other patients were so bitter and despairing that they wouldn't speak at all.

Yet there were public address systems in each hospital. And it was hard to visualize what having their own "radio station" might do for these men. So Miss Tighe and Mr. Rigrod collected some friends in the trade and they all went to work.

Frequently hospitals were located beyond public transportation. The volunteers had to do everything in their leisure time and with OSARO.

A team composed of a group supervisor, producer, writer, director, actors and actresses, singing coach, pianist or other instrumentalist, sound effects man, engineer and speech instructor makes weekly visits to the hospital.

At one bedside the script gets professional attention by the team's writer. A plot change or dialogue twist may be suggested. Then it is redrafted, edited, and ready for production.

A patient-director assembles the cast before a hospital microphone. If one member can't leave his bed, he reads his part into a tape-recorder, and it is dubbed in later.

All Take Part

As rehearsal progresses, the VHRG teams coach their counterparts in the cast, and on the production staff. When the show goes on the air, bed patients receive it through individual personal receivers, and ambulatory patients through loudspeakers in the game room or recreation hall.

Most everyone is in the act, if not before the mike, then as a listener with an authoritative finger in the programming.

This story today is limited to Halloran Hospital, Staten Island, N.Y.; Kimball, N.Y.; Livermore at Livermore, Calif.; San Fernando at San Fernando, Calif.; and Barnes at Vancouver, Wash.

A board of governors giving "close support" to VHRG includes:


Currently in charge at the Hotel Madison, New York, in a four-room suite donated by Bob Hawk, the VHRG plans to a paid executive and field agent operating out of permanent headquarters, and coordinating a nationwide sweep of volunteer teams.

VHRG officers are:

President, Jean Tighe, radio actress and singer; first vice president, Alta- Kramer, song writer; second vice president, Hubert Wilke of Roy S. Dusar Inc.; secretary, Paty Campbell, actress; treasurer, Bob Brenner, radio-TV director for A. W. Lewis Co.

Board of directors: Merle Northrup of J. M. Mathes Inc.; Anne Plonaik, actress; Catherine De Carlo of Berlin & Bowles, and John Stag- willo, radio actor and "Bedside Net- work" graduate.

Committee for "Operation After- math," includes: Robert Hardwick, Helen Lee, campaign director; and Catherine De Carlo, publicity chairman.

With pioneering days behind it, VHRG now faces the enormous task of reaching the 129 hospitals and 86,000 patients still "off the air." To paraphrase the VHRG slogan, "Do you know a more satisfac- tory place for your money?"

MALIK’S VOICE

Hooper Drops as Russ Jam

In ITS continuous effort to drown out the Voice of America, the USSR inadvertently jammed a speech by Jacob Malik, its own UN delegate, during a recent meeting of the Security Council, the State Dept. revealed Sept. 2.

Comrade Malik, who also qualifies as TV's newest star by virtue of his appearances on Security Council sessions, was blotted out not only in his native Russian tongue, but also in English and French. As well, thanks to Russian operators who thought they were jamming a Soviet language pro- gram.

A Polish language broadcast was inserted Sept. 25 to make way for the UN broadcast of the same frequencies. As chairman over council proceedings, Mr. Malik was speaking in Russian when the Soviets applied their jammers for about 45 minutes.

Eight minutes of his speech and the resulting English and French translations were drowned out by his own propaganda machine and the comrade’s Hoopingorook took a dive.

ADDITION of two daily 15-minute broadcasts to its Far Eastern sched- ule, including programs in Korean and Cantonese, announced by Dept. of State. New programs bring present Voice for Eastern output to total of 74 hours.

When it's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Goday

GOLDEN SAILS

On Records: Jerry Wayne—Col. 43890; Bob Carroll—Mer. 5432; Leighton Noble—Con. 60281; Dick Todd—Rainbow; Vera Lynn—Lon.

On Transcription: Joe Reichman—Standard; Donald Eberly—World; Chuck Foster—Lang- worth; Mindy Carson—Associated. (Soon to be released)
Sooner

(Continued from page 19)

that as far as we know we have a contract with KOMA, and added that the party was negotiating for sponsorship rights to Oklahoma A&M games as well.

The party had negotiated for broadcast rights beginning with a contest Sept. 30 between the U. of Oklahoma and Boston College, and ending around Nov. 7. Station officials said plans provided for 25-word announcements at intervals during each game stressing citizens' civic duty to vote. Games would be carried on a state-wide network. Controversy was sparked with huge billboards advertising the Democratic Party's sponsorship of the games.

Amid the dispute, Dr. Cross said he knew that the party originally planned to sponsor the broadcasts but thought "the Democrats agreed it would not be a good thing and decided to drop it." He also noted that the university-station contract contains a clause permitting the latter to "approve or reject" sponsors.

The clause was originally written to prohibit advertising of cigarette and beer companies, or any sponsor "repugnant to the public taste," according to Pete White, Tulsa advertising manager, who reportedly conceived the plan and completed the contract with KOMA.

"They certainly can't say the Democratic Party is repugnant to the state of Oklahoma," he added. Oklahoma normally is a Democratic state and a heavy vote turnout usually favors the Democrats.

The Tulsa Daily World, writing of the furor, said Republicans were fearful lest they hear broadcast announcements such as these: "Man, look at that Heath log that ball. He's running like a Democrat."

"Wow, look at him hit that line—just like a Democrat stamping his ballot."

The affair was touched off by 24-sheet billboards promoting KOMA's broadcasts of the 1950 O. U. schedule. Newspaper writers used statements such as, "The Jayhawk forward wall crumbled like a bunch of Republicans before that thrilling Democratic plunge."

Mr. White thereupon explained that commercials had already been written, that they would have been used in non-playing parts of the games, that none were excessively long and that none mentioned candidates. Instead they were directly aimed at getting out the Democratic vote. Mr. Bernard said there was no reason to believe that vote-getting announcements during non-playing periods "would be any worse than if they came between Arthur Godfrey and Ma Perkins."

James Arrington, Oklahoma Democratic chairman, told Mr. White he was willing to share sponsorship with the Republicans but GOP Chairman Carrier rejected the offer, condemning any party sponsoring broadcasts of the activities of a state-supported institution.

ASCAP Navy Rights

ASCAP has granted a free license for performance of members' music on Pacific Fleet Navy radio shows, Otto A. Harbach, ASCAP president, announced last Thursday. The move is in line with the society's policy of granting free licenses to the armed services for musical performances on application, provided the music is not used for commercial purposes. The Navy shows will be used by stations as a public service feature, with ASCAP licenses covering a period of one year.

ANTI-RED GROUP

To 'Spotlight' New Cases

THE RADIO subcommittee of the Joint Committee Against Communism in New York, formed a fortnight ago after the successful protest against television appearances of Jean Muir, last week announced it would "spotlight" other instances of "subversive affiliations and activities" if necessary.

After its first meeting last Thursday night the subcommittee issued a statement saying it was gratified by the "increased awareness of the subversive influence in the radio and television field" and that it saw "reason to believe that the industry will re-examine the extent of this influence and take fair and vigorous action."

The subcommittee's statement was issued under the name of Stephen C. Chess, Queens County commander of the Catholic War Veterans, chairman. Co-chairman of the subcommittee is Theodore Kirkpatrick, editor of Counterattack, a newsletter, and publisher of Red Channels, the list of 151 performers, writers and other creative talent alleged to have been associated with the Communist Party or its fronts. In Mr. Chess' statement he said the subcommittee had decided not only to "spotlight specific instances of subversive affiliations and activities" but also to "inquire into repeated complaints of capable artists, writers and technicians who have been denied employment because of their anti-communism."

The tone of the statement indicated the subcommittee had no immediate plans for repeating the kind of protest that resulted in the dismissal of Miss Muir from the cast of The Aldrich Family. [Broadcasting, Sept. 4].

AMONG the broadcasters from Arizona, Nevada and Southern California in attendance at the NAB District 16 meeting in Las Vegas were (1 to r): Front Row, Ted MacMurray, Pacific Regional Network; Charles Salik, KCQ San Diego; Harry Engel, KVEX Ventura; John Poloe, KALI Pasadena; Arthur H. Grohos, KOWL Santa Monica; Ray V. Hamilton, Blackburn-Hamilton Co.; Second Row, Glenn Dalberg, BML; Kevin Sweeney, KFI Los Angeles; Riley Gibson, KXO El Centro; Alan D. Court-

nei, NBC Hollywood; Charles Hamilton, KFI; Lawrence McDowell, KFOX Long Beach; Lee Little, KTUC Tucson. Back Row, Ned Connor, KRKD Los Angeles; Hubbard Keeley, AP Los Angeles; Roy W. Siebel, KROC Coron; Truman Hinkle, KRAM Las Vegas; Thomas Sharp and John C. Merino, KFSO San Diego; William J. Beaton, KKKW Pasadena; Frank Burke Jr., KFVD; and Cliff Gill, KFMY Hollywood and PRN.

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September 11, 1950
MILLER SESAC CHARGES DRAW QUICK DENIAL

SHARP criticism of purported SESAC sales tactics, voiced by NAB President Justin Miller in letter to K. A. Jadassohn, SESAC general manager, drew quick retort from copyright group.

Charges were based on statements made by SESAC representative to Claire R. McCollough, general manager of Steinman stations, and other broadcasters, according to Judge Miller, who explained Mr. McCollough questioned salesman carefully on his claims.

SESAC representative is charged in Miller letter that Mr. McCollough said NAB has approved SESAC rate structure; NAB urges its members to sign contract on this basis; broadcasters cannot be good NAB members if they fail to sign with SESAC under this structure.

Nobody is authorized to make such statements, Judge Miller wrote, since NAB has nothing to do with SESAC rates, has not urged members to sign, and has never suggested signing was necessary if they were to be "good members."

Other broadcasters have made similar complaints about SESAC’s sales approach, he declared, adding, “So far as NAB is concerned, SESAC and broadcasters are operating as business men do, upon an arms-length basis; each one working out the best contract agreement he can. . . . Under the circumstances it is impossible for me to avoid the conclusion that some of your representatives have been going a little out of bounds.” Judge Miller commented that Mr. McCollough is an experienced broadcaster and is thoroughly familiar with such matters.

Joint reply to Judge Miller, in absence of Mr. Jadassohn from New York office, said Mr. McCollough, writes: “So far as NAB is concerned, SESAC and broadcasters are operating as business men do, upon an arms-length basis; each one working out the best contract agreement he can. . . . Under the circumstances it is impossible for me to avoid the conclusion that some of your representatives have been going a little out of bounds.” Judge Miller commented that Mr. McCollough is an experienced broadcaster and is thoroughly familiar with such matters.

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