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>Contour Type</th>
<th>Before</th>
<th>Now</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Inside .5 Millivolt</td>
<td>84,500</td>
<td>89,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Contour (Square Miles)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Inside .5</td>
<td>3,890,000</td>
<td>4,100,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Millivolt Contour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area Inside Nighttime Fading</td>
<td>73,000</td>
<td>125,300</td>
<td>71.6%</td>
</tr>
<tr>
<td>Zone (Sq. Miles)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Outside Nighttime Fading Zone</td>
<td>3,162,400</td>
<td>6,096,300</td>
<td>92.7%</td>
</tr>
</tbody>
</table>

*Area of Iowa is 52,880 sq. mi.
Population figures based on 1940 Census.

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.

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'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.
TELEVISION IN THE WHAS TRADITION

now...

twice the program time

With the arrival of the coaxial cable in Louisville, WHAS-TV now doubles its operating time.

Starting in the early afternoon, 7 days a week, WHAS-TV offers an outstanding lineup of local shows with a real Kentuckiana flavor... plus the all-star array of CBS-TV programs.

Serving a market of more than 50,000 television homes

WHAS-TV
Louisville, Kentucky

Basic CBS interconnected Affiliate

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Ask your Petry Man
to show you our
IDENTIFIABLE PROGRAM PLAN
for Spot Radio Advertisers in Boston

Learn how you can participate in these

"IDENTIFIABLE PROGRAMS"

"Boston Blackie" \hspace{1cm} "Philo Vance"
"Dr. Kildare"
"The Hardy Family" \hspace{1cm} "Cisco Kid"
"Maisie"
"Meet the Menjous" \hspace{1cm} "Crime Does Not Pay"
"Favorite Story"

All scheduled in the DAYTIME (no Television competition)
and designed for
"CONCENTRATED LISTENING"

to the program and the COMMERCIALS

P.S. And you'll be SURPRISED when the Petry Man shows you how many
of the women PULSE says DON'T KNOW ANY ADVERTISERS participating in
programs in Boston radio designed for CASUAL LISTENING. Find out if your
account is listed by PULSE in the "DON'T KNOW" column in Boston radio.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Closed Circuit

TALK OF revival of Cooperative Analysis of Broadcasting, or an enlarged version of it, was heard around convention of Assn. of National Advertisers last week in Chicago. Such an organization, supported by broadcasters, agencies and advertisers, it was argued, could result in important savings for all, since more than a dozen different radio and TV research and measurement services now are in operation for which advertisers contend they pay in final analysis.

WHETHER FCC will adopt CBS color standards forthwith (meaning this week) consistent with its Sept. 1 report, or postpone action on its own motion in light of general plaint that 30-day timetable for bracket standards is impossible to accomplish, was at midnight, filing deadline Friday. FCC was represented as having "open mind" with meeting likely at midweek. General view was that FCC will litigate if final decision favors CBS.

TOOK it-or-leave-it report: If FCC forthwith approves CBS color standards, there will follow order requiring TV stations to devote at least 20% of time on air to color transmissions, some of it in prime hours. Since FCC has no licensee control over manufacturers, presumably they would engage in color set production only if there's "public demand." Telecasters thereby would be faced with new economic problem of substantial proportions, say those dependent respondents.

AT CLOSING of FCC color polls Friday, several Big Ten manufacturers still were among those missing although it was anticipated responses were in mail. It's expected Motorola will not protest FCC tentative approval of CBS color but will insist it can't do better than 6% months on simple brackets, using CBS alone, or 10% months for overall bracket standards. It was presumed Zenith would be in similar vein, although timing might be different. Biggest question mark was Philco, which vehemently opposed FCC stance all down line.

DON'T be surprised if CBS does not make bid for Thomas S. Lee (Don Lee) Enterprises stock. That does not mean, however, that CBS will not wind up with TV station of its own in Los Angeles market (it now owns 49% of KTTV, controlled by Los Angeles Times). Bid will be opened Oct. 6.

PROGRESSIVE Broadcasting System, headed by Westcoaster Larry Finley, has set Nov. 12 target date for beginning of network operations [BROADCASTING, Sept. 4]. Affiliates being contacted by train entourage which trekked through South last week winding up in Memphis. Former major network executive soon will join high command, it's reported.

MEL DRAKE, former WDGY Minneapolis manager now NAB station relations director in New York, has been named post after all. NAB hasn't yet announced what's to be done finally about vacancy created in July when B. Walter Huffington suffered fatal heart (Continued on page 81).

Business Briefly


'RED PURGE' PROBLEM DISCUSSED AT CONFERENCE

ALL-INDUSTRY conference held in New York Friday under auspices of ANA to discuss future policy of radio-TV and advertisers relating to dismissal of "controversial" personalities from network shows [BROADCASTING, Sept. 25-18]. Sessions attended by representatives of ANA, AAAA and networks.

General Broadcasting's John Finley, has set Oct. 24 deadline in Chicago. FCC demand on set makers to produce sets with all subletty of an order from the Kremlin," he said.

Mr. Siragusa said not 5% of 10 million sets in service by end of 1950 will ever be made compatible with CBS.

CBS COLOR CONTINUES

CBS announced Friday it will continue daily color telecasts from WCBS-TV New York "until further notice" as service to any manufacturers testing color TV receiving equipment.

Bracket Deadline Stumps TV Set Makers (See Earlier Story, Page 57)

AVACHANCE of last-minute replies of TV set makers to FCC's "bracket standards" proposal late Friday made it almost unanimous that, however hard manufacturers may try, they can't meet FCC's apparent early-November deadline to start manufacture.

Following pattern established by earlier answers to bracket-sets proposal which FCC offered as alternative to immediate adoption of CBS system, some manufacturers indicated willingness—but inability—to comply, while others took more stinging approach which signified likelihood that court test will follow if CBS system is approved.

Submitting replies at Friday's deadline were CBS; Westinghouse, General Electric, National Television Systems Committee, Crosley, Belmont, Stromberg-Carlson, Pilot, Arvin, General, and John Meck Industries in addition to supplementary brief by DuMont.

CBS supported bracket standards concept, based on assumption that costs will not be substantially greater than earlier estimates for internal "two-point" adaptation. But it was made clear that CBS cannot confirm accuracy of this assumption, and that "whatever the desirability of the concept of bracket standards, excessive costs could nevertheless: preclude their utilization."

Filed by Attorney Richard S. Salsen, of Rosenman, Goldmark, Colin & Kaye—CBS comments said apparently many manufacturers feel unable to meet FCC's brackets deadline—in which case, FCC was told, color report "requires the immediate adoption" of CBS system. Approval of CBS standards, brief statement continued, would give manufacturers incentive to incorporate adaptation into sets and thus prevent aggravation of compatibility problem, giving FCC additional time to explore brackets questions.

CBS feared wording of FCC's brackets proposal might be "interpreted by manufacturers to preclude use of additional adjustment "which, when desired, would reduce the size of pictures received from CBS color signals in order that the receiver could be converted with a disc converter," FCC was asked to clarify this point.

Westinghouse said it has adapted some sets to receive CBS color in black-and-white and, though it cannot meet FCC's 30-day deadline for starting production, purposes to inaugurate three-phase production program based on assumptions stemming from FCC's TV Report:

(1) Assuming delay in final FCC decision, Westinghouse is equipped to produce sets equipped with plug rectifier and two-position switch. At Switch position "A" permissible on present standards, but by "relatively simple 'screw driver' readjustment" on other monochrome standards "within a reasonable range of the present standards": (2) upon upon other monochrome standards, company would build (Continued on page 84)
the one and only...

the only TV station that can sell your product to this prosperous TV audience

In fact, WGAL-TV is the only station located in this section. It reaches a large, thriving market in Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is an ideal test market...compact, economy is stabilized, industry diversified and rates are reasonable. WGAL-TV assures you a consistently high and growing audience...top shows from 4 networks, NBC, ABC, CBS and DuMont and good local programming. If you’re on TV, WGAL-TV is important in your selling plans.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago    San Francisco    New York    Los Angeles
This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days...in a market where distribution was thin...during the summer, when bread sales are lower. Now in its 7th Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof—before you commit yourself to any Western!

Sensational "Cisco Kid" Promotional Campaign—From buttons to guns—is breaking traffic records.

LOW PRICED!

Hands-Off 7 1/2 Hour Western Adventure Program. Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational

LOW-PRICED WESTERN
That Should Be On Your Station!
There's less eatin' meat on a steer (or lamb or pig) than meets the eye.

That's one of the reasons the Missus may look with jaundiced eye at the meat-man when he quotes her a price on a pound of steak, or chops or roast.

She's thinking of what the packer is paying for a pound of cattle on the hoof; what she's really buying is pretty near all eatin' meat!

Fact is, only half of a lamb is meat, and only about 10% of that meat is loin lamb chops. Only about two-thirds of a porker is meat and lard. Only a little more than half of a steer is beef, and only 8% of it is sirloin steak.

Remember, too, when the retailer buys his sides of meat, he is buying stew meat, shanks and shoulder roasts as well as fancy steaks and roasts. And there's always some trimming to do before he puts the cuts in the counter.

Next time you eye a meat animal, look for the eatin' parts and we believe you'll agree that the meat industry is doing a job when it moves meat from farm to table at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
ANY ADVERTISER CAN AND MOST ADVERTISERS SHOULD ...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
NO CORN PONE
FOR MRS. CABOT!

Say "Johnnie Cake" to the lady from Massachusetts, and she'll know what on earth you're talking about. But down in the deep South they call it something else again.

Point is, you'll sell a lot more goods when you talk the same language as your customers—no matter where you live.

That's hard to arrange with impersonal national ad schedules. It's easy as pie, though, when you use Spot radio to give your advertising the local touch.

Spot's ability to deliver a home-town message—in one market or a hundred—is just one of the features that makes Spot advertising great advertising when measured in dollars and cents.

These great stations are Spot's ideal proving ground.

---

SPOT RADIO LIST

WSB Atlanta NBC
WBAL Baltimore NBC
WNAC Boston MBS
WICC Bridgeport MBS
WBEN Buffalo NBC
WGAR Cleveland CBS
WFAA Dallas ABC
KSO Des Moines CBS
WJR Detroit CBS
KARM Fresno ABC
KPAC Houston ABC
WDAF Kansas City NBC
KFRA Lincoln ABC
KARK Little Rock NBC
KFI Los Angeles NBC
WHAS Louisville CBS
WTMJ Milwaukee NBC
KSOP Mpls.-St. Paul NBC
WSW Nashville NBC
WSMB New Orleans NBC
WTAR Norfolk NBC
KOIL Omaha ABC
WIP Philadelphia MBS
KPHO Phoenix, Ariz. ABC
KGW Portland, Ore. NBC
WEAN Providence MBS
WRNL Richmond ABC
WOAI San Antonio NBC
KOMO Seattle NBC
KTBQ Shreveport NBC
KGA Spokane ABC
WMAS Springfield CBS
WAGE Syracuse ABC
KVOO Tulsa NBC
WWVA Wheeling CBS
KFM Wichita CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

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488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA
HERBERT CLAASSEN, Compton Agency, N. Y., to Ruthrauff & Ryan, N. Y., as radio-TV timebuyer.

ALVIN BAKER, in charge of Hollywood office Dancer-Fitzgerald-Sample, with firm since Aug. 8, 1937, and GILBERT NUNNS, with Toronto office since May 1945, named vice presidents.

GERRY MARTIN to Duane Jones Co., N. Y., as director of TV. Was with Wm. Esty Co. and NBC, both N. Y.

ROBERT J. ROSS to Kaufman & Assoc., Chicago, as account executive and member of planning group. Was merchandising manager Evans Fur Co., Chicago.

ARMAND S. WEILL Co. Inc., Buffalo, opens office at 225 Mutual St., Toronto, with ALLAN F. WATERS as manager.

CHARLES F. LOWE, radio-TV producer and director, Erwin, Wasey & Co. Ltd., named TV supervisor for all agency West Coast-originating shows. Will handle new Burns & Allen TV show for Carnation Co. starting Oct. 12 on CBS.

W. G. BRANGHAM, Botsford, Constantine & Weill, and GILBERT NUNNS, with the agency.

MILDRED

A CLUE to Mildred Dudley's resourcefulness is found in that chapter of her life's story entitled "Girlhood Days on a Midwestern Farm."

Mildred's father, a Villa Grove, Ill., agriculturist, would have preferred that his only child be a boy, but he was not one to wrestle with destiny. He would raise his daughter to manhood.

Yet there are times on a farm when even a very feminine young princess is required to wear the jeans of a hired hand, so the future timebuyer at Le Vally Inc., Chicago, milked cows, repaired fences and hoed potatoes with the best of the men.

This was good training for Mildred. In later years she survived several periods of readjustment which might have unnerved a woman of less resilience.

The play was the thing with Mildred Lorraine Dudley from the time she starred in a second grade "Mother Goose" production back in Villa Grove until a few years ago, during the recent World War, when she lost in a photo-finish for the part of "Rose" in the soap opera, Guiding Light. Her failure to win this starring role in radio caused Mildred to turn her back on a talent career for all time, but her decision marked a gain for business.

First, she patriotically offered her services to Douglas Aircraft Co., in Chicago where she served in an administrative capacity during the latter years of the war. Then she moved to Henri, Hurst & McDonald advertising agency, Chicago, where she worked for the late Louis Paul in the media department for a year before beginning a two-year hitch in the headquarters office of John Blair, station representative.

Mildred moved into radio proper as traffic manager of K TRH Houston, Jesse Jones' 50 kw CBS affiliate, but two years ago when John W. Shaw Agency, Chicago, needed someone with a agency-representative experience to properly place its Fifth Army show across the country, Mildred got the job. She moved to Le Vally Inc., one of the Midwest's most vigorous younger agencies, in February 1949 to take charge of all radio time and space placements.

One of her biggest responsibilities is buying time for Household Finance Corp., a large user.
Gardner, L. A., until recent closing of that office, to Erwin, Wasey copy staff.

COURTNEY BAXTER, WSCR Scranton, Pa., announcer, to Hoffman-Baxter Adv., same city, as partner and radio director.

JOSEPH W. FULGHUM, account executive Kenyon & Eckhardt, N. Y., to Blow Co., N. Y., as account executive for Pepsi-Cola.

RAY E. SCOTT, WCAE Pittsburgh announcer, to Ketchum, MacLeod & Grove, same city, as assistant to Lansing Lindquist, director of radio-TV. CHARLES A. WRIGHT, Tri-County Publishing Co., to firm as account executive in public relations department.

ELIS FOLKE, Sigfrid Fjellander Reklam, Huss Reklam & W-Reklam, Stockholm, Sweden agencies, to copy and planning staff O'Brien & Dorrance Inc., N. Y.

Mr. Fulghum to Mary Louise Campbell, account executive Ruse & Urban Inc., Detroit.

THOMAS W. RICKEY elected vice president Ruthrauff & Ryan, N. Y., with Young & Rubicam where he was in charge of Borden advertising.


FRANK B. McELMOYL to media director Morey, Humm & Johnstone Inc., N. Y. Mrs. R. HILLMER named assistant media director.

BENJAMIN SHATTUCK, supervisor of advertising Metropolitan Life Insurance Co., N. Y., to James Thomas Chirurg Co., N. Y., as account executive for consumer goods and merchandising specialist on plans board.

BILL MUIR and DIANA SPRINGER to Ad Fried Adv., Oakland, Calif. Miss Springer is account executive.


RICHARD R. PATTERSON to copy staff Kal, Erlich & Merrick, Washington.

BENJAMIN FAIRCHILD, Tropical Oil Co., Bogota, Colombia, to international department J. Walter Thompson, Rio de Janeiro.

JERRY LIDDIARD, operator of his own Glendale, Calif., advertising agency, to Phil D. McHugh Co., L. A., as account executive. Muriel Helgeson also to McHugh staff.


LARRY FIELDS, Blaine-Thompson Co., N. Y., publicity department, to David O. Alber Assoc. Inc., N. Y.

ROBERT LIGHT to Abbott Kimball Co., L. A., as radio-TV director.

JAMES TATE, vice president Dumore Co., Racine, Wis., to account executive Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

CLARENCE B. GOSHRON, chairman of board Benton & Bowles, N. Y., appointed chairman of advertising division of 1950 fund appeal for Travelers Aid Society of N. Y.


WM. WILBUR Adv. Inc., N. Y., to move to 135 E. 54th St. upon completion of new building there.

BROADCASTING • Telecasting

October 2, 1950 • Page 11
a blessed event for broadcasters!

Broadcasters ordered it...so Capitol delivers the answer to low-cost, high-quality programming for AM-FM-TV stations, large and small. Capitol brings you its Custom Library—a transcription service that costs you only $75.00 a month the first year—drops down to $50.00 a month thereafter. And that goes!—regardless of station size or market. Study all the features of this new service by Capitol. No other service can match the Capitol Custom Library for low-cost, high-quality and up-to-the-minute variety of transcribed library programming.

FREE BONUS OFFERS First 200 subscribers to the Capitol Custom Library will receive a big bonus. Contracts in by November 1 will receive another extra "Christmas Package" bonus, free!!

Have you received Custom Library details by mail? If not—Write or Wire...

CAPITOL RECORDS INC., BROADCAST DIVISION
Sunset and Vine • Hollywood 28, California
PAY LESS—PLAY MORE
with the new CAPITOL CUSTOM LIBRARY

Costs little to start...less to continue • Only $75 per month the first year—and just $50 per month thereafter, regardless of station or market • Start with 2000 selections (approx.) of your choice • Look over the complete catalog and select the 220 discs that you want. (Approximately 2000 tunes) • Your Custom Library grows and grows • Each year you may choose 30 additional discs (approximately 300 selections) to add to your library...either from new releases or from Capitol Library Catalog • Your library stays fresh with free exchange allowance • 30 exchange transcriptions per year—approximately 300 different selections, in exchange, or you may have replacements. (Discs over allowance $2.50 each) • And here's more great news • No long-term contract necessary • You use your library on a month-to-month basis, after the first contract year...allowing you complete flexibility of operation.

if you want PROGRAMS Choose complete repertoire of individual artists with their voice tracks, themes, segues and bridges...for production programming.

if you want SELECTED MUSIC Choose complete sections by musical category: Pop Concert, Salon, Standard, etc....all listed for easy selection in the Capitol catalog.

if you want MUSIC BY TITLE You'll find them all listed for you alphabetically in the Capitol catalog.

if you want PROGRAM AIDS Mood music, theme music, sound effects, general use voice tracks, etc.—all available for your use.

if you want INSTRUMENTAL MUSIC You'll find the finest, all listed for you in Section 3 of the Capitol catalog.

TECHNICAL FEATURES OF CAPITOL TRANSCRIPTIONS
High Fidelity 16″ vinylite discs • Lateral cut—Outside in—Recorded to NAB Standards • Unique, 3 turn cue-in device on every track • Capitol's live, brilliant recording • Proven performance.

WITH EVERY LIBRARY YOU RECEIVE Complete Capitol Transcription catalog—revised every three months, plus monthly release sheets • Title file cards for every selection in your library • Roller bearing action pull drawer type, steel transcription cabinet • Heavy weight, numbered jackets for each transcription • Artists promotion pictures, ad mats, and biography cards.

You Can Count on Capitol
FIRST with Showmanship in Transcribed Libraries.
FIRST with Brilliant "Live" Recordings.
FIRST with Simplified Cataloging.
FIRST with Standard cue-ins.

AND NOW the Capitol Custom Library—the library you want at the price you want to pay!
This is still another highly effective "extra-promotion" service for WISH advertisers ... a brand NEW addition to WISH's hard-hitting program to blanket our entire sales area with the WISH story — and the WISH Advertisers' story. The reaction and the response were instantaneous. All available reels are booked-up solid. It just proves over again that Indianapolis likes WISH.

FREE & PETERS—National Representatives
GEORGE J. HIGGINS—General Manager
ABC—Indianapolis Affiliate

---


JOHN F. TROMMER Inc., N. Y. (beer), names Lennen & Mitchell, N. Y., to direct its advertising.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif., planning radio-TV spot and participation campaign in about 10-12 East and Mid-Western markets to start about Oct. 21. Agency: Mogge-Privett Inc., L. A.

MERIT GREETING CARD Co., Newark, N. J., adds 12 TV stations to those already being used, and 10 more radio stations. Agency: Louis F. Herman, same city.

EVANGER KENNEL FOODS, Chicago, names Kaufman & Assoc., same city, to direct its advertising. Most of budget will be used for local TV -spots and programming.


IMPERIAL TOBACCO SALES Co. of Canada Ltd., Montreal (Caporal cigarettes), broadcasting 89 football games in eastern and western Canada over number of Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network Accounts . . .

PROCTER & GAMBLE, Cincinnati, buys daytime television strip on CBS-TV, 2:30-2:45 p.m., Mon.-Fri., and will sponsor serial drama, The First Hundred Years, in period beginning Dec. 1. Agency: Benton & Bowles, N. Y.


FORD DEALERS Advertising Assn. starts five-minute Ford Five Star Final on 45 Don Lee Pacific Coast stations, Mon.-Fri., 9:55-10 p.m., PDT., for 52 weeks. Agency: J. Walter Thompson Co., L. A.

GILLETTE SAFETY RAZOR Co. will sponsor telecast of Army-Navy football game Dec. 2 on NBC-TV. Agency: Maxon Inc., N. Y.

NATIONAL BISCUIT Co. renews Straight Arrow on over 400 MBS stations, Tues., Thurs., 5:15-5:30 p.m. Agency: McCann-Erickson, N. Y.


PHILIP MORRIS & Co. (Bond Street tobacco) began sponsorship of Greatest Moments in Sports, films of high points in sports history, on CBS-TV following Louis-Charles heavyweight fight last Wednesday. Series, quarter-hour program, will continue for 26 weeks following CBS-TV fights each Wednesday. Agency: Bow Co., N. Y.
Business is great, thank you, at...

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine inner-spring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.
New Markets

EDITOR, BROADCASTING:

I am getting inquiries, too, on this ["Radio Fills Theatres," Broadcasting, Sept. 11] from fellows in the industry and I guess we sort of woke them up to new markets. There was one slight mistake. . . . The Arcadia Theatre Co., of which I am the manager-owner, operates the theatres at Wellsboro, Pa., not Corning, N. Y. You see, the radio station is in Corning, N. Y. and my theatres are in Pennsylvania, 38 miles from the station. The station covers this area like a tent, as good as a local station. . . .

I only wish now the networks could get the distributors to really go on the air and put on some real programs sponsored by the motion picture industry to sell the industry and its product. I think we have many of the theatres awakened, but we still have to wake up the distributors. It seems to me that is a job of network selling. It certainly could provide them with some great entertainment because producer-sponsored programs from Hollywood would certainly saturate the air with some of the greatest stars in the business. It certainly wouldn’t hurt the motion picture industry either. . . .

Larry Woodin
Manager
Arcadia Theatre Co.
Wellsboro, Pa.

Good ‘Insurance’

EDITOR, BROADCASTING:
The mail just brought your “National Radio Insurance” mailing piece. . . . It is typical of your advance thinking, and you are to be congratulated on this high-type advertising.

Murry Brophy
2814 North Central Ave.
Phoenix, Ariz.

EDITOR, BROADCASTING:
My compliments to your promotion department for the unusual and effective sales idea in the mailing piece “National Radio Insurance.”

J. Leonard Reinach
Managing Director
James M. Cox Radio Stations
Atlanta, Ga.

Col. Hollingbery
EDITOR, BROADCASTING:
. . . . It is certainly grand to have received as many nice messages from my friends concerning this article [Respects, Broadcasting, Aug. 28] as I have. . . . .

. . . . Just received a letter from J. Strom Thurmond, governor of the State of South Carolina, advertising the fact because of your story he’s appointed me a colonel on his staff and enclosed the commission. . . .

George P. Hollingbery
George P. Hollingbery Co.
Chicago

List News Directors

EDITOR, BROADCASTING:
. . . You may remember . . . I wrote you about the often expressed question by members of our association that the News Director might be reinstated in your YEARBOOK. . . .

. . . Do we have a chance of getting in this time? We certainly would appreciate it. . . .

Jack Shelley
President
National Assn. of Radio News Directors
Des Moines, Iowa

[EDITOR’S NOTE: Due to an expanded format, the 1951 BROADCASTING YEARBOOK will include not only the names of news editors, but of eight other executives of each station.]

The ‘Muzak’ Problem

EDITOR, BROADCASTING:
The decision of a concern “dispensing” wired music under the name “Muzak” to petition the FCC for a number of FM channels may pose some interesting problems . . .

In filing the petition, Muzak stated that FM has failed to evolve as a distinct new service. One might take issue with Muzak’s attorney concerning that statement: FM has not developed nationwide network facilities such as exist under AM broadcasting, but it has developed regional and local networks which serve the public with programming not available elsewhere. Perhaps, Muzak does not consider this a new service . . .

The intentions of Muzak are, without a doubt, directed toward selfish gains . . . Transit Radio and Storecast are not, in the strict sense, commercialized services . . . FM, with the finest variety of programming available will stand a great chance in dissolving completely as a broadcast service when its static-free frequencies are used to transmit low-fidelity subscribed programs covered by obnoxious howls and squeals.

FM as a medium is undergoing enough difficulty today both in the number of receiver sales and the number of listeners, without having to undertake the selling of an adapter along with every receiver in order that the customer may receive the Muzak stations. . . . FM should remain free . . .

George W. Hamilton
FM Promotion
Syracuse 10, N. Y.

If you think folks in the East live fancy, you ought to see our Red River Valley farmers indulge themselves! The sky’s the limit because they’re one of the nation’s top income groups!

Hoopers and independent rural surveys prove that WDAY is also one of the nation’s top stations.

For Dec. ’49-Apr. ’50, for example, WDAY got a 66.5% Share of Audience Weekday Afternoons, against 15.1% for Station B!

A new 22-county survey by students of North Dakota Agricultural College shows that 78.6% of the farmers in these 22 counties prefer WDAY, as against 4.4% for Station B!

Get all the facts today . . . from us or any Free & Peters “Colonel”.

FARGO, N. D.
NBC – 970 Kilocycles
5000 Watts

Free & Peters, Inc.
includes National Representation

open mike
Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors—makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. Need we say more?

Call your RCA representative for price and information on delivery. Or mail the coupon—today.
In the Public Interest

Sets for Soldiers
PLEDGES of over $850 were received by WISR Butler, Pa., for television sets for three National Guard units which were about to leave for training. The entire station staff and some local musicians put on a two-hour variety show along with Art Ross' Yawn Patrol, a morning show, in a fund raising drive. Guardsmen took the sets to camp with them.

Radio for the Sick
DURING the city's centennial celebration, the WFAH (FM) Alliance, Ohio, staff decided the sick and shut-in residents should have some way of participating in the events. A fast check of local radio dealers made it clear that there were enough FM radios available to supply Alliance City Hospital with a radio in each room. WFAH arranged for the radios to be distributed and the sick and shut-ins heard the festivities of the gala celebration.

A Radio Capture
KANS Wichita Newsman Dick Davitt relayed a tip to Sedwick County's sheriff that led to the quick arrest of two men who have confessed armed robberies in Wichita and surrounding cities. After the robbery of a Wichita drug store, Mr. Davitt broadcast a description of the bandits and getaway car. Bandits were caught in Dodge City, 160 miles away. Story of the capture four days later and confessions were carried over the station.

Votes Praise for WSAZ-TV
PRAISE for WSAZ-TV Huntington, W. Va., was received from a local election official for the outlet's program showing how to operate a voting machine. The official reported that people who had seen the show had no trouble in casting their votes on the new machines, adding that non-viewers took a great deal of time in voting and this caused the poll to stay open longer than usual.

A Plea—With a Point
URGENT plea for blood donors for the Tulsa Red Cross Blood Bank, made by Ken Miller on his KVOO Tulsa program, brought 140 people to the center for donations. On his News and Views broadcast, Mr. Miller explained that the bank had less than a dozen pints of blood on hand and a minor accident would exhaust this. He also mentioned that a serious accident, such as one involving a bus, would bring the need of blood that the bank did not have. His plea was pointed up the next afternoon, when a bus did have an accident, although not serious. During that day 80 people donated blood and 60 more the following day, filling the bank.

On All Accounts
(Continued from page 10)
radio and television. She also places advertising for Fehr's Beer, Louisville, and Marathon Corp. (Waxtex, etc.).

Mildred Dudley needn't have given up acting. Before embarking on a business career she had scored many a dramatic hit. She was close to the top in the Illinois state dramatic contests while at Villa Grove high school, and continued in plays at McMurry College for Women, Jacksonville, Ill., and at the U. of Illinois. Just before the beginning of her junior year at Champaign, she felt an urge to attend New York's American Academy, but her father felt the big city was "too far from home."

"Why not go just half as far," he suggested. So Mildred chose Carnegie Tech's School of the Drama in Pittsburgh, where E. Iden Payne, on leave from the Stratford-on-Avon Theatre, was one of several famous directors who have joined the faculty from time to time on a temporary basis. She starred in Tolstoy's "Redemption" and Congreve's "Love for Love," and scored several hits in plays on KDKA Pittsburgh with the kindly assistance of Program Director Jack McGregor.

After taking a B.A. degree in acting, she invaded Chicago radio and got a lead in the Rube Appleby series on WGN, the Chicago Tribune station. She played Rube's girl friend, Mary, in the plays sponsored by Milt O'Meal. Later, Mildred became a commentator on WDWS Champaign, Ill., where she had three commercial shows of her own.

Mildred lives in an apartment overlooking Chicago's Lincoln Park, where she dines up "farm style" meals for her closer friends. (She doesn't want the fact that she was a "hayseed" to get around too much.)

A First Nighter
Mildred is an avid theatre-goer. She never passes up a Chicago "first night," and, of course, attends most of the city's radio and television premiers. Her only other diversion from her busy job at Le Vally Inc. is reading "who-dun-its."

Only woman board member of the Chicago Television Council, she is secretary of that organization. She also belongs to the Order of the Eastern Star.
WBRC-TV

announces
the appointment of

PAUL H. RAYMER COMPANY, Inc.

as National Sales Representatives
Effective October 1st, 1950

WBRC · WBRC-TV
(NBC in Birmingham)

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Representatives
New York  Boston  Detroit  Chicago  Hollywood  San Francisco
ON THE theory that experience lands itself best as a fertile source of background, WRBL Columbus, Ga., last month called on three staffmen—World War II Marine veterans—to give its listeners a panel-eye view of the U. S. Marine Incheon landing Sept. 15, less than 12 hours after announcement of the invasion.

The session, reported by the station as an "unqualified success," was headed by WRBL News Director George Theeringer, a former Marine combat radio correspondent. He discussed the landings with Staff Announcer Bill Mitchell and WRBL News Editor Jim Arnall.

The idea for such a program was conceived by the station shortly before airtime and after WRBL had arranged to cancel CBS' Wendy Warven and the News. To air the special program at that time, WRBL had to relieve the three former leathernecks from their regular duties—Mr. Theeringer, who was writing his daily newscast, Mr. Mitchell, who was selecting records for his show, and Mr. Arnall, who had to be located on his daily news beat.

Once they had gathered in the studio, the trio began feverish preparation for the discussion. Each jotted down several notes and a map was obtained from the WRBL newsroom to enable the vets to follow the course of action. Announcer Mitchell told listen-

ers what preparation was needed to launch the invasion, calling on his first-hand knowledge of a similar event with the 6th Marine Division at Okinawa. Newsman Arnall, who served with the 5th Division through the entire Iwo Jima campaign, speculated on action taken once the Marines had landed. Discussion then turned to battlefield possibilities, with Mr. Theeringer offering his viewpoint and directing questions to others.

Recalling their past experience and capitalizing on the freshness of the new invasion, the three veterans succeeded in telling WRBL listeners what takes place behind the scenes of a Marine invasion on enemy soil.

strictly business

should result in the continuing upswing of AM listening. That's the speculation of Edward W. Lier, radio representative for Shell Oil Co., sponsor of newscasts on 57 stations.

"Current war news already has increased the level of radio listening and caused major gains for news programs," Mr. Lier observes. He notes that a current NBC study shows its average ratings for early evening news programs are up about 76% over 1949 and the level of all radio listening is up some 24% over a year ago.

It's part of Mr. Lier's job to keep a sensitive finger on the pulse of the throbbing broadcast advertising medium. He keeps in close contact with radio sales representatives and station managers, assists in the production of advertising copy, maintains liaison between station personnel and men

(Continued on page 54)
In the rich Shenandoah Valley . . . NBC

WSVA

Now FULLTIME

NBC 1000 WATTS ON 550

THREE CHIMES MEAN GOOD TIMES ON NBC . . .

- 50,080 radio homes (BMB, 1949)
- 65% of WSVA loyal listeners listen 6 - 7 days per week
- 90% listen 3 - 7 days per week
- 5½ hours of live programming daily (6AM - 2PM)
- No television coverage

WSVA
HARRISONBURG, VIRGINIA, 1000 WATTS FULL-TIME ON 550
REPRESENTED NATIONALLY BY DEVNEY & COMPANY

FRED ALLMAN, President
R. B. HARRINGTON, Commercial Manager
AND SHREVEPORT HOOPERS PROVE IT!
Share of Audience, Total Rated Periods for TEN REPORTS
DECEMBER, 1948 Through APRIL, 1950

KWKH
STATION B
STATION C
STATION D

BMB FIGURES PROVE IT TOO!

HOOPERS and BMB both prove that KWKH is the overwhelming favorite in and around Shreveport!
The graph at the top of the page illustrates the findings of Hooper reports covering a period of 16 consecutive months. It not only proves that KWKH gets top Shreveport ratings; it also shows that KWKH is consistently increasing its leadership over other Shreveport stations!
The pie-chart at the right shows the kind of loyalty accorded KWKH by its large rural audience. Well over half the 303,230 families in KWKH’s Daytime BMB Audience listen to KWKH 6 or 7 days weekly!
That’s the proof of KWKH’s superiority in this rich Southern market. What other facts would you like?

50,000 Watts · CBS ·

SHREVEPORT LOUISIANA

Texas Arkansas

The Branham Company
Representatives
Henry Clay, General Manager
ANA MUFFLES RATE CUT CRY

Shelves Issue at Chicago

THE NATION'S top advertising spenders, responsible for perhaps 75% of the five billion dollar annual outlay for time, space and talent, last week gave short shrift to the pre-Korea project of demanding downward adjustment of radio rates because of the purported incursions of television, disposing of the erstwhile burning question in a one-hour session at the 41st annual convention of the Assn. of National Advertisers in Chicago.

There was no formal action following presentation of the highly controversial report of the ANA Radio & TV Steering Committee by its chairman, E. H. Allis Smith, advertising director of Thomas J. Lipton Inc. The report was discussed at an executive session of 500 members at the opening meeting last Monday. The association, it was learned, disposed of the issue with instructions to the Smith committee to continue its studies, but with each member to handle rate negotiations as he may see fit.

It was evident that there would be no move in concert toward AM rate reduction at this time. Uncertainties, stemming from the wartime economy, and prospect that TV will not expand into new markets as rapidly as had been expected, were believed to be the salient factors in the decision to tread-water now and for the foreseeable future.

War Tops Problems

While radio and TV topics were generously sprinkled through the three-day agenda, primary attention was directed to the "inponderables" of the new war-time economy. Key national advertisers, notably in the consumer fields, it was revealed in a "confidential survey" made by the ANA Research Dept., plan to maintain 1951 overall budgets at least as high as those for the current year, and those were

10% to 15% ahead of 1949. Broadcasting-wise, greatest interest was manifested in TV, among the consumer groups, with 32 companies indicating increases during the next 15 months, and with no TV cuts whatever. The identical 32 companies said they planned to curtail car-cards and network radio, but would increase spot radio, magazines, newspaper and out-door (see story below and charts page 28).

Brown Elected

At the business session Monday, Albert Brown, vice president of Best Foods Inc., was elected chairman of the association's board, succeeding W. B. Potter, advertising manager of Eastman Kodak Co.

Wesley J. Nunn, advertising manager of Standard Oil Co. of Indiana, was elected vice chairman, and Paul B. West was elected paid president and chief executive officer for the 18th successive year.

Two ANA members, Robert J. Keith, director, advertising and public relations, Pillsbury Mills Inc., and J. Ward Maurer, director of advertising, Wildroot Co., were re-elected to the ANA board of directors.

ANA, with a membership of 475 national advertisers, has a gross registration, including advertising agencies and media guests of more than 700 at the three-day convention.

Principal guest speakers were Secretary of Commerce Charles W. Sawyer, at the Wednesday luncheon session, and FCC Chairman Wayne Coy, the latter directing his remarks primarily to the TV outlook (see stories pages 40 and 27, respectively). Radio and TV research and audience surveys took a pacing in several talks, with a project advanced (Continued on page 28)

MEDIA CHANGES AHEAD

TELEVISION'S "impact and growth" is the most influential factor in decisions of members of the Assn. of National Advertisers to make media changes next year. Of companies most swayed by TV, 70% are in the consumer package goods field.

These facts were revealed by Mr. L. McElroy, ANA vice president in charge of media and research, on opening day of the annual ANA convention in Chicago Monday.

In the ANA's annual "analysis of today's conditions," Mr. McElroy questioned ANA members by mail to determine their media plans, advertising appropriations and stock conditions for the coming year. His summary was based on 159 firms which replied.

Seven out of 10 plan no marked changes in their proportionate use of media next year. Those who plan a shift cited "an increase or decrease in appropriation" as the second reason, after TV's growth. Video expenditures will be increased in 1951 by 22 concerns, but none plans to trim TV budgets. Because of the swing to television in these 32 companies, network radio and car card funds will be cut, and money will be added for spot radio, magazines, outdoor and newspapers.

Mr. McElroy noted that "the contrast between network and spot radio is especially marked, with the

score for network being two increases and six decreases; for spot, 10 increases and three decreases."

Few Ad Cuts Seen

Four out of 10 respondents expected product shortages during the last quarter of 1950, but less than 1 in 10 will reduce the advertising appropriation for that period. About twice as many advertisers schedule increases in this last quarter as those slating reductions. Eighty percent will make no change for the rest of the year.

More than half the ANA members reporting allocated larger advertising expenditures this year (Continued on page 28)

October 2, 1950 • Page 23
IN REVIEW...

JACK BENNY, possibly the most durable institution in radio, is back at the old stand after a summer in Europe, an adventure that apparently left him unmarked. The jokes on his Sept. 24 program were within his familiar orbit, bounded on one side by the Los Angeles smog and on the other by Phil Harris' intemperate sallies. It would be impossible to tell from his radio script that Mr. Benny had ever left home.

The remarkable fact is that Mr. Benny does not have to stray as much as an inch from his enduring format in order to keep a big audience. His special talent is the invention of slight but numerous variations on a few standard themes and the ability to use his unusual gifts for timing and inflection to make a slight joke sound like a big one.

Mr. Benny can get more mileage out of the single utterance, "Oh," than most other comedians can get from a week's work of their gag writers.

The character of the aerial Benny is so well established that mere reference to his idiosyncrasies is enough to provoke laughter. His baldness, his advancing age and his paralysy have themselves acquired the stature of jokes, a happy evolution that must have relieved his writers of some measure of creative burden.

Rochester Calls Again

The telephone rang on his program the other night, as it has on possibly a thousand other occasions, and the caller turned out, not unexpectedly, to be Rochester.

"Hey, Boss, the man is here from Sears & Roebuck wearing your new suit," said Rochester.

"He said for the price you paid they couldn't afford to put it in a box."

(Convulsive laughter by the studio audience.)

"Wait a minute," Rochester added. "Here comes Roebuck with the extra pair of pants."

(Helpless hysteria in the studio.)

About the only topic that Mr. Benny has added to his staples in recent years is William S. Paley, chairman of the CBS board, who paid the comedian an immoderate amount of money to transfer his activities to CBS.

On his Sept. 24 show Mr. Benny, playing a prospector in the California gold rush, fell afoul of one of the least menacing Indians of fact or fiction, timoously played by Dennis Day.

"Who you, Paley face?" challenged the Indian.

"That's pale face," snapped Mr. Benny, "Paley's the statue in the lobby.

This is not the stuff of which imperishable humor is made, but it serves Mr. Benny handsomely. One of the comedian's greatest assets is his absolute familiarity with the characteristics of radio. He plays entirely to the ear. A Benny script makes less than laugh.

(Continued on page 92)

FRED ALLEN's first excursion into television, it is this reviewer's mournful duty to report, added little to his reputation as a literate wit and less as a showman. The principal trouble with Mr. Allen's first performance was that he was obviously nervous, a disorder that exerted a contagious effect on other members of his cast. For a production reputed as ambitiously as Mr. Allen's program, an astonishing number of lines was forgotten or fumbled. Such mishaps are meat for Mr. Allen's nimble humor when he is at his ease. They were only embarrassing on his television appearance.

One of the most endearing characteristics of Mr. Allen's performances in radio was his unrehearsed chuckle at jokes that particularly amused him. The chuckle was missing from his television show. Mr. Allen conveyed the impression that he was concerned more with remembering his next line than with extracting maximum emphasis from the one he was delivering. It was impossible to avoid the conclusion that Mr. Allen himself was not having any fun.

This is a cheerful reason to believe that Mr. Allen may overcome the jitters of his maiden experience in a new and difficult medium and come to occupy the place in television he deserves. Few if any other comedians possess his keenness of mind and tongue, and it would be a pity if his talents were not to use them in their best in TV. Sparkles of the real Allen brightened his show from time to time. Belaboring a favorite target, NBC executives, Mr. Allen spoke of one who was "so big he had a wastebasket to throw people in."

During a period of instruction in pie-throwing, which a "televising consultant" advised him was an indispensable facility of any TV comedian, Mr. Allen was given a particularly gooney mer- ingue. He looked at it admiringly and remarked: "Give this pie two writers and it could have a show of its own."

"Alley" Disappoints

Much of the program, however, was not up to these standards. Mr. Allen attempted to transport his famous "Allen's Alley" from the invisibility of radio to the pitiless stare of television by the use of puppets to portray the characters of Senator Claghorn, Ajax Cas- sidy, Mrs. Nussbaum and Titus Moody, while their lines were read off-screen by the performers who created them in radio. The actions of the puppets, which must have been manipulated by someone suffering alternately of paralysis and St. Vitus' Dance, were so distracting that much of the dialogue between Mr. Allen and the inhabitants of his bizarre by-way was utterly wasted.

Mr. Allen with Monty Wooley participated in a sketch that found the two of them attempting, against appalling non-cooperation from officials of a department store, to exchange a cuckoo clock that (Continued on page 92)
Sweeping terms on 'Lorain Journal'  

Set by Justice

Sweeping terms to govern the competitive practices of the Lorain (Ohio) Journal, first newspaper to place full-year contractual restrictions in competition in a radio station [Broadcasting, Sept. 4], were proposed by the Justice Dept.'s Antitrust Division.

Expected to have prompt repercussions throughout the newspaper field, probably accompanied by protests from radio interests as well, the proposed rules was submitted Thursday to Judge Emerich B. Freed of U. S. District Court in Cleveland, who conducted the trial which the Journal and its owners and two principal executives were found guilty of illegal practices in competition with WEOL Elyria-Lorain. Appeal was filed.

The proposed decree would:

- Forbid the Journal and the individual defendants — Owners Shaler and Daniel H. Horvitz, also own the Mansfield (Ohio) Journal, and Business Manager D. P. Self and Editor Frank Maloy of the Lorain paper — to acquire any other radio station, which competes with the Lorain Journal "or with any other newspaper owned or controlled by the defendants," of which they are.

- Forbid the Lorain Journal and the individual defendants to refuse the advertising, without discrimination, of any person because that person is a retailer on a radio station or uses any other advertising medium.

- Forbid them to refuse any advertising which would include paid program logs — which is offered by any radio station competing with the Mansfield or Lorain Journal, unless such advertising violates a policy which is "bona fide, lawful, and uniformly adhered to without discrimination by the newspaper."

Burden of Proof

- Put the burden of proof upon the defendants involved if legal proceedings develop in connection with these requirements banning rejection of advertising offered by a competing station or by users of competitive media.

- Forbid the Lorain Journal and the individual defendants to accept advertising under any agreement which forbids the advertiser to use another newspaper or requires them to use only the Journal "or any designated newspaper."

- Forbid them to fix a discriminatorily lower price or allow discriminatory discounts, rebates, or other allowances to the advertisers who purchase from the Lorain Journal, "or any designated newspaper," a "specified volume, value, quota or percentage of his required advertising," unless the advertisers interpreted this to be designed to ensure that an advertiser, in order to place advertising, would not be required to place a specified amount.

- Forbid the Lorain Journal

Broadcasting  
Telecasting

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Page 25

Stiff Terms on 'Lorain Journal'  

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- Forbid the Lorain Journal

Broadcasting  
Telecasting

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Page 25

SELLING RETAILERS

The Department reported that it had complaints from upwards of 100 stations protesting that their logs have been refused by newspapers. Observers felt, however, that the report would require that the department in the Lorain case must be considered as one of many factors — that is, that the Journal's refusal to carry WEOL logs was only a part of the over-all problem.

In his decision, handed down in late August with a request to the Government to file a proposed decree, Judge Freed said that the Lorain Journal had been "clearly established" that the Journal tried to eliminate the competitive threat posed by WEOL by "refusing to publish advertising for local merchants who used the radio station."

He rejected the newspaper's "free speech" arguments, asserting that its officials did not reject advertising because they considered the advertising copy to be offensive, "or that the prospective advertisers were not the sort of persons with whom they wished to deal."

Instead, he said, the rejection was "based solely on a desire to force these advertisers not to continue to or enter relations with another available mode of communication."

The Journal," he said, "admittedly has a right to select its advertisers for good reason or without reason, but it has no right in pursuit of a monopoly to require them not to deal with a competitor."

The Justice Dept.'s proposed findings and decree was filed by Herbert A. Bergson, assistant attorney general, on charge of the anti-trust division, whose resignation from the department was slated to become effective Oct. 1; Robert W. Freed, trial attorney, and other departmental attorneys including Victor H. Kramer, who argued the department's case during the trial, and Victor A. Altman, Benjamin Rashid, and Norman H. Seidler, who assisted.

Both the Mansfield and Lorain Journals have sought radio stations but were denied by FCC on grounds that the owners sought in Mansfield to "suppress competition . . . and to achieve an advertising monopoly" [Broadcasting, July 19, 1948].

Meanwhile, in New Orleans, the jointly owned Times-Picayune and States last week answered another

(Continued on page 92)
Expected Profits

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<th>Percentage of Companies Expecting</th>
<th>Higher, Same or Lower Profit Rate, Compared to Previous Period</th>
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<td>Percentage</td>
<td>HIGHER</td>
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<td>1950*</td>
<td>35%</td>
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*1950 figure is for last quarter.

Based on replies from 141 companies answering for both years. Source: ANA member survey, Sept. 1950.

Media Changes

(Continued from page 23)

Program standards. He called for "commercial self-control" and advocated a committee of the AAAAA and of the broadcasters (presumably NAB) to look toward a permanent board—"vigorous and vigorous—like the baseball czar."

Out of this could come a creed or code, he said (see story page 58). In deciding to forego concrete action on the radio rate cut proposals, the closed membership meeting, however, instructed its committee to keep a watchful eye on the radio-TV media. This, it was pointed out, is in keeping with ANA procedures, since committees function on a continuing survey basis in all spheres of association activity.

NAB Proposal

The NAB proposal for a "continuing program" of the over-all radio-TV rate picture, which would embrace an appraisal of the inroads of TV on other media, such as newspapers, magazines and motion picture, was冷冷ly received by the convention, it was reported.

Participating most actively in the radio-rate session, in addition to Chairman Smith, whose outstanding success with the Arthur Godfrey program on CBS-TV has made him a TV sealot, were Robert Brown of Producers, William Connelly of S. C. Johnson Co., Stuart Peabody of the Borden Co., and I. W. Digges, ANA counsel. Mr. Digges reportedly lamented the manner in which the whole rate matter was approached. The "bad press" resulting from publication of the substance of the report also drew comment.

What bearing the war-emergency may have had on the rate issue was not raised openly, but it was evident this fortuitous development, reflected in the first phases of inflation, was not overlooked. Recent increases in the space rates of magazines and

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Broadcasting • Telemarking
RESEARCH ‘MESS’ Manchee Cites Duty Of Broadcasters

BROADCASTERS must accept responsibility for leading a movement toward basic agreement on what kind of radio and television research is needed and how to get it, although, as Fred B. Manchee, executive vice president of BBDO, said, “Radio-televison research is in one hell of a mess!”

In going through the ABC’s of research (see adjacent story) to give ANA members an idea of the competition for your research dollars,” Mr. Manchee enumerated 14 AM-TV research services.

Two Things Cited

Two things are needed: (1) agreement on what advertisers and agencies want and need in the way of research, which would result in less confusion and cheaper costs, and (2) the machinery to carry out this necessary research, supervised and operated by broadcasters.

Many of us have been appalled at times the way the broadcaster sits on the sidelines and lets his product—a time period—be bounced around like a ping pong ball by conflicting data from different research studies. It is incumbent on the broadcaster to take a more active interest in documenting what he is selling. If there were no research services, don’t you think buyers would insist that the seller supply the evidence?

Mr. Manchee admitted he expects broadcasters to consider his proposal “drastic,” especially as the broadcasting industry has not altogether distinguished itself in the past for assuming leadership in the field of measurement. The very competitive nature of the industry has militated against such leadership. This is the very reason why the industry should recognize its responsibility to assume leadership.

Mr. Manchee realizes “there is no one technique which fills all needs, but if the strengths and weaknesses of different techniques can be determined, we are much closer to solving our problem.” He suggested that broadcasters set up a committee, as have the ANA and the Assn. of American Advertising Agencies, to take inventory of the advertiser’s needs. After that, a joint agreement could be reached on basic measurement requirements.

In his address, Mr. Manchee also cited some of the reasons why research is necessary:

1. The marketplace is becoming more competitive. The number of commercial stations is increasing. New television stations are on the air every day. Each station needs to know what it is doing and what it will do.

2. There is increasing pressure from governments and other agencies to make the industry do a better job of research. The FCC is one example.

3. There is a need for more accurate and up-to-date information on the industry as a whole. This information is necessary for planning and decision making.

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Manchee’s ABC’s

Manchee’s ABC’s are:

A stands for Advertest and ARB
B for broadcast research
C for Cable TV
D for the di-reEE
E for the drain on the Exchequer
F for the Frown on the treasurer
G for the Grief when the figures don’t match
H stands for ratings by Hooper, natch
I J K L we’ll skip right over to Plenty to come as we go down lower
M’s for the Middle we find ourselves in
N for the ubiquitous Art Nielsen
O for all Others of which there are many
P is for Pulse—isn’t this zany
Q seems to be open for a newcomer
R is for Radoxx, recall and roster
S is for Sarge, yes he’s here, too
T is for the newest, Trendex to you
U for Utopia we’d love to achieve
V for Videodex in TV
W for the world, all is well
X for the X-factor, time to call a halt
Y, Boy, bring on that bottle of smelling salt!
PERSISTENT public demand for radio receivers, a development of the 1930s nature, has continued through the latter part of this year and promises to carry total 1951 set production close to the 14 million mark.

This would far surpass the 10 million-plus industry production for the 12 months of 1949, when the winter storm caught manufacturers immersed in TV with their production lines down.

As of Sept. 1 the manufacturing industry had turned out 8,750,965 radio sets, according to an all-industry estimate by Radio-Television Manufacturers Assn.

In the same eight-month period it produced 4,146,602 television sets, RTMA estimated, 1,100,000 above the entire 1949 TV total. In August alone 702,667 TV sets were turned out. With 4,000,000 TV sets having been turned out by the end of 1949, the 1950 production figures confirm the TELECASTING estimate of roughly 7 million sets in use.

The August aural production totaled 1,203,447 sets. While figures on aural and video sets with FM tuners are not available, the percentage of sets with FM has been increasing in recent weeks [BROADCASTING, Sept. 25].

The August radio sets included 754,232 home receivers, 282,235 portables and 302,990 car receivers.

Summer radio production ran counter to normal seasonal decline, except for the first half of July when most of the industry shut down. TV production also rose anomalously during the period.

With these increases, manufacturers sold over $700 million in TV sets at factory prices during eight months of 1950 and another $210 million in radios, also at factory prices. These exceed total sales for the year 1949.

In line with this production boom, RTMA member companies are sharply increasing their advertising in the first half of the year, according to L. E. Pettit, General Electric Co., chairman of the RTMA Advertising Committee.

**Committee Poll**

An informal poll of committee members showed that the late 1950 advertising expansion will be carried over into 1951 by most big manufacturers despite possibility of curtailed set production due to shortage of supplies and demands of the military.

All but one of the firms polled will boost advertising budgets over the last half of 1950, the increases ranging from 20% to 200%, or an average of 104%. Total 1951 advertising is expected to run 9% above that for 1950. Three companies will have increases of 50% or more and only three companies will run below their 1950 budgets.

No breakdowns on media to be used were obtained.

RTMA's estimated 1950 all-industry set production figures are shown above.

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**WEISS RESIGNS**

LEWIS ALLEN WEISS, board chairman of Don Lee Broadcasting System, Hollywood. Since May 1949, and prior to that president, has announced his retirement after 20 years with the regional network.

Action on his request, filed July 13, to be relieved of duties awaits only the formality of approval by Los Angeles County Public Administrator Ben H. Brown and attorneys for the Thomas E. Lee estate. They are expected to set by Oct. 6, closing date also for bids for capital stock in Thomas S. Lee Enterprises Inc. which includes Don Lee radio and TV facilities.

Although details were not revealed, Mr. Weiss said he will devote time to other business interests and hobbies. He will first take an extended vacation.

Mr. Weiss originally joined Don Lee network in 1930 as vice president and general manager, building it to a regional chain of 16 stations. He resigned two and one-half years later to become general manager of WJR Detroit, owned and operated by G. A. (Dick) Richards.

The weakening of original Don Lee network due to shift of most stations to CBS in 1936, Mr. Weiss was invited to return as vice president and general manager by Thomas S. Lee, now deceased son of the late Don Lee.

Affiliating Don Lee with the newly organized Mutual, Mr. Weiss then began a vigorous campaign to

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**SET PRODUCTION**

**Radio May Hit 14 Million**

Mr. WEISS

Page 28 • October 2, 1950

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**NETWORK GROSS**

**July '50 Tops That of '49**

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**Top Network Advertisers for Each Product Group in July 1950**

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**Table: Network GROSS**

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**Table: Top Network Advertisers in July 1950**

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The 1950 cumulative totals of $109,293,968 were still behind the $112,862,580 spent last year during the same month.

Procter & Gamble continued to lead all other radio advertisers in AM time bought, with expenditures of $977,732. General Mills spent $886,648, placing second in gross time purchase on radio networks, while Milt Labs ranked third spending $615,645. Fourth and fifth, respectively, were Sterling Drug, $491,964, and WM. H. Wrigley Jr. Co., $440,220.

**TOP TEN NETWORK ADVERTISERS IN JULY 1950**

1. Procter & Gamble 5,997,723
2. General Mills 856,648
3. Milt Labs 615,654
4. Sterling Drug 491,964
5. Wm. H. Wrigley Jr. Co. 440,220
6. Lipton & Myers 422,498
7. Philip Morris 394,686
8. General Foods 394,158
9. American Home Products 373,007
10. Gillette Safety Razor Co. 350,157

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Food products ranked first among the network categories, spending $2,911,654 gross to advertise over the networks. General Mills led this group with its total of $886,848 in purchases.

The Tobacco & Toilet Goods group ran second with purchases of $1,671,350, within which Gillette Safety Razor ranked first, having invested $350,157.

Drugs & Remedies appropriated $1,151,042 to stand third, with Milt Labs the chief investor, $815,645. Fourth and fifth, respectively, were Smoking Materials and Soaps & Cleansers.

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Watches buy Launch Seasonal Drive

By Florence Small

With $20,000 manufacturers already embarked on their pre-
Christmas promotion and three other national firms about to begin
their seasonal exploitation, the watch industry in radio and television
will be solidly catered for, expect a broad market.

Benrus Watch Co. will spend
approximately $20,000 on a spot
announcements campaign using both
radio and television for spots placed before and after the World Series.

In television, about 30 stations
will be used with 20-second films
carrying the sales message. Agency
handling the television budget is

The World Series schedule is in
addition to the firm’s regular one
minute spot on the Saturday Night
Revue, 39 weeks, on NBC- TV.

Its radio schedule, which will run
about $7,800, is being placed, by
Simons-Michelson, Detroit.

Million Budget

Benrus has used other spot shows
throughout the year and expects
its total expenditure for radio
in 1950 to total around $1,000,000
slightly less than it spent in 1949.
Its budget for television is expected
to exceed $500,000 in 1950.

Hamilton Watch Co., through
BBDO, New York, which used 16
spots for its five-minute film last
year, is planning to increase the
budget considerably so that the
new campaign starting in Novem-
ber will cover approximately 93
markets. The films are television
variants of the famous “To Peggy”
and “To Jim” ads which were origi-
nally used in magazines and re-
peated every year since 1940. Last
year the agency gave life to the
ads and made the five minute films
on the same themes.

So successful that the same
film has been used for a full
year by the unusual number of 15
radio and television networks.

Benrus Watch Co. is also
expected to exceed
its expenditure
in 1950,
which is expected
to total $6,925,000 for radio
and television.

Longines-Wittnauer spent
a gross of $935,248 for network radio
in 1949. In 1948 the firm spent
a gross of $850,000 for its one-time
Thanksgiving Day show on CBS TV
which was telecast over 22 stations.

Bulova Watch Co. continues its
$4 million dollar spot announce-
ment campaign in both radio and
television through the Biow, New
York. Gross expenditures in 1949
were about $3.5 million.

Gruen Watch Co., through its
agency, Stockton, West, Burckart,
Cincinnati, started sponsorship of a
television network show Blind
Date on ABC-TV, last week.

Helbros Decision Due

Helbros Watch Co., New York,
which sponsored Richard Diamond
on NBC, last season, also is con-
sidering both a spot and network
campaign. Plans through its new
agency, Murray Hirsch, New York,
are expected to be completed
within ten days.

Total watch network expenditure
for jewelry advertising in 1949, all
but a very small percentage of
which was for watches, grossed
$2,789,721. In 1948 it

astonished $1,201,942 according
to Broadcasting estimates. In 1947
expenditures were about $4,692,000
net while in 1948 they were
$2,830,000 net.

In television 1949 total network
 gross expenditures were $105,057
while spot amounted to $31,350,000.

Names Bennett Co.

JOSEPH PARMET Co., Catasauqua,
Pa., has named Victor A. Bennett
Co., New York, to handle adver-
sading merchandise and promo-
tion of field sales, in addition to
food, hardware notion and de-
partment stores. Radio and tele-
vision will be used.

STROZ RESIGNS

West Probable Replacement

JOHN K. WEST, vice president
and director of public relations of
the RCA-Victor Division of RCA,
last week was reportedly selected
to be NBC vice president in charge
of the network’s Western Division.
Mr. Strotz, at the time of his
resignation, held the position of
administrative vice president, one
of four such titles created at NBC
several years ago, and who was
vice president in charge of
finance, in the recent reorganiza-
tion of the network. The third is
held by Harry C. Kopf, adminis-
trative vice president in charge of
radio network sales (in charge of
all NBC sales before the reorganiza-
tion). The fourth went with
Mr. Strotz.

Joining NBC as program man-
ger in Chicago in 1932, Mr. Strotz
later succeeded Niles Trammell
to succeed Sidney N. Strotz, NBC
veteran, who resigned.

Official appointment of Mr. West
was said only to await the formal-
ity of an NBC board meeting.
Mr. Strotz’s resignation was
announced in New York last week
with the explanation that he quit
to devote his time to other busi-
ness interests. He has been with
NBC 18 years, for the last eight
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NBC 18 years, for the last eight
as chief of the Western Division.

Temporarily in New York

For a few months in 1948 Mr. Strotz
was brought in by NBC to organize NBC’s television oper-
ations but he elected to return to his West Coast post rather than
remain at headquarters.

The resignation was given dur-
ing a recent 10 day visit of
Joseph H. McConnell, NBC presi-
dent, to Hollywood. In accepting
it, Mr. McConnell said: “My re-
gret at seeing Sid Strotz leave
NBC is not only on behalf of the
network but personal as well. We
have been good friends for many
years, and I know how much he
has contributed not only to this
company but to the radio and tele-
vision industry as a whole.”

Mr. West, who joined RCA-
Victor in 1930, served as the com-
pany’s district manager at various
locations including Philadelphia,
Pittsburgh, New York, Cleveland
and San Francisco until 1933 when
he was made manager of RCA
exhibit at the Chicago World’s Fair.

After the fair he managed the
Victor visual sound products de-
partment and in 1942 became man-
ger of field sales. During the
war he served in the RCA-Victor
war contract service department,
and in June 1945 became director
of public relations.

He was elected vice president in
charge of public relations in 1947
and vice president and director of
public relations a few months ago.

B R O A D C A S T I N G  •  T e l e c a s t i n g

October 2, 1950  •  Page 29
Late in the spring of 1948 two carpenters in Lansing, Mich., momentarily eased their physical labors as they surveyed the house they had built, wiped the perspiration from their brows and jointly arrived at a decision.

Although the spike and spoke-shave were honorable enough tools, Claude Lapp and Rudy Royce decided that selling lumber might prove easier than driving nails through it. So they traded off their newly-constructed house for a broken down lumber yard and hoisted sign. They were in business.

For six months they had reason to question the wisdom of their decision, and the hammer and saw still loomed as symbols of security. But then their gross figure began to spiral as customers jammed their parking lot and orders clogged the spindle.

What caused the change? — During the seventh or “crucial” month, Dick Creamer, account executive at WILS Lansing, walked into the Lapp & Royce lumber yard with an idea. “A 12:30 noon newscast—15 minutes daily six days a week over our 1 kw station—would spark your lumber trading area into activity,” Mr. Creamer told the two ex-carpenters. It did just that. Within 25 months, Lapp & Royce has grown from a dilapidated shed to a sprawling acre of five buildings with an expansive lot of lumber, six trucks, 15 employees, and a plump $60,000 monthly gross, representing a six-fold increase over the figure on the firm’s ledger after six months in business.

Actually the lumber firm spends only about $7,000 annually for advertising, but Messrs. Lapp and Royce prudently siphon off upwards of $5,000 on radio alone. The remainder is spent on newspapers, novelties (calendars, matchbooks, etc.), and general promotion.

Cite Business As ‘Radio-Built’

The two lumbermen are enthusiastic in their references to a house that radio built almost single-handedly.

“We knew we had to do something to get the leanness out of our lumber business,” Mr. Royce states, recalling the lean months. “The classified sections of the newspapers weren’t bringing in enough general public business. When Dick Creamer offered us a potential of 450,000 people with WILS we were impressed but skeptical. Radio was new to us. But when we tried it, we were amazed.

“Our consumer business built up fast. The contractor business grew automatically as an indirect result. We found out that popularity with the man who has a screen door to fix or a dog coop door at first but eventually it becomes one of the biggest subconscious reasons people trade with you.”

The partners like to hold up their prosperous lumber business as an example of a small business’ success with radio. The company is located on a busy highway at the south city limits of Lansing. Four competitors maintain lumber yards nearby and, in all, 22 yards compete for the Lansing lumber trade. Yet, Lapp & Royce, the youngest of the lot, holds its own with the established leaders. It draws orders from the extreme perimeter fringe of the WILS 1 kw coverage area—as far as 70 miles away.

Messrs. Lapp and Royce have a theory on the successful use of radio.

“Let the radio bring customers into the place,” they say. “After that it’s up to us.”

Mr. Creamer Mr. Dillingham

... And Radio Made the Difference

One of a Series

Page 30 * October 2, 1950
BULK of major radio proposals pending before Congress was put aside for another day when war-weary legislators closed shop Sept. 23 for a two-month vacation ending Nov. 7.

Blessed as a peace-time law-making body at its birth, the 81st Congress soon fitted its legislative role to needs of a U. S. economy gearing for war and defense. With major problems of consuming domestic issues, such as the Fair Deal program, were neglected and allowed to gather dust.

Some deadline stemmed by the Congress, a bill rushed through by radio and TV. It passed an interim tax bill containing a 10% federal excise levy on TV sets at the manufacturing level and promulgating an excess profits tax in the near future; hammered through a Communist-control law restricting Communist "hidden" radio-station ownership and, okayed funds to operate Voice of America at a record budget level (see separate stories this issue).

A dramatic moment came in the dead heat of summer when the hotly-disputed McFarland Bill (S 1973), which would realign FCC procedural-wise and impose deadlines on work schedules, was reclothed as an amendment to a House-passed bill. It was reported out of the Senate Commerce Committee and passed by the Senate which adjourned for a conference with the House.

**McFarland Bill**

But history was good at repeating itself in the McFarland Bill escapade. Possible quick passage was again blocked by House action on the Senate's proposal on work schedules, was reclothed as an amendment to a House-passed bill. It was reported out of the Senate Commerce Committee and passed by the Senate which adjourned for a conference with the House.

**BILLS PEND**

**As Congress Recesses**

NARBA JOCKEYING U. S. Clears in Focal Point

RIGHTS on U. S. 1-A clear channels to impressive parties is to be the focal point of attention last week as NARBA nations jockeyed for position before the beginning of detailed negotiations for a new North American AM agreement.

The two U. S. clears which commanded most speculation were 660 kc, which WBNB (New York is dominant) and 880 kc (WCBS New York).

If a new NARBA is to be evolved which will meet the expressed and implied requirements of all six, a new channel frequency, the channel number of seven NARBA signatories—other than the U. S.—some observers felt it would involve concessions on one or both of these U. S. 1-A's.

The week's developments deepened the pessimism of U. S. authorities already pessimistic for the outcome of the conference, which has been in progress Washington since Sept. 6 but thus far has hardly passed the perimeter stages of negotiations.

It was insisted, however, that if U. S. concessions are necessary to reach an agreement, then there must be reciprocal concessions in which the other nations will accept U.S. engineering standards and assure firm protection to other basic U.S. interests. Cubas's formal list of proposed Cuban allocations included rights to use 660 kc at Havana with 5 kw directionalizat [BROADCASTING, Sept. 25]. The Bahama-Jamaica increased their joint request from two channels to three, continuing to list both 660 and 880 kc among those they wanted to be considered. Both frequencies were presumed to be among those the Mexican delegation had in mind in asking for two additional channels below 1000 kc aside from 640 kc, the new broadcast frequency, which Mexico already is using.

Mexico's statement of general requirements, transmitted by Chairman Miguel Espejel of the Mexican delegation, mentioned specific frequencies only in a few instances.

The statement, however, reduced Mexico's original request from four additional channels below 1000 kc to three channels, including 640 kc. Mexico offered to give up rights on 1220 kc upon acceptance of her proposal.

European Statement

The Mexican statement asked that an agreement be reached which will permit her to operate a 1-B station on 1550 kc at Nuevo Laredo—where she operates XENT on that frequency for some time off the air—on the air two weeks ago following repeated Congressional and State Dept. protests. The Nuevo Laredo assignement is for 140 kc, which Mexico proposes to operate south of the 22d parallel.

Mexico also indicated an unwillingness to participate in the North American Regional Broadcasting Engineering Committee, NARBA's technical information agency, under the formula provided for it in the NARBA which expired March 29, 1949. A juridical subcommittee was assigned to study the question in search for an acceptable solution. Specific "requirements" also included "greater facilities for night service for several stations in Class 1-B and 2 which operate in channels intended for those classes of stations and in which Mexico has a recognized priority"; and revocation of radiation standards for certain bands, which "excessively restrict" Mexican stations or limit the assignment of new stations.

In addition to 1540 kc, used by ZBBM, at present, the Bahama-Jamaica asked for three frequencies to accommodate 5 kw stations at Kingston, Montego Bay, and North Coast in Jamaica, which now has no stations. Frequencies mentioned "as a basis for discussion" were the following U. S. 1-A's: 650 kc (WNBC); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 880 kc (WCBS New York); 890 kc (WENR-WLS Chicago); 1020 kc (KDKA Pittsburgh), and 1040 kc (WHO Des Moines), plus the 940 kc Mexican station (XERI) and 910 kc A-1 channel.

The Cuban list, submitted Sept. 22, hewed close to the line of her final offer at the unsuccessful U. S.-Cuban sessions in Havana early this year, that "requirements for rights on three U. S. 1-A's not mentioned at Havana though currently in use by Cuba: 660 kc; 770 kc (WJZ New York), and 780 kc (WBBM Chicago), in addition to 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 880 kc (WCCO Minneapolis), which were included in the Havana list. "

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**ANA Muffles Rate Cut**

(Continued from page 26)

newspapers, premised upon increased operating costs, rather than the traditional circulation increase factor, were taken into account. Several speakers noted that TV has hit the printed media too, and that it is having an effect on all advertising fronts.

One ANA member, a substantial radio and TV user, said that rate cuts in any medium seldom occur until a year or two after the "agitation" has started. He thought nothing would come of the original ANA project, which sought to justify 14.9% rate cuts for Class A time on NBC and CBS, and which cited cuts as deep as 55% in evening rates in certain markets where TV competition is most rigorous.

Increased tune-in on radio resulting from the war emergency, as well as increased operating overhead and the force of statistical facts developed since the ANA committee onslaught last July, have converged to bring about virtual abandonment of the campaign at this time, it was indicated.

**Backs Ad Council**

Stuart Peabody of the Borden Co., and a prime mover in the Advertising Council, urged advertisers to refer to the Council all requests for space and time from public service organizations. He said duplicate requests thereby are screened and unworthy causes eliminated. He praised the Ad Council's work on all fronts.

Bernard C. (Ben) Duffy, president of BBDO, noted while speaking at the opening session Monday morning that the problem of media costs is "most important" because 8% of advertising is concerned with men, 15% with production. "Media problems are infinitely more complex because of the advent of radio and television," Mr. Duffy claimed.

Indisputably, video has made the media picture much more costly and complex, he charged, explaining that the cost of each medium influences all the others. Referring to the television freeze, Mr. Duffy said the FCC "has done the publications business and advertising in general a great disservice, creating a monopoly in one-station markets and keeping shows from the public."

Pointing out that 39% of the TV stations now in operation are in single-station areas, Mr. Duffy said the result is that stations cannot fill demands for time and TV costs are "out of line."

**Artificial Time Costs**

Such creation of "artificial time costs" has an ultimate effect of "planting" to other groups—station owners, manufacturers, dealers, advertising and the public. Advertising will "have to decide if the results justify paying out-of-line costs." BBDO's president noted that the present sales impact effected by video is also "out of line," because the medium hasn't settled down to a normal level, as have other media. "After the new toy stage, television will enter a competitive period, and will then have to be re-evaluated."

Mr. Duffy advocated adoption of a single standard of acceptable measurement for circulation, concluding that there is a "limited amount of information available" on which to base opinions. "Even though it is hard to get the facts, we can't speculate," he said.

His solution—cooperative release efforts, combining efforts of agency, advertiser and media owners. "Advertisers should adopt a 'show-me' attitude, in their need for more factual justification for advertising procedure," he said.

Dr. Claude Robinson, president of Opinion Research Corp., reviewed four primary conclusions he has reached in impact surveys. Explaining "how people are reacting to your advertising," he defined impact as a measure of the depth of impression which an advertisement makes on the mind of a person. Dr. Robinson said his study was devised to show: (1) registration of the advertiser's name, (2) of his message, and (3) acceptance of the advertiser's sales points or arguments.

His conclusions as to audience behavior: (1) people are mentally lazy, and will not work to get an advertising message; (2) people are literal-minded, and will not take "flights of fancy" frequently required by advertisers; (3) advertisers must "never assume that people have very much knowledge about their particular product or institution;" (4) "people are more interested in their problems than those of others, and the 'you' principle is violated without number in advertising."

Dr. Robinson expects the precedent of heavy institutional advertising campaigns to be followed again in the current period of military emergency. His points on impact were designed to apply to product as well as to institutional advertising, "because both obey the general principles, although one sells ideas and the other sells goods."

The same responsibility by communications is seen by C. D. Jackson, publisher of Fortune magazine, who outlined its major challenge. Giving a progress report to the ANA on the September feature in Fortune, "Is Anybody Listening," Mr. Jackson termed the challenge of presenting "our kind of a world so visibly and unquestionably better than any other world at all levels that we create cracks in the Communist empire."

He said, "We must show and explain, as well as produce and sell." Citing need for an "atmosphere of knowledge, understanding, and most of all, respect," Mr. Jackson said, "We stand a chance of losing our nation unless we do a better job of getting this atmosphere."

His suggestions: (1) create this atmosphere and eliminate the usual "I want to be loved" theme; (2) have business admit its failures ("I have yet to see business convey any impression that what it has done up to now is anything less than 100% perfect"), and (3) convey the right kind of information in advertisements, thereby taking the curse off the phrase, "free enterprise advertising."

**Jackson Cites Voice**

Referring to government, as well as private, communications, Mr. Jackson said the Voice of America "has a better chance of doing a job than ever before."

Bennett S. Chapple Jr., assistant vice president in charge of sales for Telecasting Corp. of Delaware, was another Monday speaker, asking delegates: "Has the current situation changed your advertising plans and how?" A Tuesday morning panel on establishment of an effective client-agency relationship featured Fairfax M. Cone, board chairman of Poole, Cone and Belding, and other agency leaders. Dr. Robinson, said, "I would not be about soliciting an account if I were an agency," and Harry J. Deines, general advertising manager, Westinghouse Electric Corp., "How I would solicit an account if (Continued on page 34)

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**AGENCY**

A. Wade and Walter Wade, radio director and executive vice president, respectively, Wade Advertising, Chicago; James Witherell, research director, Russel M. Seeds Co., Chicago; William S. Cutchins, advertising manager, Brown & Williamson Tobacco Co., and Les Waddington, radio and television director, Miles Labs.

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**BROADCASTING** • Telecasting
More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.

TOM TINSLEY: President  
IRVIN G. ABELOFF, General Manager  
FORJOE & CO., Representatives
THE PARADE of witnesses for G. A. (Dick) Richards in FCC's re- 
newal hearing involving the station's news policies and the li- 
cence status of KFAC was climaxed Thursday last week, when 100 mark last week, the 15th week 
since hearings started and the fourth since presentation of Mr. Richards' case was commenced. 
Defense Counsel Joseph Burns indicated early in the week that approximately 75 witnesses re- 
named to be heard, including 25 additional "reputation" witnesses, 

AN A Muffles Rate Cut 
(Continued from page 28) 

I was an agency." Effectiveness of copy was described by H. H. 
Haupt, vice president of BBDO, 
talking on "What the advertiser can do to help the agency produce the best copy," and John B. Mc- 
Laughlin, advertising and sales 
manager, Kraft Foods Co., 
"What you can do to get the most help from the adver-
tiser."

The advertising follow-through was outlined by John J. 
Dimitman, president of Benton & Bowles, 
"What should the advertiser expect 
from the agency in merchandising his advertising," and Robert P. 
Fichter, managing director, 
Grove Labs, "After the advertising and promotional campaign starts, what more should the agency do?"

The views on the do's and don'ts of various viewpoints regarding "How far does agency responsibility go in terms of building and reputation 
company brands and reputation," were subjects of Leo Nejel- 
ski, president of the company of the same 
name, and John V. Sandberg, 
vice president of the People's 
Division of Lever Bros.

Agency Responsibility

Leo Burnett, president of the 
Chicago agency of that name, de- 
scribed "The responsibilities and opportunities of the advertising agency for effective merchandising at the retail level," and a panel on "What happens when you go all 
ahead of advertising-wise" included Dr. 
Henry C. Link, vice president, The 
Psychological Co., asking ques-
tions of Herbert L. Baldwin, vice 
president and director of research of 
Fleisher D. Richards Inc., and 
Miss Virginia Fairfield and Thomas H. 
Young, advertising director, 
U. S. Rubber.

The concluding address of the 
three-day session was delivered by Secretary of Commerce Charles 
Sawyer, speaking on "Industry for Defense," Wednesday 
afternoon. That morning, Samuel C. Gale, vice president of General 
Mills and Advertising 
Chairman, forecast responsibilities and opportunities for business and advertising in "Guns and Butter."

The annual ANA dinner Tuesday evening, presided over by Gen. 
Frank L. Howley, speaking on 
Russian Communism.
A WGN
Advertiser's Story...

One advertiser on WGN reaches more homes each week than any Chicago independent station reaches in their entire broadcast week... except one.*

This advertiser, sponsoring several broadcasts a week, reaches an average of 1,533,000 different radio homes per week.**

This is another illustration of WGN's great power in the middlewest. It shows why advertisers who want to sell the middlewestern market place their business on WGN... still reaching more homes each week than any other Chicago station.

*Nielsen Annual Report — February-March, 1950
**Nielsen Special Report — February-March, 1950

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Eastern Sales Office: 238 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
Veterans of
AT THE SOURCE

While on a reporting tour of the Waegwan front, HUGH BAILLIE, left, president of the United Press, chats with Gen. Carl Spaatz, formerly Air Force chief of staff and now a Newsweek correspondent. Baillie is the first news service head to go to Korea, and was the only one in the field during World War II. He covered campaigns in North Africa, Sicily, France and Germany.

JACK JAMES, in cap, who scored a world-beat for United Press on the start of the Korean war, learns from M/Sgt. Clyde Shoat, of the U. S. 25th Division, how a 75 mm. recoilless rifle works. As an anti-submarine patrol pilot for the Naval Air Corps during the last world war, James was on duty over the Atlantic.

One of U. P.'s specialists in news for the Far East, GENE SYMONDS, right, hears the report of two U. S. Army fliers, just returned from a raid on the North Koreans' supply lines, on the results of their missions and the experiences they met.

UNITED PRESS
THE WORLD'S BEST COVERAGE OF THE
COMBAT OF THE NEWS

U. P.'s H. D. QUIGG, atop an American tank, gets a human-interest story from its crew, following fighting to protect Pusan. Quigg covered three years of the war against the Japanese. He was with MacArthur's forces all the way from New Guinea to Japan.

U. P. correspondent RALPH TEATSORTH gets a story from a wounded North Korean soldier captured in the Taegu area. Teatsorth reported the entire U. S. campaign in the Pacific from Australia to Luzon. He suspended his activities as U. P. manager in the Philippines to cover the war in Korea.

At an advanced air base in Korea, RUTHERFORD POATS, of U. P., sends a carrier pigeon on its way to Japan with a dispatch already filed for field-radio transmission, which at times is uncertain. As a U. S. infantry officer, Poats served for two years in the Pacific theatre during World War II.

U. P. Manager for Japan EARNEST HOBERECHT, center, before taking off from Tokyo to the Korean front with Gen. MacArthur, listens to the U. S. war chief's instructions to his aide, Col. Larry Bunker. In the background is Maj. Anthony Storey, pilot. Hoberecht was a reporter in the Pacific from Pearl Harbor to the occupation of Japan.

WORLD'S BIGGEST NEWS
ACTION ON MANPOWER Urged by Dist. 11

Aroused over an "acute manpower situation," NAB's District 11 delegates unanimously adopted a resolution calling on the NAB board to explore the possibility of reinstatement of World War II provisions allowing use of transmitter operators holding restricted licenses.

The resolution came at the end of two days of meetings at Hotel St. Paul, St. Paul, attended by more than 70 association members from all sections of Minnesota and South Dakota. Presiding at the sessions was John F. Meagher, KYSM Mankato, district director.

On Monday the district unanimously endorsed an enlarged Broadcast Advertising Bureau on motion of Lee Whiting, KEYD Minneapolis, seconded by Robert Tincher, WNAX Yankton, S. D.

Previously, Charles C. Cauley, WMBD Peoria, District 9 NAB director, and member of the board's BAB committee, had termed the broadcasting industry "slightly neurotic.

"Let's stop worrying and go out and sell," he urged. "Let's come out fighting."

Mr. Cauley asserted broadcasters are giving far too much for the money. He suggested they look at their costs of five years ago and compare them with those of today.

"Are your rates commensurate with your increased operating expenses?" he asked.

Super-BAB Advocates

Strong advocates of the super-BAB resolution were Odin S. Ramsland, KDAL Duluth; Wallace E. Stone, KILO Grand Forks, N. D.; and Miller C. Robertson, KSTP Minneapolis-St. Paul.

Mr. Ramsland commended the five-man BAB committee for a "well thought out plan," and Mr. Stone observed, "I see no alternative but to go ahead."

Mr. Robertson, who had introduced the District 9 director, charged that broadcasters are "string-savers."

"We've been cutting off the dog's tail an inch at a time so it won't hurt him. Let's go all out this time."

Before the resolution was put to vote, however, Mr. Ramsland received assurances from Mr. Cauley that the plan for an improved BAB did not include television stations. BAB may go into television sales at a future date when it is equipped to promote the medium, he said.

Other speakers on the two-day program included NAB President Justin Miller, who alerted broadcasters to implications of current NARBA developments and forecast that the present international state of affairs will continue for an indefinite period. He spoke of "deterioration of free broadcasting" in Latin America.

(Continued on page 71)

DELEGATES at NAB District 11 meeting (l to r): Seated, Harry Linder, WLAI Willmar, Minn.; John F. Meagher, KYSM Mankato, Minn.; director; Kenneth M. Hance, KSTP Minneapolis-St. Paul; standing, Orville Lawson, Orville Lawson Assoc., Minneapolis; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; William Young, Lang-Worth Transcriptions, New York.


SEXTET at St. Paul NAB session (l to r): L. L. McCurmin, KAUS Austin, Minn.; Harold Murphy, Blackburn-Hamilton Co., Chicago; Dalton A. Le Masurier, KDAL Duluth; M. M. Marget, KVOX Moorhead, Minn.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Odin S. Ramsland, KDAL.
Almost two million people now dwell in a 49-county Midwestern market that just can't be reached effectively by any single medium other than WOWO!

With this big population, drug sales are naturally in a high bracket. And in food sales, WOWOland is now equal to the nation's 6th market. In sales of furniture, general merchandise, and household goods, WOWOland is now equal to America's 8th market!

Any way you look at it, the area you can reach via WOWO is one of the country's top ten markets. If WOWO isn't already on your schedule, better call in the man from Free & Peters now!

*Among the 200 leading cities of the U.S.A.
NORMAL BUSINESS PAST

Sawyer Tells ANA

PERIOD of complacency and so-called normalcy is a thing of the past for the American businessman, Secretary of Commerce Charles Sawyer told national advertisers last Wednesday.

The cabinet member spoke at the 41st annual meeting of the Assn. of National Advertisers held in Chicago (see separate story). It was Secretary Sawyer's second appearance as a keynote speaker this year before the advertisers, having been featured at the joint meeting of the ANA and the American Assn. of Advertising Agencies at the Greenbrier Hotel, White Sulphur Springs, W. Va., last spring [BROADCASTING, April 3].

Warns of Strain

As a businessman whose long experience includes ownership of two stations, WING Dayton and WIZE Springfield, Ohio, Secretary Sawyer warned that the U. S. is embarked upon a program "which will put critical strains upon our domestic economy."

He predicted serious shortages, heavy taxes, and problems of inflation which "will tax our ingenuity and self-control and strength to the utmost; and this will go on for years."

The "unrealistic" approach, Secretary Sawyer said, is to assume that when the problems faced in Korea are at an end "we can then go back to business as usual."

In mobilizing for defense, the Secretary noted that the U. S. has at hand a number of encouraging factors such as the size of the "gross national product," diversity of employment, plant location and sources of supply, expanding synthetic rubber production, oil reserves, superior transportation system, expanded plant capacity, etc.

But, he warned, there are "grim problems" facing mobilization planners, such as shortages of critical materials with no relief in sight and reason to believe that many of them will grow.

Primary Purpose Cited

Pointing out that the Commerce Dept. has been delegated allocation, priority and requisitioning powers over many key materials and commodities by President Truman under authority of the Defense Production Act, Secretary Sawyer noted that a fundamental objective is to increase the supply of needed materials.

"We are not satisfied with present supplies, and are acquainting industry with that fact. We want a continually greater supply of every strategic material, so that we will have not only enough, but more than enough, of what we need."

Imposition of controls on prices and wages will come, the Secretary said, if other means to combat inflationary pressures on the economy fail.

World Sound Series

WORLD Sound Co. Inc., Philadelphia, has announced a new series of tape-recorded programs. These include 12-minute open-end recordings of Quentin Reynolds reviewing world news, Red Smith with sport news and Maj. Gen. Pat Casey discussing military developments.

In announcing the series, World Sound said it was decided to use tape instead of disc due to the speed of duplication and the feeling that a sufficient number of radio stations now have tape equipment to justify the firm's entrance into this field.

HALF-hour documentary, The Big Lie, presented by WCCO Minneapolis in behalf of Crusade for Freedom drive in Northwest.

MAIL PULL from listeners behind the iron curtain and other world audiences nets Voice of America as many as 29,000 letters a month, according to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

This estimate and other pertinent data were revealed in correspondence between Mr. Barrett and Reps. Thomas S. Gordon (D-III.) and Jacob K. Javits (D-N. Y.). The exchange of letters was made public in the past fortnight.

Mr. Barrett's comments involved Rep. Gordon's participation in a special Voice broadcast to Poland Aug. 15. It commemorated the Miracle on the Vistula—recognized as a national holiday in Poland prior to the Communist coup. Rep. Gordon had reported a substantial mail response.

This, Mr. Barrett said, "typifies the reaction of people behind the iron curtain to the Voice of America broadcasts (who) look to us for the truth and, despite the risks usually involved, often try to express their thanks for our broadcasts."
See that giant hunk of glowing steel? It is very, very important to you and to those you love. In the modern world, steel is the stuff that helps protect your liberty and your life.

The Reds have only 1/3 as much steel as Americans have, only 1/5 as much as the countries supporting the U.N. . . . But the Communists are trying to build their pot of steel into world domination. Do you think they can do it?

<table>
<thead>
<tr>
<th>Year</th>
<th>Steel Production (net tons)</th>
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<tbody>
<tr>
<td>1940</td>
<td>81,619,496</td>
</tr>
<tr>
<td>1945</td>
<td>95,505,280</td>
</tr>
<tr>
<td>1950</td>
<td>100,563,500</td>
</tr>
</tbody>
</table>

Do you think Russia can catch up? It stands to reason that the Reds are straining to do it, but they can't. Do you know why?

Russia relies on government planning to catch up with us. America relies on the individual hustle of its people. To outsiders, Americans seem disorganized, but they get things done. Hustling for production made the American steel industry grow. It is still growing and will continue to grow as long as freedom to compete remains a basic principle of American life.

**American Steel Capacity**

<table>
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</tr>
</tbody>
</table>

Building or planned, more than 4,000,000 tons new capacity.
AIR RESERVE
Seeks Communication Men

APPOINTMENT of over 1,000 communications and electronics officers in the U. S. Air Force Reserve, most of them slated for active duty immediately, was sought in a special call issued Sept. 22 by Gen. Hoyt S. Vandenberg, USAF Chief of Staff.

Gen. Vandenberg said the appointments would serve to form an “available source” in this field of critical skills. Upon recall the reserve officers will be sent to Keesler Air Force Base in Biloxi, Miss., or Scott Air Force Base in Belleville, Ill., for 10 weeks of training to align their civilian experience with “immediate” needs of the service.

Outlining the requirements, the Air Force chief explained that to receive such a reserve appointment, an applicant must hold a (1) college degree in electrical, communications, radio, electronics or mechanical engineering, or (2) a bachelor of science degree with a major in electronics, radio, electricity or physics.

Additionally, applicants must have a minimum of one year of “responsible and appropriate experience” in radio, communications, electronics or other related fields, or must possess a masters degree or higher. College graduates without experience may enroll in the Air Force Officer Candidate School as staff sergeant and earn commissions in six months.

The announcement noted, however, that a doctors and masters degree in any field will be considered equivalent to three years and one year of professional experience, respectively. Application forms, available at all USAF installations, may be submitted to the numbered area Air Force headquarters in the applicant’s area.

Commissioned appointments will be made in grades commensurate with education and experience, with minimums of three years in the specialty for first lieutenant; seven for captain; 14 for major; 19 for lieutenant colonel; and 25 for colonel.

Human Rights Discs

OVER 1,000 radio stations have received without charge a series of dramatic radio programs on human rights problems in the United States, the National Commission for UNESCO reported in its weekly review released Saturday. Outstanding stars of radio, stage and screen took part in the production of 13 transcriptions. Titled The New Frontier, the series was produced by the Institute for Democratic Education, a non-profit foundation.

EQUIPTO, division Aurora Equipment Co., Aurora, Ill., produces new type divider for parts bins and drawers. Dividers being supplied in all firm’s units.

KREMLIN CONCERTS
Voice Plans New Series

MUSIC frowned upon by the Kremlin is to be available to countries behind the iron curtain by Voice of America and broadcast in the U. S. by MBS, it has been disclosed.

The concert series will begin Oct. 22 and will be heard in Eastern cities 10-11 p.m. EST. The Russian-disapproved music, made up of works from various countries abroad, will be played by the Oklahoma Symphony Orchestra. Conductor Victor Alessandro worked with the State Dept. to obtain those works believed to be most representative of the particular country.

Meanwhile, Gen. Lucius D. Clay, national chairman of Crusade for Freedom, which operates Radio Free Europe, said that its broadcasts are proving successful.

Reason for his conclusion, Gen. Clay said, was that in Radio Moscow has given battle to Crusade’s broadcasts beamed to Czechoslovakia. The new Moscow radio campaign, he said, was “designed to discredit such outstanding leaders of the Crusade as Gen. Dwight D. Eisenhower, Cardinal Spellman, William Green (AFL president) and Philip Murray (CIO president).”

WBIG Cleveland’s Laugh Clinic show offering breakfast to studio audience.

Page 42 • October 2, 1950
Your best radio buy in Baltimore boomtown!

WCAO
"The Voice of Baltimore"

**July 1950 Baltimore Index Figures at a Glance**

(October 2, 1950)

<table>
<thead>
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<th>Category</th>
<th>Index</th>
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<tr>
<td>Freight Car Loadings</td>
<td>113.4</td>
</tr>
</tbody>
</table>

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
No. 1 Quality Market

*Sales Management Survey for 1950

WESTERN HEADLEY

ASHEVILLE, N.C.

In the South's No. 1 State

No. 1—Among major North Carolina cities in Per Capita Retail Sales.

No. 1—Among major North Carolina cities in Per Capita Food Sales.

No. 1—Among major North Carolina cities in Per Capita Drug Sales.

No. 1—Among major North Carolina cities in Per Capita General Merchandise Sales.

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

RADIO-TV SCENE

Textbook Analyzes Media


SOCIAL aspects as well as the practical operation of radio and television are described in this volume, which integrates studio knowledge with the media's sociological impact.

The authors, themselves, have wide background and experience from which to draw in compiling the book. Dr. Giraud Chester is an assistant professor of speech at Queens College. Garnet R. Garrison, formerly production director at NBC, is a professor of speech in charge of radio broadcasting and TV instruction at the U. of Michigan. He also is the university's director of television activities and coordinator of the joint Michigan U.-WWJ-TV Detroit adult education telecast (TELECASTING, Sept. 15, Aug. 7).

Textbook Use

Designed for use as a textbook for colleges and universities which offer basic broadcasting courses in their curricula, the Garrison-Chester book attempts to explain the position of radio as a permanent fixture of the American social scene and television's advent.

Part I steps out from its initial study of broadcasting and society to such phases as growth of radio, recent development in radio-TV, entertainment and public service-information programming, function of FCC, stations and networks, advertisers and agencies, the listeners, public interest, self-regulation of broadcasting, comparative broadcasting systems and international broadcasting and propaganda.

In Part II, Radio and Television takes the student into the operational region of broadcasting. The authors discuss these "studio" phases: inside the station, technical aspects of radio-television fundamentals, talking on the air, the announce, announcements, different types of programs including news and sports, TV applications, the dramatic script, sound effects, acting, direction.

Part III takes in educational radio and TV, broadcasting as a career, standards of criticism. Scripts are reproduced, charts and tables, as well as illustrations also are presented.

NAEB SESSIONS

Hennock, Heslep to Attend

REPRESENTATIVES of at least 50 non-commercial U. S. and Canadian stations will attend the annual convention of the National Assn. of Educators Broadcasters at Lexington, Ky., Oct. 29-31, Elmer G. Sulzer, U. of Kentucky radio director and convention secretary, announced.

Theme of the convention program will be the means of utilizing radio and television in education and other public services. Except for the opening session, slated for a Lexington hotel, all programs will be held on the university campus.

FCC Comr. Frieda Hennock will be a special guest during the sessions, over which Richard B. Hull of Iowa State College, NAEB president, will preside. Charter Heslep, chairman of the radio-TV section of the Atomic Energy Commission, is scheduled to serve as one of the convention speakers.

MCDERMOTT MOVES

Dunning Heads INP Post

APPOINTMENTS of Jack C. McDermott as information officer of the U. S. embassy in London and of John L. Dunning as chief of the State Dept.'s International Press and Publications Division, succeeding Mr. McDermott, were announced by the State Dept. last Monday.

Mr. McDermott, who will leave for his new post sometime this month, has headed INP for the past 11 months. He joined the State Dept. in 1946 after wartime service with the Marine Corps in intelligence, photographic and public relations work. In 1945 Mr. McDermott entered the newspaper publishing field.

Mr. Dunning, associate chief of INP since 1948, came to the division in January 1946 as assistant chief after previous experience as radio news writer and editor for UP and wartime service with OWI.

INP supplies press features to radio stations, newspapers and libraries through 125 overseas information centers.

EXCLUSIVE broadcast rights to Jr. Rose Bowl Game sponsored by Pasadena Jr. Chamber of Commerce obtained by Columbia Pacific Network.

You CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!
Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry’s two best sellers. With Zenith’s unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly...radio at its finest!

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

**New Super-Medallion**

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

**Zenith is No.1 for '51!**

**ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS**
Over 30 Years of "Know-How" in Radios Only Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS

---

*LONG DISTANCE RADIO and TELEVISION*
ever hear of a o

WWVA

WHEELING, W. VA.

Page 46 • October 2, 1950

BROADCASTING • Telecasting
ne-station net?

THIS LOOKS LIKE A NETWORK COVERAGE MAP . . . BUT IT ISN'T!

Take another good look. This map represents some of the 577 counties from which 11,300 postcard responses were received in answer to just four announcements on a single WWVA Jamboree broadcast!

That, mister, is network-type response!

In fact, WWVA performs like a one-station net on Saturday nights when the Jamboree is aired to the more than six million people in this industrial heart of our nation, and the thousands more who live within the shaded portion of the map.

You see, WWVA is the kind of a station people enjoy listening to. Take this WWVA Jamboree, for example. What kind of entertainment is it? Well, it's music: the love songs, the work songs, the laments of the railroader, the miner, the homesteader, the worker in the mills and in the fields. It is comedy: simple, earthy, spontaneous. It is philosophy: home-spun, sincere, sensible.

It represents, in fact, the basic philosophy of programming that is typical of all seven Fort Industry stations in each of the seven markets where they are located. Their's is always a large receptive audience, and it is the response of these listeners in each case which makes Fort Industry stations leaders in everything that counts. Each of the stations listed below has an established audience whose attention and action makes your message sure-fire for sales.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
FCC's Must Job

IN THE CURRENT turmoil over Communist and pro-Communist candidates' rights to time on the air, the first blow for sanity can and should be struck by the FCC.

Without ruling specifically on the question, the Commission has clearly indicated its view that the equal-time provisions of the Communications Act apply to Communist candidates and their political kin as well as to Democrats and Republicans. We challenge anyone to controvert this for support we cite prior Commission rulings. It is the Commission's present definition of the law, not the law itself, which entitles Communists and fellow travelers to equal time.

Let's go back to 1938 and take a look at the history of FCC's definition of a "legally qualified candidate." The law itself has always been the same—if a broadcaster grants time to one "legally qualified candidate," he must grant time to all other such candidates for that office.

On July 1, 1938, in belated compliance with the law's direction to make rules and regulations on the subject, FCC offered its first definition of a "legally qualified candidate." It was, according to Rule 36a 2, "any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws."

In other words, the Commission clearly considered the subject of requirements for candidacy. It then came the 1940 election campaign. Russia had made her peace with Finland, and pro-Communist sympathies were ascendant. Earl Browder was running again on the Communist ticket for President. But many states did not recognize the Communist party, and in these states many stations, following FCC's clear rule, refused time to Mr. Browder and other Communist candidates.

The Communists protested to FCC of course, and the matter provisionally found itself called on the carpet by FCC staff lawyers who, when reminded of the rule, brushed it aside as a bad one which would be changed. By "legally qualified candidate," they said, the law actually meant any candidate who is legally qualified to hold the office for which he is running. Whether he was able to meet state and local requirements for a candidate was beside the point.

How many stations were thus sandbagged into carrying Communist candidates whom their state laws did not recognize, we do not know. We know of some who defied the FCC staff lawyers and heard no more about it. But in November 1941—by that time Russia was at war with Germany—the definition was changed.

The new version was and is a hodgepodge. In essence it is the definition which FCC lawyers were giving in 1940—that is, that the office man seeks determines whether he is qualified to seek it. Otherwise, its minimum specification is that he make a "substantial showing that he is a bona fide candidate" and be eligible under "applicable law" to be voted for—any sticker, by writing in his name on the ballot, or by any method.

This would seem to support the argument that a Communist or anybody else of the requisite age and citizenship can stand on a street corner, proclaim himself a candidate, and automatically become one—in the eyes of FCC and its rules governing political broadcasting.

Times have changed. National security is in jeopardy. The New York Circuit Court has found in communism an element of "clear and present danger." The states have the Constitutional duty to pass upon the qualifications of candidates. The FCC should examine its definitions forthwith and act accordingly. Even the minimum requirements of the administration-supported Kilgore anti-Communist bill, which gave way to the more extreme McCarran-Mundt bill (see story this issue), augur prompt FCC action.

ANA Treads Water

IN CHICAGO last week radio overcame another crisis. But the cause was won fortuitously, rather than by affirmative action. And the victory may be only temporary.

The annual convention of the ANA, after less than an hour's discussion, called off its contentious August 4-6 AM station rate ruling and substituted a round table discussion of radio's social responsibility to government, society, and to itself. It is not even dormant. The ANA Radio-TV Steering Committee, headed by young, able William Brooks Smith, advertising director of Lipton Tea, who sponsors Arthur Godfrey, will continue its studies. It must be presumed that the rate campaign will be pursued, not necessarily in concert by ANA, because of possible applicability of the anti-trust laws, but by individual advertisers. And it must be expected that they will use the grist supplied by the Smith Committee and by the competitors of radio at the propitious time.

Radio knows it delivers today the greatest return per advertising dollar of any existing medium. Who can guess the impetus that the Broadcasting Advertising Bureau necessarily has set its sights in that direction. The continuing study plan of the NAB is in step with that effort. The time to launch these projects full tilt is now—not after the opposition again gets the opportunity to open its offensive.

The very fact that the three-day ANA sessions devoted so much time to the discussion of radio and TV underscores their importance and indicates the avid interest of consumer advertisers. TV was on the lips of virtually all delegates. Hardly a speaker missed mention of TV. Two skits were built around radio-TV themes. The proposal for return to a tripartite control of radio and TV research, and another for the creation of a code or creed authority to govern good taste in TV programming, are indicative of the stress given the radio media.

The inflationary costs of our present national economy make uncertain any timing of renewed efforts to readjust rates. The scope and magnitude of the problems are such that months—possibly years—can elapse before there's any conclusion as to what they are, or how to set them right. The advertiser buys or not as he sees fit. Radio rates have always been too low in contrast to what radio delivers as against other media.

The task now is for radio to keep its powder dry. It must give no ground. It should build its arsenal of logic and fact. It can't afford to miss this second chance.

SAM FANTLE JR.

S AM (BUD) FANTLE Jr.'s early radio experience consisted of cutting the indoor antenna wires on a super heterodyne set. He has progressed from that first venture to his present position as president of KELO Sioux Falls, S. D.

Mr. Fantle was born June 25, 1913. An only child, he readily admits to being "spoiled rotten" as a youngster. His family travelled a great deal so his early schooling was acquired in California and Florida. His college education included two years at the U. of Nebraska and two years at the U. of Michigan. He majored in advertising and newspaper work at both schools.

While a senior at Ann Arbor in 1935, Bud Fantle met and married Evelyn Nachlas of Houston, Tex. After marriage he spent one year with Paramount Pictures Distributing Corp., Hollywood; he had previously tried his static and snow

By AWFREY QUINCY

THE best thing we've yet heard about color TV is the proposal by Michael L. Kaplan, president of Television Mfrs. Assn., to deliver with each receiver "a TV engineer, a lawyer, etc." There wouldn't be quite enough to go around, but as far as the supply lasts, we're for it.

Hollywood is all steamed up because Dean Martin and Jerry Lewis poked fun at film business. Coming from an industry which more than any other has capitalized the art of poking fun at everyone and everything, especially broadcasting, that strikes us as the height of judiciousness.

We hear that WNEW New York has become a do-gooder and is promoting a "cause." It's something about discouraging the use of the name "Smith" in a hypothetical sense. We wonder if WNEW is prepared to establish that Trade and Mark were real.

The captains and the kings depart. Shed a tear, men, the famous 8-H at NBC is no more. Once a haven of silence, it's now converted to TV and resembles a scene from Dante's "Inferno."

BROADCASTING • Televasting
HEAVEN HELP US!!!
we don't want any more of this...

but our listeners have forced us to Extend
"THE ERNIE SIMON SHOW"
to 7-10 AM* Monday thru Saturday
beginning MONDAY, OCTOBER 2, 1950

WJJD
CHICAGO ★ 50,000 WATTS

*Formerly 8-10 AM

A MARSHALL FIELD STATION...REPRESENTED NATIONALLY BY AVERY-KNODEL
Respects

(Continued from page 18)

hand at the family department store business, but it held him only two months.

Sensing an upswing in radio in the field of advertising, Mr. Fantle in 1937 applied for a job as salesman with Sioux Falls Broadcast Association Inc., then operating both KSOO and KELO Sioux Falls. After several months of sales work, he decided this was "It" and made arrangements to purchase an interest in the company.

Events in 1941 changed Mr. Fantle's plans somewhat. In May of 1942 he enlisted as a private in the infantry and was commissioned in September of that year at Fort Benning, Ga. He was honorably discharged in 1944 and returned to Sioux Falls and radio.

Under FCC's duopoly rules, forbidding common ownership of stations in the same community, Mr. Fantle gave up his interests in KSOO and bought KELO, effective in September 1946. The licensed company is Midcontinent Broadcasting Co., of which he is president.

Mr. Fantle's next act was to apply for an increase in power for the then 250 kw fulltime operation. In May 1948 the station started operating with 5 kw fulltime, directional night on 1320 kw. The station has been an NBC affiliate since 1937.

Video Provision

During the construction period for the improved facilities, modern studios and transmitter plant were erected, taking into consideration the possible advent of television. Studio and transmitter quarters are equipped to handle this new service without additional construction when such an operation begins. KELO has an application pending before the FCC for a television station at Sioux Falls.

Under Mr. Fantle's direction KELO has achieved prominence as one of the most progressive stations in the country. It has been the recipient of six national awards in the field of public service. Recently for the third consecutive year it won one of the top awards in the field of public service presented by the Board of Fire Underwriters.

But Fantle is rabid on the subject of public responsibility being a "two-way street" on which the broadcaster not only must discharge his position in the public interest, but that the public should not overly criticize radio for its infrequent lapses, in comparison to the overwhelming good that the industry has accomplished in the field of education, service, culture, and entertainment.

Recently appointed as an alternate on the AM Committee of the NAB Mr. Fantle presently is serving also on the Public Relations Committee of that same group. Even with roots in South Dakota, Mr. Fantle has made several trips to Texas during the past few years, and his friends, noting the smell of oil about his clothes, are suspicious that all of the trips are not social. As for Houston, Mr. Fantle says—"It's terrific."

Mr. Fantle holds memberships in several clubs and civic organizations and was a member of the Zeta Beta Tau fraternity at Michigan. His principal hobbies are sports—in school he aspired to play football, but his 150 lbs. took such a terrific beating during scrimmages he had to turn to golf and swimming, at which he excelled. He indulges in fishing, hunting and golf as a participant, and as a spectator at football and baseball games.

The Fantle's have four children, Stephanie, 12; Sam III, 10, Steven, 6 and Susan, 2—this precludes the danger of "spoiling."

MINSTREL SHOW

KELO Stages Benefit

THAT never-say-die perennial—the old time minstrel show—again had its day when KELO Centralia-Chelshias, Wash., staged a burnt cork benefit for the Chehalis Junior Chamber of Commerce and the Chehalis High School scoreboard building fund.

The show satisfied three desires: The Junior Chamber's for a public service event to promote the city; Chehalis High's for an electric football scoreboard, and that of KELO for promotion.

Heralding the minstrel show, Coburn's Appliance store donated a Kelvinator home freezer for door giveaway and Cagley's home furnishings donated a Deepreeze home freezer. High school students selling the most tickets were awarded watches and gold chains. Merchants donated newspaper space and KELO backed the promotion with spot announcements. The show, staged in the Chehalis Junior High auditorium, featured a 40-voice chorus and 12-piece minstrel band.

WSYS-AM-FM Crewe, Va., airing daily traffic safety announcements supplemented by weekly discussion of problem by state patrolman.

Page 50 • October 2, 1950
"The United States need not suffer inflation"

Signed by 71 of the country's foremost economists, this statement tells us what course of action must be taken in order to halt this threat to our nation's security and welfare.

"Communist aggression requires that free men and women expand military forces and supplies to a much higher level for a long time ahead. Enlarged outlays for defense superimposed on a boom, unless offset, will cause inflation.

"Inflation is a grave wrong and danger. It hurts most the most helpless members of society—the widows, the orphans, the aged, the pensioners, the annuitants, the disabled. It causes disension, diminishes the incentive to work, weakens the productive system and so impairs both economic and military power. It imperils economic stability and progress in the struggle for peace. It is an unmitigated tragedy.

"The United States need not suffer this abomination of inflation. This economy can provide a very high standard of living and a very large increase in military outlay without degradation of the dollar. Failure to take action to prevent inflation would be inexcusable.

"The necessary action is clear and unmistakable. There may be differences over details, but there can be none over the major requirements. Taxes must be increased, at once, to cover the rise in expenditure fully and to balance the budget. Adequate control powers over consumer finance and construction finance should be added to existing monetary authority.

"Payment of government expenses out of income instead of the printing press, and monetary restraint on civilian consumption can protect the country from the woes of inflation and thus preserve its strength for use against the evils of aggressive tyranny.

"We, the undersigned economists, urge prompt, persistent, and adequate action by Congress and the executive agencies."

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.
ABC AFFILIATES
Boston Meet Opens Series

ROBERT E. KINTNER, president of ABC, with Ernest Lee Jahncke Jr., vice president in charge of stations; James Connolly, AM stations department manager, and Alfred Beckman, of the stations department, attended a Boston meeting last week of 25 New England affiliates. From Boston the group went to Rochester, N. Y., for a similar meeting with mid-eastern affiliated stations.

The two meetings were the first of a series scheduled for the next two months which will take the network executives from coast to coast, following their recent meeting with the ABC Stations Advisory Committee at Alexandria Bay, N. Y. [Broadcasting, Sept. 18].

WSAM Saginaw, Mich., aired 42 programs from County Fairgrounds this year.

Ken Palmer, general manager KPDN Pampa, Tex., to general manager KVER Albuquerque, N. M. Keith Tye continues as station manager KVER.


Joseph E. Quinn, chief of continuity WJMA Orange, Va., to assistant manager, replacing Charles R. McGinley, called to active duty as ensign in U. S. Navy.

John C. Warder, chief engineer CHLO St. Thomas, Ont., named general manager.

Peter M. Robeck, KTTV(TV) Los Angeles account executive, named assistant sales manager. Was CBS Hollywood merchandising manager.

Keith Nighbert, program director KUSD Vermillion, S. D., named general manager succeeding I. R. Merrill, on one-year leave of

JONES ELECTED
Heads La.-Miss. AP Unit

Hugh O. Jones, general manager of WCGM Gulfport, Miss., has been elected president of the Louisiana-Mississippi Associated Press Broadcasters Assn. at a recent meeting in New Orleans. Bob Shipley, news director of KWKH Shreveport, La., was elected vice president.

Oliver Gramling, AP assistant general manager, speaking at the meeting, told broadcasters that the Korean war, which had increased listening, gave stations a chance to improve their newscasts, and he suggested broadcasters should present news professionally, schedule it properly and use showmanship in selling it to sponsors.

Attending the meeting were:

Louisiana: Harry Arthur, WSBM New Orleans; George Bonnell, WHIL Hammond; Louis C. Carlson, WJBB New Orleans; Lee Casey, WLCS Baton Rouge; Frank Connell, KCLI Houma; Forrest Curnett, WHIL Hammond; Ted Fontell, WSMB New Orleans; Tom Gibbons, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria; Evan R. Hughes, KVLO Lafayette; S. Rosenblum, WHL Hammond; Bob Shipley, KWKH Shreveport; Earl Smith, WLCS Baton Rouge; Bob Thompson, KPLC Lake Charles; Hardye Wheelahan, WSMB New Orleans; H. F. Wheremann, WTPS New Orleans.

Mississippi: Cy Rahakel, WABG Greenwood; Frank Benson, WKOZ Kosciusko; Charles Holt and Connie Holt, WHST Hattiesburg; Hugh O. Jones, WCGM Gulfport; Loren Miller, WQBC Vicksburg.

The Associated Press was represented by Mr. Gramling; Chief of Bureau Harry Leadingham of New Orleans; Field Representative H. E. Mason of Montgomery, and New Orleans Bureau staff members.

Most promising high school game of week tape recorded by WAZV New Haven, Conn., for broadcast Sat. mornings.
absence for graduate study. Station is non-commercial outlet, licensed to U. of South Dakota.

TOM ALFORD, manager Lane Shoe Stores, regional chain, to sales manager KTFS Texarkana, Tex.

JIM LOWMAN, WOW-TV Omaha sales staff, to KTTV(TV) Los Angeles as account executive.

RADIO REPRESENTATIVES Inc. moves today (Monday) to new Chicago offices at 75 E. Wacker Dr., Suite 212-16, from 727 N. Michigan Ave. Telephone: Financial 6-0852.

FRANK E. MARTINO to sales staff WMTR Morristown, N. J. Was account executive ABC-TV New York, and has produced TV commercials there.

WHOD Homestead, Pa., appoints Interstate United Newspapers Inc. as national representative.

TOM BOISE Jr., office and traffic manager KLZ Denver, to KSL Salt Lake City sales staff as account executive. Will handle both AM and TV accounts.

KECK Odessa, Tex., appoints ForJoe & Co. as national representative.

O. H. OBERT, chief accountant Croley Broadcasting Corp. (WLW Cincinnati), to assistant controller.

BERT ARNOLD, commercial manager WFLA Tampa, Fla., resigns for temporary rest during which he will devote his time to citrus industry.

Persons . . .

ROGER W. CLIPP, general manager WFIL-AM-FM-TV Philadelphia, appointed chairman 1961 March of Dimes campaign. . . . SID TEAR, commercial manager and disc jockey WYVE Wytheville, Va., father of girl, Laura Anne, Sept. 18. Mrs. Tear is former women’s program director WLOG Logan, W. Va. . . . KEVIN R. SWEENEY, general sales manager KFI-AM-TV Los Angeles, on two week business trip to N. Y., Chicago, Detroit and S. F.

RALPH J. SHADE, account executive WTMA Charleston, S. C., named chairman of arrangements for Community Chest fund-raising drive for Charleston County. . . . WILLIAM FAY, vice president and general manager Broadcasting Div., Stromberg Carlson Co. (WHAM WHFM (FM) WHAM-TV Rochester, N. Y.), spokesman for city’s nine broad-casting stations in city’s new War Defense organization. . . . JOHN HANSSEN, manager WCRO Johnstown, Pa., named toastmaster at dinner heralding start of city’s Community Chest drive today (Monday).

JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-FM-TV Philadelphia, appointed vice-chairman in charge of radio-TV for local public information committee of Disaster Preparedness and Relief Division, American Red Cross. . . . HAL WALLACE, KNUZ Houston, Tex., time salesman, father of boy, Hal Deward Jr., Sept. 15.

In Altoona, Pa.

It's ROY F. THOMPSON and

WRATA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEKKER ASSOCIATES

RAI Director Tours

TOUR of various U. S. radio and television stations is being made by Dr. Sergio Pugliese, assistant director general of programs for Italian Radio (RAI). He left Washington, D. C., last Tuesday to visit stations in New York, Syracuse, Chicago, Los Angeles, San Francisco and Cincinnati. Dr. Pugliese, recipient of a grant-in-aid under the State Dept.’s exchange-of-persons program, also serves as administrative counsellor of the Italian Society of Authors and Publishers, and has been associated periodically with RAI since 1938. He plans to return to Rome in November.

He’s always ready for a good scrap

A vigorous and emphatic proponent of positive opinions, Fulton Lewis, Jr. thrives on controversy. His first-class reporting is responsible for some first-class battles; his scrapbooks (being scanned here with his daughter) are full of evidence of victorious results.

As Mr. K. E. Myers of the Wilcox Buick agency wrote to Radio Station WHAI, both of Greenfield, Massachusetts:

“... we feel that the great service Fulton Lewis, Jr. is rendering his country in fearlessly exposing subversive and un-American activities must command the respect of even those who differ with him.

“We, therefore, consider the Fulton Lewis program a great asset to our country and to our business.”

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Strictly Business
(Continued from page 20)

in Shell's marketing divisions, and is responsible for research involving audience measurement in Shell market areas.

To make sure all Shell programs adhere to a tested format governing the spacing of commercials and news stories, Mr. Lier and a representative of J. Walter Thompson Co., the Shell agency, make regular off-the-air recordings as a spot check of Shell advertising effectiveness. He also was instrumental in setting up cost analysis methods for measuring program costs per listener in any section of the country. This enables Shell to select the most effective outlets for its message.

Mr. Lier is keenly interested in strengthening bonds between Shell dealers and the company's radio advertising program. In one test city recently he had the Shell newscaster send personal, handwritten letters to local dealers which informally invited them to offer program suggestions and news tips. Each letter was accompanied by tickets to local theatre or ball parks.

Dealer Interviews

Frequently Mr. Lier arranges interviews on the air between the Shell newscaster and local dealers. These informal chats are built around the dealer's personality, his hobbies and experiences, and usually take the place of the regular commercial copy. Product news is generally omitted in the interviews.

A graduate of Jamaica (Long Island) High School, Mr. Lier joined Shell in 1954 as a messenger in the company's mail room at its New York head office. Through the years he progressed up the ladder to his present position, overcoming his knowledge of advertising and marketing by taking night courses at New York U.

Mr. Lier was shot before World War II even began. It was while training at Camp Davis, Wilmington, N.C., during the summer of 1941. However, after seven months' hospitalization, he was assigned to officer's candidate school at Gainesville, Fla. Upon graduation he married Audrey Gilmore of New York.

He was ordered overseas in 1945 and served in ETO as an aerial photo interpreter. Upon discharge in 1945 as captain, he returned to Shell's advertising department and moved into radio in 1946 when the company began to expand its radio advertising.

Mr. Lier is a member of the Radio Executives Club and the American Legion Post of New York. His hobby is Kodachrome photography. The Liars have just acquired a new home in Creakill, N. J.

WAKR vs. Freed

Contract Case Aired in Court

LITIGATION brought earlier this year by WAKR Akron, Ohio, against Alan Freed, former disc jockey at the station, for alleged violation of personal contract provisions was aired before the Ninth District Court of Appeals Sept. 21.

WAKR received an injunction from a lower court last February on grounds it had a "restrictive covenant" which prohibited Mr. Freed from accepting station employment in Akron or within a 75-mile radius for a period of one year after termination of the contract. Station contended that it had trained the disc jockey and helped him originate a "unique style" which assured his popularity.

Mr. Freed, who had been employed by WAKR for five years, left the station when his contract expired, and joined WADC Akron, CBS outlet, where he began a similar record program. Subsequently Mr. Freed's lawyer, John A. Russell, filed motion for hearing in the higher court. Decision is expected sometime this month.

KDKA Service Awards

AWARDS representing 120 years of service have been presented to 11 staffers at KDKA Pittsburgh by Walter E. Benoit, vice president of Westinghouse Radio Stations Inc. Among those honored were Edith Hingley, Joseph Honzo and Walter Horn, each for 20 years service. Others were honored for 10 years service.

F.Y.I. (for your information)...

Cities grow 'out' not 'up'... Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factories and real estate owned by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.
IN THIS ISSUE:

No "Bracket" Antwerp New Set Makers Tell FCC
Page 57

Gay Reviews FOG Color Stand
Page 57

Cunningham Proposes 'TV Czar'
Page 58

Latest Set Count
By Markets
Page 68

FURTHER DETAILS: watv TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEDD AND COMPANY
WSAZ-TV Channel 5
West Virginia's only television station delivers EXCLUSIVE coverage of the rich*
HUNTINGTON - CHARLESTON market


ABC - CBS - DTN - NBC
Represented Nationally by THE KATZ AGENCY
TELEVISION set makers covering a dominant share of total production told the FCC last week they couldn't possibly give a valid answer to the Commission's request for a Sept. 29 promise to make receivers with bracket standards.

Moreover, practically all of them said they couldn't start making bracket standard sets by the FCC's prescribed Nov. 1 deadline.

These views culminated a month of frantic engineering and production research in which the industry's best brains managed to make only scant progress toward the design of TV sets having continuously variable standards.

Whether FCC would be persuaded to delay further action was, of course, uncertain at the weekend. Chance of appeal was discussed, should FCC finally approve the CBS system.

Late Thursday factory officials were still conferring in effort to meet the Friday deadline (for late developments, see At DEADLINE).

Since each company was acting separately in view of the Radio-Television Mfrs. Assn. decision not to take joint action because of antitrust laws, the confusion in factory sources surpassed anything seen since early postwar days.

Plea from Industry

From all sides came the plea that nothing of the type had ever been designed; that the engineering studies would take weeks and months; that production problems were staggering, especially in view of present shortages in parts; that many engineers wonder if bracket receivers would work satisfactorily even if inherent in new sets; that the FCC was completely unrealistic, acted in bad faith or didn't know what it was talking about; that bracket sets would add as much as $400 million a year to cost of sets; that it's silly to talk about any color system that isn't compatible.

RCA team off against the Commission's pro-CBS report and its 67-page reply explained in forceful and technical language that the FCC had made a terrible mistake, disregarding the interest of American business and 40,000,000 people now enjoying television. These people, it noted, should have a chance to be heard.

The RCA report, with demand that the FCC "stay its hand" and let the public act as color jury, was signed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs.

In its reply RCA re-argued some of the color case. It cited the Condon Committee's report and analyzed traits of RCA vs. CBS color in light of the findings. No document within the recollection of many Washington observers has so thoroughly and so plainly challenged the Commission's good faith and competency.

RCA early in its reply emphasized it will continue research in its compatible all-electronic system. It challenged many of the FCC's findings in regard to characteristics of the system and said recent progress had been ignored in the Sept. 1 report.

Joining RCA in questioning the FCC's Sept. 1 pro-CBS report, with its demand for a Sept. 29 promise of conversion to bracket standards in order to avoid a final and flat ruling in favor of the CBS system, were such companies as DuMont Labs., Hallelucrafters Co., Packard-Bell, Admiral and Andrea. Their replies had been filed by close of business Thursday.

Other set makers, however, were still struggling to meet the Friday deadline.

Many manufacturers, with obvious chagrin at the FCC's Sept. 1 order and its implications, went out of their way to explain they were sincerely trying to supply a sane answer by Sept. 29 but found it completely impossible. Some of the replies politely tried to teach the Commission a few lessons in the practical side of mass production and low-cost design.

Production Question

One of the big questions at the weekend was this: Would set makers turn out CBS-standard sets if the FCC carries out its threat to give CBS the go-ahead on color?

Questioned on this point, most manufacturers indicated they will make anything the public wants to buy.

The problems of designing sets operating under continuously variable standards frankly baffled many engineers. One large manufacturer noted the plant makes radar equipment with variable standards but added that each unit costs over $100,000.

Dr. Allen B. DuMont signed the DuMont Labs. statement as president and as a manufacturer, claiming it is impossible to meet the FCC deadline. Dr. DuMont noted that no testimony on bracket standards was given during the hearings and it has made no experimental sets with the feature.

Wondering if it is practical, he said his company would need six months a year, at least, before reaching engineering conclusions. He said the FCC cost data apply only to 525-line and 405-line standards and not to bracket.

Costs would be "substantially higher" than those previously submitted by the company, Dr. DuMont said. On the basis of current (Continued on page 70)

Repeats FCC's Stand

The refusal of the Commission to give "BRACKET ANSWER NOW"... FCC Is Told

The commission's demand for a Sept. 29 guarantee of brackets in television receivers has been met by a review of FCC's stand on color television.

Coy Reviews COLOR

ON THE EVE of the deadline for TV set makers' replies (see story above; also late developments, At DEADLINE), FCC Chairman Wayne Coy last week reiterated that FCC would approve the CBS color TV system... (Test of Chairman Coy's summary, page 68)

Mr. Coy

ON THE EVE of the deadline for TV set makers' replies (see story above; also late developments, At DEADLINE), FCC Chairman Wayne Coy last week reiterated that FCC would approve the CBS color TV system now if manufacturers don't promise to build "bracket sets." Observers noted, however—though they wouldn't venture to guess whether it was significant—that he did not mention any deadline for starting production of such sets. FCC's Color TV Report set an early November date [BROADCASTING, Sept. 4], but many manufacturers have indicated they cannot be ready by that time.

Chairman Coy reviewed the Col- or TV Report in virtually identical language in two speeches—one Monday at the National Electronics Conference in Chicago, the other on Tuesday at a luncheon sponsored by the Chicago Television Council. (For third speech, see page 27.)

The FCC chief pointed out that bracket standards, aside from making such sets compatible with the CBS color system, will also permit future changes in black-and-white (or color) standards to accommodate improvements. He referred to horizontal interlace and the use of long-persistence phosphors—two developments which FCC plans to study further, if bracket sets are built, before a final color decision is reached.

Promise for Improvement

These two developments, he said, "hold real promise for improving resolution in black-and-white pictures," but need further study.

"If they are successful," he continued, "a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black-and-white pictures because so many sets would be outstanding and in..." (Continued on page 67)
Cunningham Advises ANA

TELEVISION needs a permanent "czar" to give it a national direction and to direct its future, John P. Cunningham, executive vice president, Cunningham & Walsh Inc., New York, told the 53nd annual meeting of the Chicago Ad Club.

Pointing out that TV must avoid the pitfalls that threatened the destiny of radio as last year its neighbor, he said, "Mr. Cunningham suggested a committeefor ANA, AAAA, and the broadcasters to try to forestall or delineate our responsibilities and our opportunities."

From this endeavor, Mr. Cunningham said, a permanent board of executives—"like the baseball czar"—could be formed. "Out of it could come a creed and an order for us to believe in and to follow."

Calling for "that rare commodity—foresight," Mr. Cunningham summarized findings on TV's effect on family habits as gathered by his agency's two-year-old survey of "Videotown," a real city of 40,000 population located near New York and selected as a "laboratory" for TV study, and reported "from a herd of surveys...some of which, mostly, is inconclusive."

Primarily, the TV set has bit into movie attendance, quelled a degree the motor hum of the American family's automobile and reduced nighttime radio listening in TV homes.

But, he warned, radio "still has the coverage, is much cheaper per listener by far, and is still motif-

ering and sucking TV (which is) neither strong enough nor big enough to commit matrixide."

Half of many TV owners as non-

set owners attend movie houses in "Videotown," Mr. Cunningham reported, noting that a Washington survey has found a 72% drop in movie going, a Chicago look at box office receipts has found a loss of $44.40 per family per year.

Cost of TV sets is not an im-

tant economic factor, Mr. Cunningham said. In "Videotown", and other cities in TV's area, large screens, console models and combination sets make their way into every income level, he observed.

Sports Reviewed

Sports attendance seems to decline the first two years of set ownership but increases interest in sports and culminates in a greater degree of attendance at the ball park or stadium than ever before, Mr. Cunningham said. A wider national interest in all sports, with class distinctions falling by the wayside, was traced to TV by the agency executive.

While keeping the family in a close knit circle with the man-of-the-house on holding a person's bedside frightly in his living room chair, TV also creates a big prob-

lem with children. Average child in a TV home, Mr. Cunningham said, spends 27 hours weekly, four hours daily, in front of a TV set—only one hour less than he spends in school.

By regarding this child listenership only as a sales opportunity (living by ratings and philosophiz-

ing with "giving the public what it wants"), any advertiser could lead the "pack of us and advertising itself into trouble," he declared.

Signposts that need watching, Mr. Cunningham said, include the significance of United Nations tele-

casts—"promising an informed world citizenry." Telecasting the

WBTV ON CABLE

Makes Formal Debut

WBTV-TV, Charlotte, owned and operated by the Jefferson Standard Broadcasting Co., last Saturday formally commemorated the extension of the coaxial to that city.

Guests at the ceremony, which preceded the North Carolina U. Notre Dame football game, were Governors Kerr Scott of North Carolina and J. Strom Thurmond of South Carolina, Mayor Victor Shaw of Charlotte and the Rev. James A. Jones, pastor of the Myers Presbytery Church.

Also participating in the cere-

monies were the following officers of Jefferson Standard Broadcast-

ing Co.: J. Bryan, president; Charles Crutchfield, vice president and general manager; and Larry Walker, secretary-treasurer and assistant general manager.

Benny on CBS-TV

CONFIRMATION that Jack Benny will make four-hour-long television appearances this season on CBS-

TV, under sponsorship of American Tobacco Co., came from the network last week. Mr. Benny's first performance will be on Sunday, Oct. 29, at an hour not yet settled. Succeeding appearances will be at eight week intervals. They will originate in New York.

ANCHOR-HOCKING Glass Corp. became the July leader in TV gross network time bought, with pur-

chases of $111,884, according to Publishers Information Bureau fig-

ures released to TELECASTING. The summer hiatus was responsible for the jump, since many of the leading TV advertisers left the air in June.

The gross TV figures for July 1950 totaled $1,454,493, with the Jan.-July cumulative billings $15,432,258.

The Smoking Materials category, however, continued its leading position, having invested $319,654 during July. Second place fell to Food & Food Products who spent $278,127 gross on the TV networks, while the makers of Toiletries & Toilet Goods ranked third by appropriating $208,974 for radio time. Fourth and fifth were Automotive & Automotive Equip-

ment and Industrial Materials.

Following Anchor-Hocking in individual purchases was R. J. Reynolds' network buy of $102,750. Gillette Safety Razor Co. jumped into third place, P. Lorillard & Co. fourth and Liggett & Myers fifth, making three cigarette manufactur-

ers in the top five TV adver-

isers.

** TABLE II

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<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>JULY</th>
<th>JAN.-JULY 1950</th>
<th>JULY</th>
<th>JAN.-JULY 1950</th>
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<tbody>
<tr>
<td>Jewelry, Optical Goods</td>
<td>2,064,143</td>
<td>2,044,413</td>
<td>19,650</td>
<td>164,947</td>
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<tr>
<td>Food Products</td>
<td>685,183</td>
<td>1,554,182</td>
<td>84,120</td>
<td>2,923,201</td>
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<tr>
<td>Automotive Equip. &amp; Supplies</td>
<td>614,281</td>
<td>608,536</td>
<td>249,654</td>
<td>323,000</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>119,260</td>
<td>119,260</td>
<td>577,900</td>
<td>2,577,770</td>
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<td>Books, Music, Phonograph Records</td>
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<td>Confectioners &amp; Soft Drinks</td>
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<td>Household Equip.</td>
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<td>Home Entertainment</td>
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<td>231,492</td>
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| Householders' Supplies | 119,279 | 119,279 | **TABLE I**

**GROSS TV NETWORK BILLINGS**

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<td>577,900</td>
<td>2,577,770</td>
</tr>
<tr>
<td>Books, Music, Phonograph Records</td>
<td>36,479</td>
<td>36,479</td>
<td>604,320</td>
<td>604,320</td>
</tr>
<tr>
<td>Confectioners &amp; Soft Drinks</td>
<td>36,479</td>
<td>36,479</td>
<td>1,140</td>
<td>1,140</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>5,775</td>
<td>990,518</td>
<td>909,518</td>
<td>909,518</td>
</tr>
<tr>
<td>Home Entertainment</td>
<td>52,500</td>
<td>52,500</td>
<td>231,492</td>
<td>231,492</td>
</tr>
</tbody>
</table>
| Householders' Supplies | 119,279 | 119,279 | **TABLE I**

**GROSS TV NETWORK BILLINGS**

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>JULY</th>
<th>JAN.-JULY 1950</th>
<th>JULY</th>
<th>JAN.-JULY 1950</th>
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</thead>
<tbody>
<tr>
<td>Jewelry, Optical Goods</td>
<td>2,064,143</td>
<td>2,044,413</td>
<td>19,650</td>
<td>164,947</td>
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<td>Food Products</td>
<td>685,183</td>
<td>1,554,182</td>
<td>84,120</td>
<td>2,923,201</td>
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<td>Automotive Equip. &amp; Supplies</td>
<td>614,281</td>
<td>608,536</td>
<td>249,654</td>
<td>323,000</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>119,260</td>
<td>119,260</td>
<td>577,900</td>
<td>2,577,770</td>
</tr>
<tr>
<td>Books, Music, Phonograph Records</td>
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| Householders' Supplies | 119,279 | 119,279 | **TABLE I**
Yessir!—when it comes to TV, Jack Brooke is the man to focus on! As ABC's Coordinator of Network Television Sales, before he joined F&P, he really learned the how, when, and where of TV. And as a television man with us since 1948, Jack has been a tremendous asset to everyone concerned—to you TV advertisers and your agencies, as well as to our own rapidly-expanding staff who devote full time to television.

What are your TV hopes and plans?

Whatever they are, we'd like to show you how well we know the medium of television—how completely we realize our responsibility of "selling" TV in such a way as to contribute to its effectiveness and growth, rather than merely to ride the bandwagon.

Whatever your plans, talk them over with us. We have some ideas and some information for you, here in this pioneer group of radio and television station representatives.

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK   CHICAGO   ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO
AT&T ALLOCATIONS

FORMAL complaint against the network coaxial cable allocation made by American Telephone and Telegraph Co. was filed with FCC last week by Allen B. DuMont Labs, which earlier had sought and was denied Commission intervention in the third division of the committee on cable facilities among the TV networks [TELECASTING, Sept. 25]. Formal protest also was expected to be filed by ABC.

The AT&T allocation, reported, to the networks in a letter dated Monday by F. R. MacFarland, AT&T program service manager, was the telephone company's own response to the CBS program to make diligent efforts to secure voluntary agreement among the television networks. Since the fourth quarter allocation was to become effective Oct. 1, yesterday, the AT&T letter sought confirming orders by 5 p.m. last Thursday.

Because of the continued conflict, however, it was expected the Commission when he made his decision on the new DuMont complaint before the weekend, probably on Friday.

Under the allocation submitted by AT&T for the fourth quarter of 1950, a total of 399 hours were available for allocation weekly on 12 circuits. Of this total, 379 hours were limited between the hours of 8 and 11 p.m., Sunday through Saturday, with NBC receiving 167 hours weekly, CBS 121 1/2 hours, ABC 53 1/2 hours and DuMont 37 1/2 hours, all on 12 circuits.

The DuMont petition charged this allocation is "unlawful," "unjust," and "unduly and unreasonably preferred and advantageous" to NBC and CBS "when persons and customers in the same class as the complainant." DuMont contended the application "incorrectly states the number of hours the customers and erroneously indicates the absence of conflict in many periods."

DuMont requested FCC to "immediately commence an investigation on its own motion of the tariff regulations governing the allocation of video transmission facilities" and the rates involved. DuMont also asked FCC to require the reports be "unedited... and erroneous..." Right.

Practically speaking, he said, many TV stations are not "free to make wide selection among network offerings since many are sister stations of radio outlets affiliated with the radio networks operated by CBS and NBC. To protect their AM network affiliations, he said, some stations had been obliged to enter into TV affiliation contracts with those networks that

obliged them to take the first 30 hours of network commercial programs each month without reinsertion.

"We want to get those 30 hours out of the way as fast as they can so they can start getting some money back," he said.

DuMont told FCC in its petition that "The new allocation of the allocation has gravely and seriously impaired its ability to organize, plan and develop its program service in the interests of its advertising clients, the public and its broadcasting affiliates and potential broadcasting station users of its service, and that it is unable at this time for the above complaint, to more particularly specify the extent of the said loss presently accrued and now accruing by reason of such inadequate, unjust and unsatisfactory allocation."

DuMont further stated:

In many instances the Telephone Company has scheduled either the entire time periods for which DuMont had expected, whatever they may have failed to allocate a time period which included in its letter to be of prime importance to it. This despite the fact that the differences between the total amount of time allocated to the NBC and DuMont divisions would show that DuMont's choice had been given full consideration.

It is noted that three circuits are available interconnecting the terminals of Richmond and Norfolk with stations in the circuits south of Richmond interconnecting Washington, D.C., Greenbush and Charlotte with Baltimore and Richmond, and Washington. In each city served by such a circuit, there is service to only one station.

An examination of the time periods allocated by DuMont to these circuits in the light of the time periods allocated to them under the circuit south of Greensboro and Charlotte to Jacksonto-thumbnail would suggest that these allocations were unreasonable.

In light of the fact that Class A time is sold by the stations serving the communities interconnected by the facilities under consideration at a rate twice that of Class B, i.e. prior to June 1947, it is manifest that an allocation of only 37 hours per week of these circuits is an inducement only to make a donation to AT&T. It would be impossible for any network with a total of 37 hours of Class A time to make a donation to AT&T.

Today, as in 1946, we have a great future for television, in the ordinary school system and in connection with medicine.

Mr. Good said, "Education, without a doubt, offers a great future for television, in the ordinary school system, and in connection with medicine.

Mr. Good went on to forewarn: "Images and reproduction of charts at a distance, to such places as airports and railway stations, as the military now has"; installations in dark rooms, especially in photography, military and psycho-pathological institutions, where the object is illuminated by infra red or near infra light.

Diamond Power Specialty has

(Continued on page 78)
Pretty Darn Quick—demonstrating, impelling, selling.

Television does it PDQ. That’s why advertisers rush to KTTV in America’s second TV market, for the brightest in network (CBS-TV) and local programming. Viewers think so too—every month PULSE ratings show KTTV loaded in the top ten.

And more coming this fall—a big bonus audience for all KTTV advertisers, when football-daffy Southern California dials KTTV for all home USC and UCLA football games.

Better move fast! Ask us direct or Radio Sales—PDQ!

Los Angeles Times—CBS Television

KTTV
COLOR REPORT CAPSULE
Coy Gives Summary in Chicago Speeches

FOC CHAIRMAN WAYNE COY summed up the Commission's Sept. 1 color TV report as follows, in his speeches in Chicago last week (story page 57):

First, we have decided that color in an important improvement in broadcasting that should be made available to the American people.

Second, we have decided that the three color systems demonstrated to us, the two compatible systems—CTI and RCA—cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the Commission.

Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

Fourth, the Commission is willing to postpone adopting a final color decision until other matters give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

Fifth and finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission is willing to adopt the color system that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where as a practical matter it would be extremely difficult to adopt an incompatible system.

JAEGER NAMED
Heads Film Council

ELECTION of Andy Jaeger, WABD (TV) New York film director, as president of the National Television Film Council was announced at the organization's third quarterly forum in New York last week.

Other new officers included Paul White, of Paul White Productions, vice president; and Bruce LaZar, TV director for Film Equities Corp., secretary, and Ed Evans, RKO Pathe TV consultant, treasurer.

Elected to the board of directors were Robert Paskow, film director of WATV Newark; Melvin L. Gold, advertising and publicity director for National Screen Service; Waldo Mayo, president of Wadsworth Productions; William Holland, president of Hyperion Films Inc.; Sally Perle, of the Meal Organization; Ed Carroll, telecasting director of the DuMont Network; Joe Seiden, director of WSPD (TV) Toledo, Helen Bock, film director of WCAU (TV) Philadelphia, and Eugene Scharin, president of Ambassador Films Inc.

The quarterly forum, which lasts two days, is now being featured by several participating companies, including the Los Angeles-based Screen Service, Ltd.; RCA Film Services, Inc.; RKO Film Services, Inc.; and the Motion Picture Association of America, Inc.

Other speakers included William White, director of the DuMont Network; and Ed Carroll, film director of the DuMont Network.

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VHF-UHF BANDS
TBA Sets Proposals For FCC Hearing

TELEVISION Broadcasters Assm., hearing to a line adopted some time ago, will participate in upcoming FCC hearings on proposed allocations in the VHF and UHF bands and will ask that a minimum of four channels be assigned to each major city.

The association will also suggest that inter-mixture of UHF and VHF assignments within cities be kept to a minimum. TBA will propose that the UHF 475-880 mc band, now assigned for experimental television, be assigned to commercial service.

Decision to take these steps was made by the TBA board at a meeting last Monday in New York. John Preston, ABC chief allocation engineer, was appointed to serve as engineering witness for TBA at the forthcoming FCC hearings.

Three New Members

Three stations were approved for TBA membership by the board, KEYL (TV) San Antonio, WKKO (TV) Oklahoma City, and WBEN-TV Buffalo.

Two amendments to TBA by-laws were approved by the board and will be submitted to membership at the association's annual meeting, to be held Dec. 8. One would set up a scale for payment of membership dues based on rate cards of the member station. The other would permit owners of more than one station to apply for as many TBA memberships as they have stations on the air. Present by-laws limit TBA memberships to three for any single operator.

The TBA board also adopted a resolution endorsing the industry television committee in its negotiations with ASCAP for per-program music contracts and urging individual television stations to help pay the committee's expenses by contributions equaling two-fifths of their highest one-hour time rates.

Attending the meeting were J. R. Poppele, WOR-TV New York, president; Lawrence W. Lowman, CBS; George B. Storer, Fort Industry Co.; Allen B. DuMont, DuMont Network; Joseph A. McDonald, ABC; Ernest B. Loveman, WPTZ (TV) Philadelphia; Richard A. Borel, WBNNS-TV Columbus, Ohio; Paul Raibeurn, KTLA (TV) Los Angeles, and Thomas Ervin, representing Frank M. Russell, NBC, will Baltin, TBA secretary-treasurer, and Thad H. Brown, Washington counsel, also were present.

KSL-TV STU DIOS
Holds Dedication Program

KSL-TV Salt Lake City, owned and operated by Radio Service Corp. of Utah, officially opened its new studios Sept. 15.

Dedication program included an informal reception for civic officials, business leaders and agency executives, a plant tour in the afternoon and public inspection of the studios in the evening with an estimated 8,000 Salt Lake City residents taking advantage of the station's invitation.

In addition, all local KSL-TV programs were showcased and brief synopses of their format were given. KSL-TV staffers and visitors were interviewed by several announcers. The new studios, located on two floors at 145 Motor Ave., include the main studio on the second floor, auxiliary studios, dressing rooms, rehearsal and audition studios, space and film servicing laboratories and a large auditorium seating over 200 persons. KSL-TV started operations in June 1948.

IRONRITE INC.
Starts New TV Show

REGARDING television as the ideal medium to promote sales of its product, Ironrite Inc., manufacturer of electric ironers, has announced it will concentrate on the medium to acquaint the public with its sales message.

According to W. Richard Dabby, vice president, the company's new policy takes effect today (Oct. 2) with the premiere of Hollywood Screen Test. Ironrite is sponsoring the half-hour weekly program over ABC-TV, Monday, 7:30 p.m.

Commenting on Ironrite's sponsorship, Mr. Dabby said: "It has been proved conclusively that nothing can approach an actual demonstration in selling irorrrites. The price of an ad, however, is what the ironer can do to lighten a woman's housework, but it remains for an actual demonstration to prove the point. ... It is obvious that television enables us to dramatize our sales message with an actual demonstration right in the homes of millions of people."
TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
that remains one
of the real giants
in all television.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>NBC</td>
<td>Quaker City</td>
<td>Morning Show</td>
</tr>
<tr>
<td>5:30</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>Afternoon Show</td>
</tr>
<tr>
<td>6:00</td>
<td>CBS</td>
<td>Mr. Lucky</td>
<td>Evening Show</td>
</tr>
<tr>
<td>6:30</td>
<td>NBC</td>
<td>Peter Pan</td>
<td>Evening Show</td>
</tr>
<tr>
<td>7:00</td>
<td>ABC</td>
<td>Lucky Lassie</td>
<td>Evening Show</td>
</tr>
<tr>
<td>8:00</td>
<td>CBS</td>
<td>The Big Screen</td>
<td>Evening Show</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>Scooby-Doo</td>
<td>Evening Show</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>The Andy Griffith Show</td>
<td>Evening Show</td>
</tr>
<tr>
<td>11:00</td>
<td>CBS</td>
<td>The Tonight Show</td>
<td>Late Night Show</td>
</tr>
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</table>

OCTOBER 1950

Network Television Schedule

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<tr>
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<td>Time</td>
<td>Program</td>
<td>Network</td>
<td>Description</td>
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<tr>
<td>12:00</td>
<td>The Puppets</td>
<td>E-M</td>
<td>Candy Co.</td>
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<tr>
<td>12:05</td>
<td>Soup Boy Theatre</td>
<td>E-M</td>
<td>Marshall Films In Action</td>
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<tr>
<td>12:10</td>
<td>Marshall Plan In Action</td>
<td>E-M</td>
<td>Youth On the March</td>
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<tr>
<td>12:15</td>
<td>Goodrich</td>
<td></td>
<td>Celebrity Time</td>
</tr>
<tr>
<td>12:20</td>
<td>John Montiver Adm. 5</td>
<td></td>
<td>What’s My Line</td>
</tr>
<tr>
<td>12:25</td>
<td>Arnold Bock, Jr.</td>
<td></td>
<td>Take A Chance</td>
</tr>
<tr>
<td>12:30</td>
<td>Phegno Craft</td>
<td>E-M</td>
<td>World's Finest</td>
</tr>
<tr>
<td>12:35</td>
<td>Am. Razor Blade Corp.</td>
<td>E-M</td>
<td>The College Bowl</td>
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<tr>
<td>12:40</td>
<td>Dear Co.</td>
<td></td>
<td>Group Wrestling (From Columbia Park, N. J.)</td>
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<tr>
<td>12:45</td>
<td>Hudson Motor Car Co.</td>
<td>E-M</td>
<td>Mergon's Drying Gun</td>
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<tr>
<td>12:50</td>
<td>R. J. Reynolds Vaiges Mace Show</td>
<td>E-M</td>
<td>Electric Auto-Lite Sequencer</td>
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<tr>
<td>12:55</td>
<td>Drug Store TV Prod.</td>
<td>E-M</td>
<td>Block Drug Danger</td>
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<tr>
<td>13:00</td>
<td>Procter &amp; Gamble</td>
<td>E-M</td>
<td>Food Store Program Corp</td>
</tr>
<tr>
<td>13:05</td>
<td>Firestone Theater</td>
<td>E-M</td>
<td>Star-Time</td>
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<tr>
<td>13:10</td>
<td>Kraft Foods Co. TV Theatre</td>
<td>E-M</td>
<td>Tidewater Amateur Oil</td>
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<tr>
<td>13:15</td>
<td>Packard Motors Holiday Hotel</td>
<td>E-M</td>
<td>Hollywood Hotel</td>
</tr>
<tr>
<td>13:20</td>
<td>Groves Watch Co.</td>
<td>E-M</td>
<td>Hollywood Hotel</td>
</tr>
<tr>
<td>13:30</td>
<td>Kings Co. Alco Young Show</td>
<td>E-M</td>
<td>Phineas Ford</td>
</tr>
<tr>
<td>13:35</td>
<td>Kellee-Frazier</td>
<td>E-M</td>
<td>Timmy</td>
</tr>
<tr>
<td>13:40</td>
<td>Ford Dealers of America</td>
<td>E-M</td>
<td>U. S. Tobacco</td>
</tr>
<tr>
<td>13:45</td>
<td>Hay Kyer</td>
<td>E-M</td>
<td>Stars Over Hollywood</td>
</tr>
<tr>
<td>13:50</td>
<td>Ford Motor-Ford Thorens</td>
<td>E-M</td>
<td>Theater of Mystery</td>
</tr>
<tr>
<td>13:55</td>
<td>Palmy Clothing Stores</td>
<td>E-M</td>
<td>Studio TV Protections</td>
</tr>
<tr>
<td>14:00</td>
<td>Roseville Mills</td>
<td>E-M</td>
<td>Choreograph</td>
</tr>
<tr>
<td>14:05</td>
<td>chancellor Club</td>
<td>E-M</td>
<td>Sun Oil Co.</td>
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<td></td>
<td>Group</td>
</tr>
<tr>
<td>14:25</td>
<td></td>
<td></td>
<td>Wrestling</td>
</tr>
</tbody>
</table>

**With New York Station Research Men**

Who use Radio and TV Ratings the Most

**It's PULSE**

22 out of 22!!

Twenty-two radio and TV stations are shown in New York Pulse Reports. All twenty-two subscribe to Pulse radio or TV.

Pulse is first with the research men.

**For Information**

ASK THE PULSE

**THE PULSE INCORPORATED**

15 West 46th Street
New York 19, N. Y.
THE BIG TOP
is a spectacular
one-of-a-kind
CBS Package Program
that will bring
customers running
to an advertiser.

Designed for the
young in heart of
all ages. Variety
says, "entertaining,
fast-moving, flashy...
should prove sock
family fare."
Coy Reviews Color

(Continued from page 57)

do not buy an adapter, they will not be able to receive programs transmitted in color. As the number and quality of color programs grow, the owners of present receivers will either buy an adapter or turn their old set in for a new model which is a color receiver or at least has adaptability built into it.

For the broadcaster, the initial months of color broadcasting can be difficult. There will be comparatively few programs that can tax his color programs. Of course, the adoption of bracket standards by manufacturers would make the broadcaster's task considerably easier. For, if the Commission postpones a color decision upon receiving assurances from the manufacturers that they will produce receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis.

If, as a result of such postponement, a successful compatible system should be developed, the broadcaster would have an audience that could receive his color programs in black-and-white. However, if no compatible system succeeds and the Commission adopts the incompatible CBS system, a growing portion of the television audience will not be capable of receiving a black-and-white picture from the color broadcasts.

The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And each month that passes will increase the size of this group of colorless audiences that is available for color programs.

‘Supported by Evidence’

Chairman Coy emphasized that the Commission was unanimous in its findings with respect to the three color systems. Though the result of the report was naturally “disappointing to some of the parties,” he said, “there has been no intimation by anyone that the Commission’s findings are not supported by the evidence in the record.”

Reviewing the decision, he said two “fundamental defects” of the RCA and CTI systems involved picture quality, compatibility, and system complexity. He noted that in the demonstrations RCA and CTI were unable to keep accurate registration and color control even though trained operators “hovered over the equipment.”

“You can imagine what the situation would be like in the ordinary home where children or untrained people have to operate such receivers,” he asserted. He continued:

“The conclusion appears to be inescapable that RCA and CTI did not do as much of their efforts to the compatibility part of their systems that they deserved to succeed in producing satisfactory systems. The whole effect from the adoption of either system by the Commission would be that the public would not be able to receive black-and-white pictures. We did not believe that the public would buy receivers that would be able to receive only that type of color pictures that RCA and CTI showed to the Commission.

CBS color pictures, he reported, were “of high order” in quality and color rendition, and equipment was easy to operate. He conceded the picture has fewer lines, but said this is more than offset by the addition of color. He also conceded that CBS black-and-white reception does not match present black-and-white in quality, but said the same was also true in the case of RCA and CTI. “However,” he said, “if properly adapted, such pictures as satisfactory in the case of CBS and RCA and unsatisfactory in the case of CTI.

As to the need for bracket standards, he said:

(1) No successful compatible system has been demonstrated; (2) It is entirely too easy to invent a new compatible system. If the Commission appears to be ready to adopt an incompatible system,” with the same success, “we would continue to grow until, as a practical matter, an incompatible system could not be adopted; (3) Changes could be made in black-and-white standards to take advantage of benefits of horizontal interface and long-persistence phosphors if further study proves them feasible.

Mr. Coy acknowledged that bracket sets would cost more than present receivers. The extra cost, he pointed out, would be approximately the same as the estimated cost of adapting present sets to receive CBS color in monochrome.

Convertibility Question

On the question of convertibility, he said CBS demonstrated “the only practical convertor” to word CTI demonstrated to the National Telecasting Conference.

“We are in great debt to you for the long way you have brought us in the past quarter of a century,” he told his listeners at the National Electronics Conference.

To the Chicago Television Council he said: “The Commission believes that television is destined to become the dominant form of broadcasting and is destined to be of inestimable service in promoting the welfare of the American people. We are anxious to see the service extended the length and breadth of the nation at the earliest possible moment. In that effort, we solicit your cooperation.”

After Mr. Coy’s resume of color television history for the Television Council, the speaker answered questions from the floor. Commenting on “Why are obscenities permitted on television and not on radio?” Mr. Coy said “it is most unfortunate that there is a tendency toward bad taste and even obscenity in television. This is a very important matter.”

In violation of the criminal code, the FCC Chairman said much of the “bad taste” in TV is in movements and actions, “and in some cases in expletives, rather than in the spoken word.

“The problem is one for the industry to handle, to avoid government intervention and a possible puritanical complex,” he said. He suggested that management and programming officials assume responsibility, but “if the trend gets worse, perhaps the government’s action will get worse.”

Military Needs

Mr. Coy said possible production setbacks in the future, because of war production and demands of the military, would not affect the color decision, “as far as the implementation of it” if military demands were great.

Commenting on four questions, all concerning the FCC’s approach to Phoneline, Mr. Coy reiterated his stand in favor of “any form of box-office television which will help bring to viewers the best entertainment in the country.”

Another question asked Coy whether a satisfactory compatible system is demonstrated within six months after the possible adoption of the CBS system, would it be too late for adoption. Chairman Coy said: “Hope with all my heart we can have a compatible system, which is why we are giving the manufacturers an opportunity now to adopt brackets. Incompatibility could not be adopted with the same ease after acceptance of the CBS system as now, and then we would have a problem of decision as before. Compatibility would have an additional hurdle after adoption of the CBS system.”

‘Many Problems New’

The final question asked Chairman Coy if owner of various color television systems know the advance of the FCC hearings what the Commission’s criteria of judgment were. Mr. Coy, replying that the hearing “outlined the need for education for us as to what to look for in color television,” said “we didn’t anticipate all of the problems.”

“I believe many of the problems were new, “we are now giving the benefit of our hindsight judgment to the TV concerns, giving them a chance to meet FCC standards.”

The Chicago Television Council met jointly with Radio Management Club. Guests at the opening fall session numbered about 500, including industry leaders at the speaker’s table. They were I. E. Showerman, NBC Chicago vice president and Television Council president who presided, John H. Norton, Jr., vice president in charge of ABC’s Central Division; Art Harre, general manager of WJJD Chicago and president of Radio Management Club; Frank Schreiber, general manager of WGN-AM-TV Chicago; Ralph Brent, sales manager and Bishop Bernard J. Still, director of WFIL (FM) Chicago.

October 2, 1950 • Page 67
Look WFBM-TV in Indianapolis!

Everybody is Looking at WFBM-TV "First in Indiana".

Look... On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Look again... TODAY there are 80,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember TO TAKE A CLOSE LOOK at the Central Indiana Market COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

RCA WILL produce more TV receivers this year than any of the top 100 manufacturers in the industry; the entire group will make more than 6.5 million sets in 1950 if the supply of "critical" parts is maintained, and TV set makers are too busy with black-and-white equipment to concern themselves with color "for a considerable time."

These are predictions made by Television Shares Management Corp., Chicago investment adviser and sponsor of Television-Electronics Fund Inc., in its annual industry forecast last week.

RCA, expected to be the top producer with 950,000 units, will be followed by Philco with 900,000, and Admiral with 850,000. Others among the top 10 are Motorola, 650,000; Zenith, 476,000; Emerson, 450,000; General Electric, 425,000; DuMont, 275,000; John Meck Industries, 200,000; and Halleraffers, 190,000.

War Influence

TV Shares has scaled down its former production estimates on individual companies because of the "very tight situation in some components" since the outbreak of the Korean war. "The industry has been unable to take care of the increased demand for component parts," and short items include receiving tubes, resistors, condensers and silicon steel for transformer laminations.

Because in 1929 consumers spent a little more than 1% of disposable income on radios, and in 1949 a little less than 1% on television, Television Shares expects this constant to be in effect this year, with a demand perhaps exceeding easily seven million units. Most of this would be for TV sets.

Regarding color, the investment firm sees "little chance that it will play an important role in the consumer end of television until a more normal situation is achieved nationally and internationally. Manufacturers are so busy with black-and-white television equipment, as well as preparing for a 'guns and butter' economy, that considerable time could elapse before color is a large-scale commercial reality."

Nielsen Reports

New York Ratings

Nielsen ratings for the New York area covering the four weeks ended Sept. 9 show "Toast of the Town" as the top ranking television program. New York, evening, once-a-week programs reported as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Home Shares</th>
<th>Metro Area Shares</th>
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<tr>
<td>1</td>
<td>&quot;Toast of the Town&quot;</td>
<td>39.2</td>
<td>41.6</td>
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<tr>
<td>2</td>
<td>&quot;Talent Scouts&quot;</td>
<td>37.3</td>
<td>38.4</td>
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<tr>
<td>3</td>
<td>&quot;Studio One&quot;</td>
<td>35.6</td>
<td>35.8</td>
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<td>4</td>
<td>&quot;Premieres Playhouse (WCBS)&quot;</td>
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<td>5</td>
<td>&quot;Finale Theatre&quot;</td>
<td>33.3</td>
<td>34.9</td>
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<td>6</td>
<td>&quot;Martin Kane&quot;</td>
<td>31.5</td>
<td>33.7</td>
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<td>7</td>
<td>&quot;Suspense&quot;</td>
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<td>32.1</td>
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<td>8</td>
<td>&quot;Lights Out&quot;</td>
<td>30.9</td>
<td>30.6</td>
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<td>9</td>
<td>&quot;Mama&quot;</td>
<td>29.9</td>
<td>29.7</td>
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<td>10</td>
<td>&quot;This is Your Business&quot;</td>
<td>26.7</td>
<td>26.6</td>
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Weekly Television Summary

October 5, 1950, TELECASTING Survey

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<th>City</th>
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<th>Number Sets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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<td>30,576</td>
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<td>ROCHESTER</td>
<td>WMY-TV</td>
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<td>ROCKFORD</td>
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<td>WMY-TV</td>
<td>30,576</td>
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Eating Out Drops After TV Set Purchase

With the restaurant business falling off slightly from last year, television has been found to be partly responsible. One-fifth of the TV set owners go out to dinner less often than they did before getting a set. This is among the findings of a nationwide survey conducted by Opinion Research Corp., Chicago, for General Foods Corp. and the National Restaurant Assn.

Limited Color Use Seen by Meck

COLOR—when it comes—will be used only on special telecasts or extravaganzas for many years, John S. Meck, president of John Meck Industries and Scott Radio Labs., told dealers at a meeting Monday in Chicago.

To back his viewpoint, Mr. Meck cited the case of color movies. "After even years of having them, we see only occasional color film today. The public doesn't feel cheated when it sees a black-and-white movie; it just likes the picture a little more. The economics of movie-making dictate how many color films are produced. The same thing will be true of color television, when it comes some time in the future," Mr. Meck said.
The Maryland State Fair at TIMONIUM

This is only one more reason why WMAR-TV is 1st in special events 1st in remotes

WMAR-TV
GOES TO THE FAIR

Television affiliate of the Columbia Broadcasting System
Can't Give Answer
(Continued from page 57)

CBS color transmissions DuMont said it did not believe "people would be interested in purchasing color receivers."

The company was not allowed to demonstrate its best receivers against color sets during the hearings. Dr. D. A. Durand, a privilege granted in the 1947 hearing, adding, "We believe that the Commission's decision to a large extent was cut off by force of circumstances."

Such a test, he believed, would have prevented a pro-CBS proposal. In any case, he concluded, the decision should be postponed so research can continue but allocation hearings should proceed to permit lifting of the freeze.

Admiral Corp., Chicago, one of the top industry set makers, could not make its case for full color, though its engineering staff "has been working diligently," according to Ross D. Siragusa, president. Admiral is the only major manufacturer not prepared to complete necessary engineering to arrive at a valid conclusion, he said.

Attachments outlining work still to be done by its engineering department were included. The Admiral letter, in part, read: "Our thinking in the matter is that we shall continue to work aggressively until such time as an adequate solution is reached. By that time we should like to present our findings and conclusions to the Commission."

Another large manufacturer, Halligan Corp., employing 2,000 workers, has made "every effort" to cooperate with the FCC proposals, according to President W. J. Halligan, but needs another three to four months of engineering development to design and field test a bracket switch capable of quality performance and justifying commercial manufacture.

Depean on Tests

Calling the FCC decision "undefinite and optimistic," Mr. Halligan said it depends on development of test equipment, structures, coils, switches and possibly tubes.

Actually, he said, the company doesn't know what will come of its research at the present state of the electronic art. The company is a leading maker of precision equipment used in industry and the armed forces.

After engineering release, two to four months would be required for the materials procurement cycle, according to Mr. Halligan, who added, "In view of complications and obsecurities" the firm is "willing but unfortunately not able to give an unconditionally affirmative statement."

Concluding, he said, "Meanwhile we have faith that the continuous and strenuous study of the problem by Hallicrafters and the industry will develop a solution to the problem with the public's best interest."

As chief victim of the FCC's Sept. 1 order RCA explained its grievances in detail, pointing to what it described as errors in the FCC's appraisal of color systems and defects, and limitations of its reasoning and conclusions.

The 67-page document opens with the charge that FCC's "major reason" for the proposed change was an "attempt to make adoption of the incompatible low-definition CBS color system."

RCA explains at the start that it will continue its color research of "compatibility, essentially high definition color system" and not adopt the CBS attitude of 1946 when that network said it would quit color research if its system were adopted.

FCC's proposed decision on "difficult scientific questions" is in face of "professional judgment of practically the entire industry," RCA charges, and should deny the public, broadcasters and manufacturers their rights under the law. RCA cites in detail findings of "the learned scientists comprising the Channel Committee, members of the commission," urging the American people have a chance to give a verdict after viewing RCA and CBS systems for a reasonable time.

RCA Stand

The FCC admitted it is not satisfied with CBS color, RCA claims, and adds it "admittedly does not understand the RCA all-electronic, high-definition, compatible color system." RCA believes it is obligated to inform itself as to basic principles of this system and the superior performance it makes possible, RCA contends.

Facing adoption of standards which should last for decades, FCC is charged with adopting bracket standards, "obviously a make-shift compromise proposal, serving perhaps to obtain unanimity within the Commission, but failing to serve the public interest."

The FCC's attention is directed to its recognition that compatibility, high resolution, large direct-view picture, and production of other RCA advantages are essential to any system, yet RCA's method would be outlawed when CBS has shown "none of these attributes," it is charged.

Noting RCA is "completely compatible," the brief says FCC itself recognized CBS has "degraded resolution by asking monochrome effect of horizontal interface on the CBS system. RCA adds this is integral in its system. FCC is charged with judging the "ten-year-old" incompatibility by far more lenient standards than those applied to RCA.

In FCC's comments on the RCA method, FCC finds what it terms "ingeniously phrased statements" conveying impression of inferiority without literally saying so. FCC's doubts about RCA's ability to develop more than 7 footlambert pictures, as its April 6, were answered by actual showings of pictures many times that bright, it is stated.

FCC's "error" in judging RCA by what it saw on laboratory sets was compared to appraisal of the airplane's values on basis of the Wright brothers Kitty Hawk tests. The FCC reference to tolerance of 1/11,000,000 of a second in RCA's system was answered with the observation that present black-and-white sets provide accuracy of the same order, and higher. These tolerances are present in many types of electronic equipment, RCA added.

RCA recalled that in the 1947 color decision FCC said it must be satisfied the system will work and that it "is as good as can be expected within any reasonable time in the foreseeable future." RCA observed the FCC has demanded 695-line definition since 1940 but now "is willing to settle for 405 lines" because it sees greater "apparent definition" because of color.

Major Changes Required

Many changes are required in present sets if they are to receive CBS color in monochrome, RCA said, charging the proposed bracket standards are unnecessary, costly and contrary to the public interest. RCA charges the bracket idea is designed "to obtain the time believed necessary to improve the CBS system."

Present standards for black-and-white should not be abolished without a hearing, RCA contends. Bracket standards will be expensive, it is claimed, and RCA has not even had time to complete design of sets. This major redesign will require expensive switching arrangements and cut the retrace time in half.

Listed are specific design changes in horizontal synchronization and deflection system, vertical system, power supply—all adding up to an estimated $61 for automatic or $50 for manual switching. These figures apply to new sets and RCA figures they would cost the public $400 million a year for new sets based on current output of 8,500,000 sets a year. New displays of one thing for the money it will be only a degraded black-and-white picture, without color, according to RCA.

It's impossible to get into production of sets before second quarter of 1951, RCA says. To see its model would have to be "completely redesigned." That doesn't allow for design testing. With components scarce, critical materials will be purchased or the government will take months to do they don't obey, drastic consequences to the public will follow.

Appendices include detailed analysis of conflicts between FCC's findings and those of the Condon Committee.

A California manufacturer making sets of types not used in homes, Conrac Inc., said it will not undertake to make "any sets which will operate within bracket standards. The firm cited "considerable technical difficulties" and observed that with nearly all components in tight supply the company could not take months to obtain new components once it is determined what they should be.

W. J. Moreland, Conrac president, said he personally felt FCC claimed introduction of variable line and field frequency controls to convert TV sets does not fully meet the solution of a standardized color system. "We cannot therefore honestly share the Commission's view on this proposal," it is stated.

To meet long-range commercial aspects and avoid public ill-will the color image color is the compatible and fully electronic, it is agreed. FCC adoption of the Sept. 1 report, according to Andrea, would bring placement "of a 355 line CBS system on an unsafe inventory buildup and financial burden. New engineering designs and material procurement would be necessary, along with new factory synchronizing equipment and pilot testing. Commercial release would not come before April 1951, it was felt.

"There is the overall standardization instead of individual steps or dual standards, avoiding burden on the ultimate consumer such as exists in the phonograph field."

First reply received by the FCC last week was that of Packard Bell Co., Los Angeles, filed Sept. 22. Robert S. Bell, executive vice president, filed his comment stating it is not possible to start making bracket decisions by the November deadline.

Since it had not anticipated the FCC's Sept. 1 report, Packard-Bell had not done any substantial engi-
One year ago WDAF-TV beamed its first picture to a waiting city and area. Today more than 60,000 set owners approve its popular blend of news, sports, music, drama, movies, public service and studio presentations.

Now WDAF-TV is on the cable . . . carrying top shows of ALL networks . . . keeping Kansas City television dealers hopping to meet demand.

If you want ACTION in the husky, thriving Kansas City market, put WDAF-TV audience-pleasing, sales-building know-how behind your product.

Field Intensity Map and Coverage
Information on request.

Kansas City's ONLY Television Station

WDAF-TV

Channel 4

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.
Industrial TV
(Continued from page 69)
completed the following applications:
(1) A TV unit, lowered into a well, revealed that the sides of the casing were clear but a joint was broken; (2) equipment has been used with "mish success" in atomic power and nuclear physics; (3) underwater work, with gravitation of a ship's propeller; (4) direct observation of steel and feeding furnaces in a sheet mill in the steel industry, and (5) shore and coal washers at tipples in coal plants.

Mr. Good reported reliability of equipment, which has operated 24 hours daily, seven days a week, for six months "without any attention whatsoever." Standard equipment will transmit industrial information 1,000 feet, and to greater distance with addition of boosters and a carrier system. Several sets can be fed from one camera.

Remote Control
Mr. Hermanson explained that stereo television is controlled remotely at Argonne National Lab so that radioactive materials can be handled safely. Men on the remote control engineering division staff developed the experimental three-dimensional video system. They used standard TV equipment (all DuMont), modified somewhat by principles of stereoscopy.
The system now used—and several were developed and tested—utilizes two TV picture tubes, arranged at right angles to each other. A semi-transparent mirror is placed at 45 degrees to both tubes. Crossed polarizing filters are placed in front of each picture tube, and the observer wears crossed polarizing spectacles. Both images of the stereo pair appear on the tubes, but positioning controls and masks enable the right eye picture to appear in the center of one tube and the left eye picture in the other.
The observer gets a three-dimensional image by watching one by transmission (through the semi-transparent mirror) and the other by reflection. "The observer should have the illusion of looking through a window on the face of the viewing tube," said Mr. Hermanson.

Sufficient brilliance on the surface of the 12½-inch tubes is achieved with use of 12,000 volts, higher than normal, he said. Additional brightness is needed because 85% of the light is lost in transmission and filtering. Although the present system uses only one camera pickup tube, "a more desirable" system would employ two, arranged side by side horizontally. The left pickup tube would supply a left eye view to the left TV receiver, and the right pickup tube to the right, Mr. Hermanson concluded.

Data for Mr. Hermanson’s paper were compiled by him, H. R. Johnston, now a graduate student at the U. of California, and Dr. H. L. Hull, director of the remote control engineering division at the atomic energy plant near Chicago.

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FCC VHF OUTLET
SPECIAL temporary authority was granted by FCC to NBC last week for operation of a VHF transmitter on Channel 4 at the site of the RCA-NBC experimental UHF station in Stratford, Conn., KC2XAK.

Purpose is to compare VHF and UHF signal strengths, picture quality and other factors.
The authorization is for 90 days.
The VHF composite transmitter will use 50 w, KC2XAK, duplicating programs of NBC's WNBT (TV) New York, is continuing regular UHF broadcasts Tuesday through Sunday, 7 p.m. to 10 p.m., until WNBT’s signoff. By mid-1950 KC2XAK had operated more than 2,000 hours. Details were related to FCC in RCA’s progress report on color television and UHF in late July (TELECASTING, Aug. 7).

Meanwhile, FCC announced it earlier had incorrectly reported extending to Oct. 13 authority of NBC’s WNBA (TV) Washington to air RCA color programs on a test basis. FCC said it corrected the extension date to Oct. 20.

ROLFS CAMPAIGN
TV Spot Drive Planned
KEYED for late fall and Christmas selling, a schedule of spot announcements over 48 TV stations will be launched by Rolfs (billfolds and personal leather goods), West Bend, Wis., beginning Nov. 20 and continuing through Dec. 22. Cramer-Krassell Co., is agency.

For the campaign, Sarra Inc., TV film producer, has completed four dramatic spot announcements. The announcements are scheduled a total of 15 times on each of the 48 stations.

Can't Give Answer
(Continued from page 70)
engineering work on a bracket switch. The work is incomplete and the company in addition would want to test the switch to produce a good product and accomplish the FCC's best purpose.

Difficulty of finding test equipment was cited, along with shortage of components. Packard-Bell added that needed components might require custom design and tooling. Morsec the firm can't yet tell if the present chassis and cabinets would accommodate the switch with change of re-designing and re-tooling.

While Packard-Bell said it intended to go ahead with engineering and will provide definite information if the Commission requests, it suggested the answer "might be of only academic interest by the time we have done a thorough and workmanlike job of engineering and scheduling." The company said it awaited word from FCC on its desire for such information.

SNADER Telscensions Corp., Hollywood, exhibited samples of three-minute musical TV films at series of showings in Dec monoie Hotel, New York. Louis D. Snader, president, said 80 of proposed 960 productions already completed.


Harvey Wilmot, signed by Jerry Fairbanks Productions, Hollywood, to narrate new TV film commercial series for Oldsmobile.

H. T. Tsing, also signed by firm for leading role in new series of TV spot films for Guild Wine.

Richards
(Continued from page 81)
the daily "International Disc Jockey show on KNX Los Angeles; 
Robert A. Mays, owner of Maye & Co., Los Angeles; Clinton An- derson, Beverly Hills chief of police; David E. Janison, information division director, Los Angeles City Health Dept.; Freeman Lusk, TV program moderator and former supervisor of information for the Los Angeles City Board of Education.

Rabbi Kramer, shown an allegedly anti-Semitic document attributed to Mr. Richards, was asked by Mr. Cottone whether this would influence his testimony.

"Most certainly it would," he replied. "I was not aware of this letter. I would say he was greatly suspected. I would say these letters were conclusive, but I would seek further information about him."

Under questioning by Mr. Rich- ards' counsel he said: "My opinion is that a man, to be anti-Semitic, . . . need not be a complete scone- drel. On the basis of what I've been here, I have grave suspicion of this man."

Mr. Rivkin testified under ques- tioning that it was his personal belief that KMPC seemed to be rooted in the areas, anti-Semitic and anti-Negro.

Mr. Berger testified he had been present many times when Mr. Rich- ards telephoned Clete Roberts, for- mer FCC direct of news and public affairs and one of FCC's key witnesses, to give instructions on "what he wanted played up or played down." He said they were "more times than both Clete and myself and probably many of the other boys went on our own if we thought our judgment was better in that particular field in which we were specialists."

Mr. Nesbitt said he attended staff meetings at which Mr. Richards "left no doubt in your mind that the man was a Communist hater." He also testified that at none of these meetings did Mr. Richards "instruct us as to how to treat news," but this testimony was or- dered stricken upon motion of Mr. Cottone.

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WILAU-TV
CHANNEL 7 – GRAND RAPIDS
ONE YEAR OF SOLID SERVICE
Represented by John Pearson
MITCHELL Tells NJBA of Radio's Permanence In The American Community

THE FUTURE of radio depends on individual stations, Maurice B. Mitchell said in a dinner speech before the New Jersey Broadcasters Assn. in its third annual Radio Institute held in Asbury Park last week.

Mr. Mitchell asserted that the most intimate means of communication in a community 10 years from now will still be radio, if the individual broadcasters act upon the challenge.

He emphasized the value of local news and entertainment since radio's future depends on the individual station owner, not the networks and agencies anymore. He added that the day when a broadcaster could obtain a license and make money merely by imitating the networks is over, with the approaching era demanding individual imagination in programming and sales.

"The independents who have had to rely on themselves all along are better prepared to meet the challenge than many network affiliate stations," Mr. Mitchell said. "With a sharp decline in network AM billings and agency purchases of coast-to-coast network shows, radio has come back to the people who've been taking the risks from the beginning; the individual broadcasters making the investments and paying the bills.

"The broadcaster is the only man whose faith in radio has remained constant. He has assumed leadership, stop imitating the networks and step out with new techniques. The primary requirement in radio from now on is—know-how. It hasn't always been that way."

In an afternoon meeting, J. R. Poppele, chairman of communications committee, N. J. State Civil Defense and vice president of WOR New York, revealed that radio and television will have an educational as well as an emergency role in the state defense set-up.

All stations will be at the disposal of the civil defense organization. Commercial radio and TV stations will be used to educate New Jerseyites to prepare for possible enemy atomic attack.

Selection of officers for the coming year also was held at the two day session, with the present slate unanimously reelected: President, Carl Mark, WTTM Trenton; vice president, Ranulp Compton, president of WEDN Camden; secretary-treasurer, Thomas B. Tighe, general manager, WJJK Asbury Park. Harry Goodwin, WNKR Newark, and Fred Weber, WFPG Atlantic City were elected to the advisory committee.

The Gray TELEP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING

THE Gray TELEP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELEP projects from FOUR optical openings: photos, art work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials!

News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. Packs interest and profit into every minute of your TV schedule!

MOTOROLA SIGNS

For NBC Wednesday Series

MOTOROLA Inc., Chicago, will sponsor the first three programs of NBC's Wednesday night television comedy show Four Star Revue and thereafter will join with other advertisers, sponsoring every third week. Program starts Oct. 4 and features the following comedy stars on a rotating basis:

Ed Wynn, Danny Thomas, Jimmy Durante and Jack Caron.

Show will originate in the Center Theatre, New York. Ruthrauff & Ryan, New York, is the agency.

68.4 Hooper for Bout

THE CBS-TV telecast of the Joe Louis-Exzard Charles championship fight last Wednesday received a special TV Hooperating of 68.4 in the 12 New York and Ohio cities surveyed by C. E. Hooper Inc. in its TV popularity ratings.

The Gray TELEOP makes PROFITS GROW for TV Stations

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Series Viewers

To Top 35 Million—Poppele

FROM 35 million to 42 million people will see telecasts of the World Series, J. R. Poppele, president of Telecasters Broadcasters Assn., predicted last week.

Mr. Poppele, who also is vice president of WOR-AM-TV New York, a stockholder club in MBS which holds a basic contract with baseball for radio rights to the World Series, based his estimate on the fact that 85% of the 8,500-000 TV sets in the country will be reached by stations carrying the game. He thought an average of five to six persons would watch each set.

Cable to WFMY-TV

WFMY-TV Greensboro, N. C., owned and operated by The Greensboro News Co., was scheduled to begin network telecasting last Saturday (Sept. 30) upon extension of the coaxial cable. The Greensboro Record noted WFMY-TV's first anniversary Sept. 22 in a special TV supplement.

The Gray TELEP and Accessories are WIDELY USED by NETWORKS and INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enable operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Ask for Gray TV Catalog describing above equipment.

The Gray TELEP and Accessories are WIDELY USED by NETWORKS and INDEPENDENT TV STATIONS

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact adjustment. 2 models: 156 and 430.

Division of The Gray MANUFACTURING COMPANY: Originators of the Gray Telephone Pay Station and the Gray Audograph

October 2, 1950 • Page 73
Coys Prediction (Continued from page 27)

for extension of the cable: Chicago to Omaha, Oct. 1, 1950; Omaha to Denver, about the middle of 1951; Denver to San Francisco, late 1951 or early 1952. By early '52, however, he will be some cities not on the cable, Mr. Coy said. He suggested that the individual broadcaster, or groups of broadcasters, would make up the deficiency by constructing their own radio relay facilities, which has been done. "It will be two or three years beyond late 1952 before there will be a complete network of cable or radio relay facilities."

Asked how the FCC views the Television projection, Chairman Coy answered: "I, as chairman of the FCC, with no more influence with the Commission than any other member, am interested in Television or any other box office approach, but I think every happening of importance in America ought to be available to people in their homes through TV."

Yet, Coy favors box-office TV because "I now see even more clearly the risk that advertisers' pocketbooks are not deep enough to pay the costs of some of those events which are going to demand." Referring to the recent purchase of the World Series for $600,000 by Gillette Safety Razor Co., Mr. Coy pointed out the high cost of the event and the eight million sets in use. He projected this into the future, when there will be 100 or 200 million sets.

"How in the world are they going to get enough dollars out of selling razor blades to pay what Happy Chandler is going to ask for television rights, under the pressure of the management of the Big Leagues, 'the management of the individual teams, the players, who want their part of it, and producers who want to see their security in the form of their pension fund protected by it?"

Sports Telecasts

In addition to the possibility of losing major events on TV because of high costs, Mr. Coy thinks video will become "less glamorous, spectacular, appealing and less in demand" by advertisers if such events are eliminated from telecasting.

"I would give just as much encouragement to a union of advertisers—and by that I don't mean a collective bargaining unit—an association of advertisers, paying the cost of those events through the present entrepreneurial arrangement."

"Mr. Coy wants television to have outstanding sports events, the Metropolitan Opera, Broadway plays and motion pictures, the best that we have in entertainment and culture."

"Whether it is paid by national advertisers, it seems to me if it is there, it is to the benefit of the American public and the advertisers who are supporting other programs on television," he said.

Pointing out that "Jack Benny and Arthur Godfrey" are no better promoters than the sponsors of the World Series, heavy-weight fights and movies "when it comes to getting their dollar out of participation in television," Mr. Coy concluded that "as long as I am a member of the FCC, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Color Question

The "implication" of the FCC's recent ruling on color television is that "color in television is immi- nent," Chairman Coy said, reiterating that the Commission has determined that color will add realism and increase TV's value to the people. "We did not see how, in good faith, we could deny the development of color television when we had seen good color TV demonstrated."

Asserting that the color should be expanded from 2.7 to 4 mc, Chairman Coy explained, "The FCC has built to accommodate that width, but equipment has not been available for expansion. "Your black-and-white television would be better if 4 mc cable and relay facilities were in use. The cable, at 4 mc, would carry any of the color television systems proposed to us," he said.

A final question from the ANA membership queried the Commission Chairman about the circumstances under which it might be necessary to supplement or replace telecasting. There was also a reference to possible interference to the protective radar screen.

"Mr. Coy, replying it was "obvious I am not going to talk about the protective radar screen," sees reason for interference with the continuation of broadcasting and telecasting "in its current pattern" because of "any" war. He is "sure" there would be no change of authority, with removal from private groups. "The Government has no intention and never has had of taking over," he said.

His only comment about possible interference: "If at any time it becomes necessary for radio or television frequencies to be used by the military, it will be when the invaders are so close to our shores that no one will give a damn about who operates those facilities."

In his closing remarks, Chairman Coy commended purposes and efforts of the Advertising Council, and saluted the ANA members "as creators of one of the greatest weapons in our arsenal for peace and for war—the guided message."

Action on Manpower (Continued from page 38)

When more freedom of expression is to be desired. Judge Miller detailed NAB's part in the national emergency.

Earlier, Robert K. Richards, NAB director of public affairs, presented his department's new slide film which illustrates NAB's basic services, and Robert J. Bur- nett, vice-president of BMI, traced the history of the musical licensing group.

BAB Outlined

Tuesday morning was given over to an explanation of present BAB services and activities by Lee Hart, assistant director of the bureau. Miss Hart disclosed that retailers already are buying more radio in anticipation of newswrap shortages. She noted a trend toward "coordinated advertising" and urged salesmen to sell "impressions" rather than advertising as such. At the end of her talk, broadcasters asked if BAB could provide arguments to be used against competing media, as well as sources of such material.

After Miss Hart had shown BAB's strip film presentation, "How to Pick a Winner," delegates suggested that for the sake of realism, stations in smaller communities should substitute small-town views for those showing a skyline of skyscrapers. The BAB assistant director appauled the idea and suggested that stations also could have individual slides depicting local information tailored to the needs of a community.

Final speeches were delivered by Charles A. Batson, NAB director of television, who explained the development of the association's TV program and told of present services and future plans, and Richard P. Doherty, NAB director of intermedia relations.

Among other things, Mr. Doherty prescribed developing salesmen as "public relations agents for sponsors," and fostering personality development of program staffs. He expressed the opinion that continuity writing involves more than just putting a few words together in plain English.

"Stations have a serious obligation to sell merchandise through a well-written sales message," he said.

Mr. Doherty criticized commercial managers who hire poor quality talent, the principle that they don't cost much because they are on straight commission. To get quality personnel requires adequate compensation, he advised.

Personnel Being Recalled

Adoption of the resolution toward alleviating the manpower shortage followed an expression by station managers that increasing numbers of their personnel are being recalled in military service. K. M. Hance, executive vice president of KSTP Minneapolis-St. Paul, reported that some stations already are bringing women to replace male workers.

Other resolutions unanimously adopted by the delegation provided for endorsement and active support in station service areas of the Crusade for Freedom movement; enlistment of new NAB members so that the industry may present a united front; expression of appreciation to NAB President Miller and his staff "an assurance of confidence in the future of the association"; commendation to General of Achievement by "alleviating the manpower shortage"; and an expression of gratitude, appreciation, and commendation to Mr. Meagher for a job well done.

INCOME FIGURES

704 Firms Net $57,569,000

TOTAL income of $535,109,000 for 1947 has been reported to the U. S. Treasury Department by 704 radio broadcasting and television firms, it was announced Sept. 22. This represents a net income of $57,569,000.

The Treasury Department also revealed the companies paid income taxes of $50,599,000 and paid out $12,552,000 dividends in cash and assets other than their own stock. No net income was reported by 445 radio and television stations whose total earnings amounted to $55,230,000 with an overall deficit of $5,248,000 and dividend payments of $161,000.
**FRANK DELFINO**, staff announcer WSTC Stamford, Conn., appointed acting program director, succeeding **ERNST HARTMAN**, who joins production staff WNEW New York. Mr. Delfino has been with station for three and one-half years; Mr. Hartman had been there seven years.

**LEW LOWRY**, sports director Kool Phoenix, Ariz., appointed production manager.

**RICHARD THOMPSON** to program director KUSD Vermillion, S. D., succeeding **KEITH NIEBERG** (see Front Office). Mr. Thompson was with WASL Annapolis and WBAL Baltimore. KUSD is non-commercial, licensed to U. of South Dakota.

**Rollo Hunter**, KECA Hollywood program and production manager, named assistant program manager, ABC Western Division. **Jack Meyers**, assistant operations manager ABC Western Division, appointed program operations manager for network, and **Harry Walstrum**, announcer, named KECA operations manager.

**Jack Lescolie**, actor and disc jockey, to assistant TV program director WCBS-TV New York. **Bill Allen**, disc jockey, to announce WCBS-Duluth on one-year contract.

**Jane Lynn**, instructor at Schuster-Martin School of Drama, Cincinnati, to WLWT (TV) Cincinnati as m.c. for Shillito's department store, same city. Program aired Thurs., 11 a.m.-12 n.

**Paul Hallett**, news editor WLOF Orlando, Fla., to announcing staff WWDC-AM-FM Washington.


**Phil Bongell**, named assistant director WKIS (TV) Chicago. **Gene McClure** to music librarian.

**Quentin Woodward**, graduate Broadcasters Network Studios, Hollywood, to KSWJ Roswell, N. M., as staff announcer.

**Bill Homann**, from ABC Chicago research staff, to Army service at Fort Knox, Tenn.


**Bernard C. Barth**, program coordinator WLWT (TV), Cincinnati, replaces **DICK HAYMES,** director of TV operations for Crosley.

**Dolores Goudsward**, assistant supervisor MBS network program traffic, promoted to program director succeeding **Ada Lusardi,** resigned to be married.

**Tony Martin**, to star singing role on CBS Carnation Contented Hour Oct. 8. Replaces **Dick Haymes,** to assist **Jo Stafford** continues as featured singer on program.

**Norman Hoppes**, NBC Hollywood guest relations staff to KBKJ (TV) Hollywood, as assistant manager advertising and promotion department.

**Jack Moore** to KICA Clovis, N. M., announcing staff.

**Mary McClean**, graduate Broadcasters Network Studios, Hollywood, to WFBE Sylacauga, Ala., for special women's and children's programs and disc jockeying.

**Howard Davis**, manager RCA Exhibition Hall, N. Y., to WNBT (TV) New York, as director.

**Bob Tyler**, KEA Centralia-Chehalis, Wash., auditing department, moves to production staff and disc jockey on Wakesh Roundup.

**Bill Mitchell**, KCJ Shreveport, La., to announcing staff KBPS Texarkana, Tex., replacing **Norman Balle**, who moves to KALT Atlanta, Tex.

**Jim City** returns to KBPS announcing staff after leave of absence.


**Irwin Lewis** named continuity director WINS New York.

**Bill Harpelle** to announcing staff KTSL Hollywood as announcer on Buckskin Theatre.

**Jay Byron**, graduate Radio Engineering School, Burbank, Calif., to KPWT Powell, Wy., as combination man.

**Francis Bernarr Harrington** to head CBS Hollywood mail room.

**Pabien Shivetsky**, conductor Indianapolis Symphony Orchestra, to announce disc jockey on Symphonies Echoes, Sun., 3:30 p.m., WIRE Indianapolis, through Oct. 8.

**Sam Pierce**, producer Thia is Paris show for Raymond R. Morgan Co., and head of Paris office for agency, signed to produce three shows for KLAC-TV Hollywood. Betty White Show, ocky Bradford Show, Don Otis Show.

**George Barber Jr.**, commercial manager WFTC Kinston, N. C., to sales promotion manager WCOG Greensboro, N. C.

**Frances Clark Handler**, creative manager and publicity director WMBF (TV) Miami Beach, Fl., resigns to return to freelance publicity and executive management, centering in New England area.

**James T. Vandiveer**, KECA-TV Hollywood executive producer of sports and special events, named manager daytime programs for station, in addition to present duties.

**Clintone Stanley** to producer of daytime serials for Progressive Broadcasting System, Hollywood.

**Allen Buckley**, KFI-TV Los Angeles director and casting director, to KECA-TV same city as director of daytime programs.

**Grant Johannesen**, concert pianist and composer, begins series of 13 recitals, Sun., 3 p.m., KSL Salt Lake City, Show sponsored by ZCMI, department store.


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**BOB GLENN**, staff announcer WSTV Steubenville, Ohio, and Betty DePhillipi announce their marriage, Sept. 16.

**Beth Lee**, director of women's programs and continuity WPTR Albany, N. Y., appointed chairman N. Y. State Women Broadcasters, NAB District 2.

**Jack Laflin**, sports director WSSV Petersburg, Va., to WONE Dayton, Ohio, in similar capacity. Is father of boy, Lance Brooks.

**Henry Dabecce** succeeds **Bob Clayton**, resigned, as 6:15 p.m. newscaster WJAS Pittsburgh.

**Bert Knapp**, WMCA New York newscaster, sportscaster and disc jockey, resigns to concentrate on sports broadcasting on freelance basis in radio-TV.

**John Bowdidge**, news and staff announcer WTMA Charleston, S. C., returns to senior year at U. of Georgia.

**Alfred E. Harrison**, veteran United Press radio news reporter, establishes headquarters in National Press Bldg., Washington, as UP special representative. He will cover radio, TV and newspaper fields.

**Gene Kirby**, announcer on Mutual's Baseball Game of the Day, joins WINS New York today (Oct. 2) as sports director.

**Merrill Muehler**, NBC news director in London, assigned to S. F. to coordinate Pacific news for network Oct. 15. It is his first domestic assignment in 12 years.

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**Mr. Barth**

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**The stars of today and tomorrow are**

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**Johnny Desmond** stars on "The Music of Manhattan" with Hugo Winterhalter's Orchestra

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of current tunes and material . . . network-quality production. Wire or write today for full details!
ARTISTS Corp. of America, personal- 
ally representative for performers, M. W. 
HORNER appointed to newly created post of 
director of purchasing. L. A. appointed head of production for 
special apparatus division.

HARRY E. SMITH, senior develop- 
ment engineer in television broad- 
casting equipment, television trans- 
mittcr division Allen B. DuMont Labs. 
Inc., named head of television trans- 
mittcr development department of 
Standard Electronics Corp., sub- 
sidiary of Claude Neon Inc.

E. ARTHUR HUNGERFORD Jr., to sales 
staff General Precision Lab. 
(electronic TV equipment), Pleasant- 
villeville, N. Y. Was business manager TV 
department NBC in 1935.

HENRY C. ROEMER, vice president and 
comptroller and member of board of 
directors International Telephone & 
Telegraph Corp., elected executive 
vice president Federal Telephone & 
Radio Corp., Clifton, N. J.

L. R. WANNER, manufacturing super- 
intendent Sylvania Electric Products 
Inc., Warren, Pa., appointed plant 
manager in charge of plastic opera- 
tions for parts division.

EARL W. (Madman) MUNTZ, Chicago 
TV manufacturer, and JOAN BART- 
TON, radio-TV singer, were married 
Sept. 24.

CORNELL-DUBLIERT ELECTRIC 
Corp., South Plainfield, N. J., pur- 
chases assets of U. S. Devices Corp., 
same city, manufacturer of “Tele- 
Rotor.”

AMPEX ELECTRIC Corp., San Carlos, 
Calif., produces new magnetic tape 
recorder, model 406, having range of 
15,000 cycles on half-track tape re- 
corded at seven and one-half inch per 
second.

POLARAD ELECTRONICS Corp., 
Brooklyn, N. Y., issuing new catalog 
on “Television Equipment.” Describes 
TV cameras, synchronizing gener- 
ators, monitors, TV amplifiers and 
power supplies.

RCA Engineering Products Dept. 
announces new transmission measur- 
ing set, suitable for rack mounting, 
Type BI-11A.

BRUSH DEVELOPMENT Co., Cleve- 
lend, Ohio, publishes brochure illus- 
trating its new Soundmirror magnetic 
recorder.

Technical . . .

BILL RULE, WEEI Boston control 
engineer, father of girl, Sept. 19.

RAY SIMPSON, KECA-TV Los An- 
geles electrician, father of twin boys, 
Stanley Donald and Richard Otis, 
Sept. 24.

BASEBALL PULL

WWGH Sportscaster Cited

NEW YORK’S Hornell Baseball 
Assoc. has been so pleased by re- 
results in increased attendance since 
radio coverage was instituted two 
years ago that it honored Chuck 
Richard, WWGH Hornell sport- 
caster, with a “Chuck Richard Night” 
at the local ball park. 

The occasion also took the 
nature of a farewell as Mr. Richard 
was leaving for Army service. 
Speakers at the farewell included 

Looking on as Mr. Richard (with 
mike) says farewell to the fans are 
Mr. Butsch (1) and Mr. Brown.

Louis G. Butsch, WWGH-AM-FM 
general manager; Robert W. 
Brown, president of the Hornell 
Baseball Assoc., and Manager Doc 
Alexson of the Hornell Dodgers, 
farm team of the Brooklyn organ- 
zation and 1950 Pony League 
champions.

Mr. Richard has been broadcast- 
ing the games for the past two 
years. The broadcasts were aired 
only on WWGH-FM.

*This map shows airline 
miles to nearest metropoli- 
ton centers, surizing undu- 
plicated CBS service to the 
KSWM audience.

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

Austin A. Harrison, President

[Map image]
AFN Reunion
TENTATIVE plans are being made for a reunion of all present and former radio people who served in military or civilian capacities with the American Forces Network in Europe. Persons interested in such a reunion, to be held sometime in November in New York, should write Walter R. Cleary, World Sound Co. Inc., 201 N. Broad St., Philadelphia.

SENATE PRAISE
For WDEL-AM-TV and WSM
WDEL-AM-TV Wilmington, Del., and WSM Nashville have been accorded plaudits in the U.S. Senate for services rendered in their coverage areas.

Sen. Estes Kefauver (D-Tenn.) told the Senate on Sept. 18 that WSM, observing its silver anniversary—"a quarter century of public-conscious service through radio"—is now embarking on television. The station was scheduled to begin telecasting on Sept. 30. He emphasized that the 50-kw station has assumed a "tremendous financial burden" because of TV. Sen. Kefauver said it typified the operation of WSM "and its efforts to keep the Nashville region in the front line with other major radio centers ..."

A few days earlier, on Sept. 15, Sen. J. A. Frear Jr. (D-Del.) lauded WDEL-AM-TV for its "outstanding record of public service ..." Sen. Frear pointed out he was particularly grateful for the courtesy extended him by the station in broadcasting his weekly report on Congressional affairs for the past two years. The "extensive coverage" of the station, he noted, has brought him a resounding response from listeners. He also cited other public services provided by the station to traffic safety, schools, farms and churchs. In addition, Sen. Frear noted public services by Delaware's other four stations, W L M W A M S WTUX Wilmington and WDOV Dover.

Language Scripts
PAN AMERICAN Broadcasting Co., world-wide station representative, last week announced the availability of a complete foreign language radio production service for commercial, cultural and political advertisers. A pamphlet, "Foreign Language Broadcasting," is obtainable by writing to the company at 17 E. 42nd St., New York 17, N. Y.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

WTNB CASE
Johnston, FCC File Briefs
BRIEFS supporting and opposing Johnston Broadcasting Co.'s second court appeal against FCC action in the highly contested WTNB Birmingham, Ala., case have been filed with the U. S. Court of Appeals for the District of Columbia [Broadcasting, Jan. 30, March 6].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court FCC had erred as a matter of law in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 256 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the grant of this change which Johnston appealed last year and which the court reversed and remanded to the Commission for further consideration on grounds FCC had acted on an unverified application [Broadcasting, May 9, 1949].

Johnston further attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer party to the proceeding. The appeal criticized FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, could file a substitute amendment to show it is applicant for the change in dispute. Johnston charged that Pilot, owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster, is a complete "stranger" to the case. The brief for Johnston was prepared by Franklin K. Lane and Orville H. Walburn, its Washington counsel.

Appeal 'Out of Order'
FCC told the court the new Johnston appeal is out of order since no final decision has been rendered by the Commission. Assuming the court does have jurisdiction for argument, FCC contended its action respecting the Beach amendment was in conformity with the intent of the court's mandate in returning the case to FCC for further proceeding. FCC held the court indicated the defective application could be cured and it was so accomplished within Commission rules.

As to the introduction of Pilot Broadcasting, FCC asserted it is the legally authorized successor to Mr. Beach and hence its substitution as licensee of the amended application was proper. The FCC brief was signed by Max Goldman, acting general counsel, and Richard A. Solomon and Robert D. Greenburg, FCC attorneys.

Joint brief supporting FCC's position in the proceeding was filed by Mr. Beach and Pilot Broadcasting, intervenors in the appeal. It was prepared by Mr. Hofheinz and John Earle Stephen of Houston and John P. Southmayd, Washington radio attorney.

RCA-5820
... for better television
The RCA-5820 Image Orthicon features exceptionally high sensitivity... a spectral response approaching that of the human eye... unusual stability... and a resolution capability of better than 500 lines. Primarily for outside pickup, the 5820 is also suitable for studio use.

Available from your local RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

October 2, 1950 • Page 77
WATL DISPUTE

FCC Petition

Meanwhile, AFRA New York headquarters has indicated that it will push its earlier petition with FCC for revocation of WATL's AM-FM licenses, though the Commission reported no developments at week's end. The union claims that WATL violated labor laws and regulations.

Interrogation of WATL announcers "as to whether they were a member of (AFRA) or not" tended to interfere with the free exercise of employees' rights," the board ruled last summer [Broadcasting, July 24]. The order in question, which reversed a previous finding of NLRB Trial Examiner Hamilton Gardner favorable to WATL, charged that the station violated Sec. 8 (a) (1) of the Taft-Hartley Act. Announcers were involved in the dispute.

NLRB authorities stressed last week that re-study of the case by the Enforcement Division was based on an NLRB regional director's report that WATL had failed to comply by the Aug. 18 deadline. Should the station take the recommended action, they pointed out, board action looking toward enforcement proceedings would be abandoned.

DELEGATE GROUP at NAB District 7 meeting in Cincinnati [Broadcasting, Sept. 25] includes (1 to 2): Front row, Lloyd A. Pixley, Robert O. Runnerstrom, WCOL Columbus; Pierre Weis, Long-Worth; John Bolland, Nunn Stations; Helen Fruth, NAB; standing, Charles C. Warren, WCMJ Ashland, Ky.; W. I. Orr, WBNY Columbus; Lin Pattee, BMI; Gilmore N. Nunn, Nunn Stations, District 7 director.

NEW CBC OUTLET

CBE Windsor On the Air

CBE Windsor, 10 kw on 1550 kc, new station of the Canadian Broadcasting Corp. and Trans-Canada Network, was scheduled to go on the air Sunday (Oct. 1) with a special one-hour inaugural program. Station will serve southwestern Ontario, and also will reach into the United States. The only other Canadian station in Windsor is CKLW, with 50 kw on 800 kc.

Equipment was designed by CBC's engineering division, and the two 500-ft. towers formerly were used by CJBC Toronto, another CBC outlet. Station is the 45th in CBC ownership, and has offices in the Security Bldg., Windsor, with studios on the 10th floor, and a modern transmitter building located on Highway 3, 10 miles southeast of Windsor.

Manager of CBE is M. L. (Cy) Poole, formerly with CKLW Windsor as transmitter operator. Since 1939 he has been with the CBC engineering division. Others on the staff of CBE include: John Leif Moore, program director, formerly of CJIC Sault Ste. Marie, CKEY and CHUM Toronto and a number of other Toronto stations; Gerald F. Papineau, studio operator, formerly of CKLW Windsor; John R. Pearson, transmitter operator, formerly of CKLW; Philip S. McKellar, announcer, from CKPC Brantford and CBI Sidney; and Rodney A. Clark, operator, formerly of CJOA Stratford and CKQX Woodstock.

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

SALES DEVICES

NAB Unveils Series

NAB last Thursday unveiled a series of sales devices for use in its membership campaign, including a nationwide "One Call Club," before representatives of the New York trade press. The showing was held at the Broadcast Advertising Bureau room.

General Managers William B. Ryan was introduced to press representatives. Announcement of the membership campaign was made by Robert K. Richards, NAB public affairs director. He said that between Oct. 1 and mid-November every NAB member will be asked by his district director to call on at least one non-member to encourage him to join the association.

Sales material was mailed last week to district directors as regional focal points for the One Call Club. This material was on display Thursday, along with a color slide presentation showing basic NAB services.

NAB district directors will be supplied desktop membership presentations for use by members in mailing calls. Titled "NAB and You," the presentation sums up in 28 illustrated pages the basic operational details of every department in the association. It was drawn up by Mr. Richards and Jack Hardesty, assistant public affairs director, and was shown in color slide form at district meetings.

Complete card files on non-member stations in their areas will be sent district directors.

Commenting on the membership campaign, Mr. Ryan said: "A basic value in any trade association is the product of the activity of the members themselves. This is an opportunity for NAB members to contribute to the association in which they believe—to help it grow and expand its influence for the good of the broadcasting."

WKRC Rate Increase

WKRC Cincinnati last week announced a rate increase which was to become effective Sunday (Oct. 1). The change was made public by Herman E. Fast, general manager of the CBS affiliate, who said the station also was altering its rate card to expand the Class A and B time periods, automatically bringing approximately two hours daily into higher rate categories.

SELECTIVE PRIZES FOR YOUR SHOWS

NAME MERCHANDISE
3% to $100 RETAIL VALUE
WIDE CHOICE FROM CATALOG
PROMPT DELIVERY FROM STOCK

FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N.Y. 17 - MU 7-0384

Page 78 * October 2, 1950
COMMUNISTS and Communist front organizations are required to label their sponsored programs on radio or television with the sources and obligations of such registration. This provision is contained in the new Internal Security Act of 1950 which became law on Sept. 23 when the 81st Congress, before winding up its business prior to recessing until Nov. 27, overrode a Presidential veto.

The Communist-control law was given final approval after a two-day hectic voting in both houses of Congress. The bill hung fire in the Senate for some 24 hours as a self-styled bloc filibustered against the measure in continuous debate through Friday night and into Saturday afternoon.

Despite the overwhelming approval received by the bill (HR 9490), Capital observers predicted that the catch-all anti-subversive activities may be modified when the 81st Congress returns for a “lame-duck” session Nov. 27 (see Congressional, this issue).

President Truman, and other critics, had attacked the bill as unconstitutional and a threat to American liberties. They contend it will hamper Communist-control and more likely hurt innocent people. Some officials of Communist groups already have served notice they will refuse to comply with the registration provision.

Measure’s Intent

The sweeping measure is intended to force Communists and sympathizers out into the open; to prevent spying and sabotage; keep Communists and sympathizers out of government jobs and defense plants; give the government power to intern Communists by evoking a roundup during war or emergency; deport Communist aliens and keep such aliens out of the country.

The exact wording of the provision under Section 10 of the law which bans Communist or Communist front organizations from sponsoring a radio or television program without expressly labeling it as such reads as follows:

It shall be unlawful for any organization [Communist or Communist front] to broadcast or cause to be broadcast any matter over any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization, being stated in place of the blank: “The following program is sponsored by— , a Communist organization.”

The act further provides that as each Communist organization registers (within 30 days after the act is in force), the Attorney General “shall publish in the Federal Register the fact that such organization has registered as a Communist-action organization, or as a Communist-front organization.” This publication will serve notice to all members of the organization that the group has registered. It also will be the list which will apply to radio and TV sponsorship.

The labeling provision is directed specifically against Communist and Communist-front organizations in the use of broadcasting facilities. It is not intended to add further obligations to those already imposed on broadcasters under Federal regulations.

FCC regulations (Sec. 3.189) already require stations to announce, on sponsored programs, the “true identity” of the sponsor. Authorities cite Sec. 3.189(d) in particular:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished [transcriptions, talent, scripts, etc.], by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group.

In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

 Authorities point out that FCC’s rules detail obligations imposed on stations, whereas the Internal Security Act applies to the duties and obligations of Communist and Communist front organizations.

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**From where I sit by Joe Marsh**

**New Use For Old Windmills**

I drove past Curly Larson’s farm last week and saw him perched up on top of his 75-year-old windmill. “Still planning on tearing it down?” I shouted to him.

“No, not on your life,” says Curly as he climbs down. “I’m getting myself a television set from Buzz Ellis’ and he says this windmill is going to come in mighty handy.”

“You see,” Curly went on, “I’m going to put my TV antenna right on top of it. Since the windmill is higher than the house, I’ll get about the best reception around here—but if it wasn’t for Buzz and his advice, I’d have scrapped it.”

From where I sit, Curly’s success as a farmer and his popularity in town is due, in a large part, to his open-mindedness and his willingness to listen to people and their opinions. He’ll listen to Buzz Ellis over a melted milk or he and I can talk politics—each with a glass of beer. Yes, Curly’s as modern as television itself!
NAB DISTRICT 9

ASSN. of National Advertisers is vulnerable," Charles C. Caley, NAB District 9 director, declared Sept. 26 in an address before Illinois and Wisconsin broadcasters [BROADCASTING, Sept. 26].

Caley urged support for Super-BAB

"Picking on radio because it is vulnerable," Charles C. Caley, NAB District 9 director, declared Sept. 26 in an address before Illinois and Wisconsin broadcasters [BROADCASTING, Sept. 26].

"The recent ANA board's meeting in Chicago, Ill., was scheduled for a Super-BAB, Mr. Caley told delegates to NAB's District 9 meeting at Three Lakes Wis.: "The recent ANA report singled out radio only—instead of magazines—which are lower in readership because we are like an army without guns lined up against an enemy fully armed."

Pointing up the fact that broadcasters never have had an effective selling organization, Mr. Caley observed that it took the newspapers 20 years to develop their bureau. "But we can't take that long," he warned.

Before the district delegates adopted a resolution favoring an enlarged BAB, it was necessary for Mr. Caley to resolve doubts of various members on two points. Hugh Boice of WEMP Milwaukee indicated that future BAB committees would have independent station representation.

"The present BAB committee is only doing spade-work," Mr. Caley said. "You may be assured that the new BAB committee, to be appointed after our organization work has been completed, will not get tangled with different segments of the industry, because the basic concept of selling radio is the same whether an independent or network station.

A suggestion from Howard Dahl, WKBL La Crosse, Wis., that BAB have a lower rate structure so that NAB members would be assessed less than non-NAB members, drew from the district director an opinion that NAB and BAB should be separated completely to do "two separate jobs." Mr. Caley recalled, however, that it was the opinion of the present BAB committee that NAB members in good standing should have the benefit of the new bureau's expanded services during its first year, without additional costs.

In a brief "assist" to Mr. Caley, Howard Lane, WJJD Chicago, NAB director-at-large, noted that the current BAB proposal is basically what NAB has had in mind since the original conception of the bureau in the spring of 1945.

Motion to adopt the plan was made by Joseph B. Kirby, WKRS Waukegan, Ill., and seconded by Martin Lane. The vote was unanimous.

Harold Halsey

Erwin, Wasey Official Dies

Harold Halsey, 58, vice president and manager of the Oklahoma City office of Erwin, Wasey & Co., died Sept. 17 in a Boston hospital following a cerebral hemorrhage. He was stricken while in Boston to attend the Financial Public Relations Assn. convention.

A native of Oklahoma, Mr. Halsey was a Harvard graduate. Except for service in the Navy in World War I, his entire business career had been spent in advertising work. In 1926 he formed his own agency, the Harold Halsey Co., in Oklahoma City. The agency was incorporated as Halsey-Humphrey Inc. in 1937 and became the Southwestern office of Erwin, Wasey & Co. Mr. Halsey was president of the Southwestern Assn. of Advertising Agencies and a contributing writer for Advertising Agency magazine.

Don't shoot that crow . . . Please!

If you didn't want a pet crow shot down in cold blood, what would you do about it?

Mrs. Fletcher, in Delaware County, was in that predicament. She had a pet crow that would take off on unscheduled flights. Feared that this pet crow might meet up with some enemy ask-ask, she frantically called WPWA and pleaded that we announce that the Fletcher crow is really a good bird and merely a mischievous pet . . . so SPARE THAT CROW

P.S.: You'll never have to eat crow when you select WPWA for your radio spots. Get full information TODAY.

DELTA COUNTY'S FIRST STATION
1590 on the dial, FIRST in the hearts of listeners CHESTER, PENNA.

FAN-AMERICAN BROADCASTING CO., 330 Madison Ave., New York City

Joe Adams REACHES ALL NEGROES IN LOS ANGELES KOWL CLEAR CHANNEL LOS ANGELES - SANTA MONICA, CALIF
GETTING together during a pause in the NAB District 14 meeting at Hotel Colorado, Glenwood Springs, Col. [BROADCASTING, Sept. 18], are (l to r): Hugh B. Terry, KZV Denver; Judge Justin Miller, NAB president; William C. Grove, KFBC Cheyenne; Lloyd E. Yoder, KQA Denver.

No Politics

TO MAINTAIN his station's policy of almost uninterrupted classical music, Calvin J. Smith, general manager, KFAC Los Angeles, has announced that station will accept no political announcements during coming campaign. Although the move means possible loss of money, Mr. Smith feels that announcements would cut into broadcasting of classical music on which the station audience has been built.

JAMES D. FULTON

Rites Held for Agency Head

FUNERAL services were conducted Sept. 21 in Chicago for James D. Fulton, 64, president of Fulton, Morrissey Co., advertising agency. Mr. Fulton spent more than 40 years in advertising, starting as advertising manager of the Record Herald in Chicago. Before World War I he was western manager of American Magazine. He joined Carl M. Green Agency, Detroit, in 1915 and two years later was transferred to Chicago. He then became a vice president of Green, Fulton, Cunningham, where he remained until his retirement in 1930.

In 1934 Mr. Fulton came out of retirement to become a partner in Fulton, Horne, Morrissey, which preceded Fulton, Morrissey Co. Mr. Fulton had been president of the firm since 1940, when Edward M. Morrissey died. Surviving are Mr. Fulton's wife, mother and daughter.

The Nation's Richest Farm Market

Local Retail Sales, 1949, 18% above the Nation's Average—1940—Higher.

WTTN

BROADCASTING • Telecasting

VOICE STATIONS

Added Funds Assured

ADDITIONAL funds paving the way for construction of six new high-power radio stations and for other broadcasting expenses for the State Dept.'s Voice of America were assured last Wednesday as President Truman signed into law the huge $17 billion supplemental defense bill.

While conferences earlier had voted to pare requested sums for the government's overall overseas information and propaganda programs, they preserved allotments of $41,288,000 for construction of new Voice stations and $7,602,000 for radio broadcasting expenses [BROADCASTING, Sept. 18, 4].

Cut in Request

Congress cut the information program from $97 million requested by the Administration to $79 million, but Voice funds were not affected. Chief activities which felt the pinch were library facilities overseas, the exchange-of-persons program.

Also included in the supplemental outlay for the Voice was a sum of $2,860,287 for purchase and distribution of radio receiving sets to Communist and "critical" areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and an extra $3 million to enable the General Services Administration to purchase a building in New York for State Dept. Information personnel [BROADCASTING, Aug. 28].

Hersholt Award

CERTIFICATE honoring Jean Hersholt for meritorious service to medicine with his Doctor Christian series (CBS, Wed. 8:30-9 p.m.) will be presented by the District of Columbia Medical Society at its annual banquet Oct. 4 in Hotel Statler, Washington. [CLOSED CIRCUIT, Sept. 18]. The Doctor Christian show broadcast on that date will be transcribed and presentation of the certificate will be aired.

COMPRISING the first group recalls to active duty from radio stations, newspapers, and photo assignments to augment Far East Air Force public relations, 28 reservists left last week for Tokyo, Japan, and Korea, via Fairfield-Suisun Air Force Base, California.

Volunteering from their civilian status on a one-year recall, the men will report to Col. William P. Nuckels on arrival at Far East Air Force headquarters. Col. Nuckels has been FEAF public relations officer since the Korean outbreak.


The group was gathered on a survey of FEAF needs by Lt. Col. Barney Oldfield, member of the staff of the Directorate of Public Relations in Washington. When the Korean War broke out, Col. Oldfield rounded up a public relations flying squad of 18 men who were sent overseas during July. This crew is still on duty.

Air Force officials said the "extremely wide geographic spread of Air Force activities" has made it difficult to cover the entire operational story and the latest crew was sent as an aid to war correspondents in the area.

CBC GOVERNORS

Issue License Proposals

SPARTON of Canada Ltd., London, Ont., has been recommended for an experimental TV transmitting license by the board of governors of the Canadian Broadcasting Corp., meeting at Vancouver Sept. 19-20. License allows the company to adjust receivers it manufactures on Channels 2, 6, 7 and 11, with maximum transmitting output of 5 w and using standard monoscope patterns.

CBC board also recommended application of a pick-up transmitting license for CJSH-FM Hamilton, and for an emergency transmitter for CKLW Windsor. Application for a new 1 kw AM station at Kingston, Ont., was deferred for six months. AM license for 250 w on 1230 was recommended for Dauphin Broadcasting Co. Ltd., Dauphin, Man. CJNB North Battleford, Sask., was recommended power increase from 250 w on 1240 to 1 kw on 1490 kc.

AIR FORCE RADIO-PRESS GROUP

Enroute to Far East Public Relations Posts

A New York firm of decorators and upholsterers has had to add to its sales force to handle increased leads. Its advertising agency says: “This summer we decided to test radio with the Art Scanlon Show. The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for upholsterers, Art Scanlon kept our client’s sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon Show, to the exclusion of other media.”

Call your WINS representative... see him when he calls.

Buy WINS...

...it Sells!

CROSLEY BROADCASTING CORPORATION

October 2, 1950 • Page 81
TUBE OUTPUT
RTMA Reports Record High

Rapid expansion of TV receiver production and anticipation of military needs led to an all-time record in factory sales of radio receiving tubes in August, according to Radio-Television Mfrs. Assn. RTMA member companies produced 35,963,495 tubes in August. Previous all-time record, 33,663,494, was set last March.

Of August tube sales, 28,202,620 went into new sets, 7,617,115 into replacement, 906,450 to foreign nations and 143,250 to government agencies. Total tube sales in the first eight months of 1950 were 227,778,578 units.

Estimated production of TV sets for the entire industry during the week Sept. 4-8 dropped to 124,348, with $65,485 radios turned out in the same period. The sharp decline from high August production was ascribed to the Labor Day holiday.

Sale of radio transmitting and communications equipment, including radar, to the government by RTMA members rose substantially in the second quarter of this year. Second quarter sales totaled $88,385,093, compared to $30,640,943 in the first quarter.

Government orders in the second quarter totaled $61,701,467 compared to $41,305,390 in the first quarter. Of the second quarter sales to the government, $27,876,595 consisted of radar apparatus.

GENTLING ELECTED
Heads Minn. Broadcasters

MINNESOTA BROADCASTERS Assn. elected G. David Gentling, KROC Rochester, president at a meeting last week during the NAB District 11 convention in St. Paul. Mr. Gentling succeeded Melvin Drake, formerly general manager of WDGY Minneapolis.

Harry W. Linder, KWMN Willmar, was named vice president, replacing Carl Bloomquist, WEVE Elyehth, Kenneth M. Hance, KSTP Minneapolis-St. Paul, was re-elected secretary-treasurer. Seven directors were named as follows: Robert D. Kennedy, KBZT Grand Rapids; Herbert H. Lee, KDHL Fairbault; John F. Meagher, KYSF Mankato; Lee Whiting, KEYD Minneapolis; F. Van Konynenburg, WTCN Minneapolis; M. M. Margel, KYVO Moorhead, and Mr. Bloomquist.

J. K. Wallace

J. K. (Spike) WALLACE, 71, president of the American Federation of Musicians, Local 47, Los Angeles, since 1940, died Sept. 25 at his home as a result of a heart ailment from which he had suffered for years. The body lay in state Sept. 28 at Malloy Mortuary, Los Angeles, and Sept. 29 at Musicians Union Bldg. from where funeral services were held. Cremation followed. Before becoming president of the AFM local, Mr. Wallace was for two years a contract musician with motion picture studios and previous to that trombone player with the original Los Angeles Philharmonic Orchestra. He is survived by his widow, Edith.

NATIONAL Academy of Broadcasting, Washington, offering special evening production and control board operation course to teachers, looking to day when educational stations will be in many schools.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill
Marie V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — Phone 6-4607

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
KYW Philadelphia, sends trade letter in simulated handwriting of Bob Tiler, sales manager. Letter explains dominance of John Franklin, station's newscaster. Last paragraph says, "Better hurry to buy this one. Here's a blower to save ink-drying time." Blotter in shape of microphone bearing station's call letters, is enclosed.

THOUGHTFUL SIGNOFF
KELA Centralia-Chehalis, Wash., daily signoff. Following customary information, announcer reads, "Because of a constitution, a bill of rights and a bunch of fighting G's, KELA has the privilege of returning again tomorrow with another day of broadcasting free speech in a free nation." Recitation of "America" from musical background completes day.

SCHEDULE CARDS
WMLS Sylacauga, Ala., distributing football schedule cards throughout listening area. Included on each card are schedules of local high schools, and two largest state colleges. Scores are listed for teams schools played last year. Promoted by bus cards, store posters, auto bumper strips and air spots, cards call attention to station's football programming.

LBS JOINERS
WOL, Washington and WWBP Miami, Fla., join Liberty Broadcasting System. Besides carrying features from system, WOL will feed news broadcasts to network seven times daily, 7:45 a.m., 12 n., 1:45, 3:30, 6, 6:30, 7:45 and 10 p.m. All newscasts, with exception of 6:30 p.m., read by George Campbell and Arthur McArthur. Nationally known commentator will use 6:30 period.

OUTSIDE PROMOTION
WGBG Greensboro, N. C. Station's 3:31 Club was honored at halftime of night football game by Greensboro Senior High School. Show was selected as most popular disc program in town, and music, dancing, pageantry and special lighting effects were used in ceremonies. M. C. was Program Director Curt Welborne, Club's "Swingmaster," and demonstration was seen and heard by reported 7,000 fans. Events was recorded for airing on next day's Club broadcast.

ELECTION ADVENTURE
WTTN Watertown, Wis., daytime only station, was denied evening hours for election coverage by FCC. Accordingly, station worked out agreement with local Automatic Hostess Music System, which pipes music to 20 machines in taverns and cocktail lounges, and took over operations from 8 p.m. WTTN fed music and sponsored election returns, with commercials spotted between music selections, to "capture" audience during evening.

CAMPAIGN BUTTON
WTIC Hartford, Conn. Current political campaign with inevitable campaign buttons was inspiration for WTIC's latest promotion. Celebrating its silver anniversary, station has distributed silver button bearing call letters and statement, "The people's choice for 25 years." Point of distribution is Eastern States Exposition where station maintains remote studio.

MAIL SERIES
WGAR Cleveland, sends trade and public series of small folders headed, "Meet Me at 1220." Pieces are colored differently for each day in week. Inside shows caricatures of stars of programs heard on particular evening, with no titles given. Top of piece says, "Know who they are?" Bottom asks, "Are you right? Listen... night?" Theme of presentation is, "Stars aplenty at 1220."

FAIR BABY
WSCG Saginaw, Mich. Four-week-old station put in full schedule of coverage of Saginaw County Fair. Studio in Manufacturers Bldg., complete with organ, was setting of 42 pickups in six days. Shows included both special events and regular programming.

HAPPY HOMEMAKERS
KALL Salt Lake City, sends trade folder in fuchsia, blue and white telling of prominence of Homemaker Program, conducted by Gordon Owen. Pictures of Mr. Owen behind microphone and with various merchandising displays adorn edges of inside. Bottom of folder carries endorsements of show by pleased sponsors.

DUTCH INTERVIEW
WOOD Grand Rapids, Mich. Interview with Jacques Hoek, Netherlands journalist and former underground leader, was one of few foreign language interviews ever aired by station. Carried on Announcer Bob Runyon's news show, translating was done by Jake Butten of Christian Reform Publishing Co. Station's coverage area includes many persons of Dutch origin.

YES MEN
WAVZ New Haven, Conn., distributes four-page, letter-size brochure entitled, "Yes, Mr. Crosby." Facsimile reproductions of column appearing July 24, 25 in New York Herald-Tribune under John Crosby's byline are featured. Articles were entitled, "A Radio Station With a Mind of Its Own," and "A Radio Station Operated Like a Newspaper." Both stress station's editorial policies and emphasis on news.

INGENIOUS REMOTE
WTJL (TV) Miami, Fla., Sept. 16. Dedication ceremonies of new City Hall in El Portal offered no building high enough for microwave transmitter line-of-sight clearance. Crew engaged prices of 100 ft. crane, to which transmitter was attached. Platform was anchored by guy wires and technical crew achieved perfect alignment with downtown receiving antenna allowing ceremonies to be telecast as scheduled.

DOUBLE BILLING
WNOX Knoxville, Tenn. At busy intersection in city, station sports two billboards. One on left reads, "WNOX," with arrow pointing to board beside it which claims station's leadership in airing of popular programs.

BROTHERHOOD SERIES
WEEI Boston, National Conference of Christians and Jews, Sat., 7:15 p.m. When conference was held in workshop in human relations last summer, station sent engineering crew, under direction of Fred Garrigus, public affairs director, to transcribe highlights for later broadcast. Series now being carried in nine 15-minute segments.
**MANAGEMENT**

**Foley & Brockway Opens**

GEORGE F. FOLEY Jr., director of television for Cecil & Presbury Inc., has resigned to form Foley & Brockway Co., radio and television management firm. Robert E. Brockway, motion picture producer who is currently president of Pathé Corp. and Director Products Corp. manufacturer and distributor of Pathé motion picture cameras and other photographic products will join Mr. Foley in the new talent and package organization.

James N. Lister, also of Cecil & Presbury, is resigning to head the production staff of Foley & Brockway. Company's offices will be located at 521 Fifth Ave, New York. A Hollywood office will be opened in December.

Mr. Foley, lawyer and radio and television director, formerly was director of Newell-Emmett and has supervised such shows as Suspense, Danger and Beat The Clock.

Frank Giday, business manager of Cecil & Presbury, will take over Mr. Foley's duties at the last week, which was also announced last week.

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**SEPT. 22 Application**

**ACCEPTED FOR FILING**

License for CP

**License for CP**

Request for license renewal filed by following AM station requested by: WBNL Boonville, Mo., WJZJ Atlantic, Iowa; WJQZ St. Cloud, Minn. License for CP station requested by: WOL-AM Eliz. Ohio; WBEQ Willimantic, Conn.; WXYZ-AM Houston, Tex. License for CP station renewal requested change hours and DA.

License Renewal

**LITTLE LYNNE**

Graces KTLM Broadcasts

**EVERY Saturday afternoon between 3:45 and 4 p.m. KTLM Denver's studio is graced by the little figure of blonde and blue-eyed Lynne Irene Brown, 9 years old. The pint-sized program hostess is the discovery of R. John Hugh, station's production manager, who came upon "Little Lynne," as she is affectionately called, in the lobby of the Park Lane Hotel in Denver.**

Her personality has carried her over the airwaves and into radio homes in Denver where children and parents alike have acclaimed the program as different and refreshing. At home before the microphone, Lynne selects a subject as the theme for each week's program and her discussion is elaborated by Mr. Hugh. Topics range from being "afraid," "pretending," to "why boys and girls have night-mares.

KTLM reports Lynne is evoking much enthusiasm from the station's listeners and as far as Mr. Hugh is concerned every Saturday afternoon is the time when he can relax before the microphone for a chat with "Little Lynne."

---

**September 22 Decisions**

**BEY HOMEN EN BANC**

Change in Antenna

KPGP Anchorage, Alaska — Granted application for CP (as far as it requests reduction in height of 212 feet to 170 ft, operating on present assign- ment 750 K w) granted request change to 730 kc 10 kw unlimited.

**Sept. 22 Applications**

**APPLICATION FOR LICENSE**

License for CP

Request for license renewal filed by following AM station requested by: KBMB Near Salinas, Calif, KUKA Yuba City, Calif.; WBNL Boonville, Mo.; WJZJ Atlantic, Iowa; WJQZ St. Cloud, Minn. License for CP station requested by: WOL-AM Eliz. Ohio; WBEQ Willimantic, Conn.; WXYZ-AM Houston, Tex. License for CP station renewal requested change hours and DA.

License Renewal

**APPLICATIONS DISMISSED**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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BROADCASTING

AMENDED CP WDBL WATS Anniston, Part sion dated hearing translation continuance September graphical ings re Great KWED KHBL (FM) KFDR KCJB Minot, Applications for license Civil Sunland R.; of 790 CP of ACCEPTED FOR FILING By on its time Anchorage, Alaska Bcstg. FM Vidalia, Seguin, Tex. CP Grand Rules Sunland Co., El

By Elizabeth Smith Easton Pub, Co., Easton, Pa.—Granted petition requesting that the consolidated hearing now scheduled to begin Oct. 11 on its application, be postponed until appropriate date, at least 60 days subsequent to date of decision of U. S. Court of Appeals for D. C. in proceeding now pending before such Court involving subject matter of hearing before this Commission.

By Commission Jones Civil Defense Office—Granted extension of time of 30 days from Sept. 15 for filing comments on proposed New Part 26 “Rules Governing the Disaster Communications Service”; time extended to Oct. 15.

September 25 Applications... ACCEPTED FOR FILING License Renewal Applications for license renewal filed by following AM stations: WSPR Annoton, Ala.; XALI Panama, Calif.; KTSL Turlock, Calif.; KGRU Leadville, Colo.; KFSM Racine, Wis.; WISI Green Bay, Wis.; KLFY Lake Charles, La.; KUNR Reno, Nev.; KDKA Pittsburgh, Pa.; KSLX San Francisco, Calif.; K.setInput Minneapolis, Minn.; KIPN Portland, Me.; WQOC Jamestown, N. Y.; KSQ Pittsburgh; WATE Sayre, Pa.; KI-AM (FM) P. R.; WHHL Wheeling, W. Va.; WARB Mobile, Ala.; KCIC Des Moines; WOOG Silver Spring, Md.; WQIC Vicksburg, Miss.; WAVY, Norfolk, Va.; WXKN Kingman, Ariz.; KCRC Enid, Okla.; KNCX Medford, Oregon; WDBL Springfield, Tenn.; KJIT Dallas, Tex.; KEV Jackson, Miss.; KXKL Passadena, Tex.; KFPA-FM Amarillo, Tex.; WCOP-FM Boston.

License for CP KNEA Junction City, Kan.—License to cover CP new AM station.

KCEE Muskegon, Mich.—License to cover CP new noncommercial educational FM station.

KWED Seguin, Tex.—License to cover CP change of call letters.

KJEM Spokane, Wash.—License to cover CP change frequency etc.

AM—730 kc KFQD Anchorage, Alaska—CP change from 790 kc 3 kw un. to 720 kc 10 kw un.

AM—970 kc

WYPV Vicksburg, Miss.—CP change from 1450 kc 250 w un. to 970 kc 1 kw D.

AM—1570 kc

Myron Jones, Erie, Pa.—CP new AM station.

AM—250 kc

Great West Co., Cheyenne, Wyo.—CP new AM station 800 kc 1 kw D.

(Continued on page 86)

CONNIE RUSSELL, vocalist on the Dave Garaway morning broadcasts via NBC under sponsorship of Armour & Co., lends glamour to a business conference in Chicago. L to r: J. W. Cameron, account executive, Foote, Cone & Belding; Dave Garaway; Miss Russell; J. R. Herd, sales manager, household soap division, Armour; R. E. Whiting, Armour, household soap advertising manager, and Jack Haskell, baritone vocalist on the five-a-week show.

BARKLEY TOUR

AN EXTENSIVE speaking tour by Vice President Alben Barkley on behalf of Democratic Senatorial and Congressional candidates, indicating considerable use of local radio and some network facilities, was announced last week by the Democratic National Committee.

At the same time, it was learned that the party’s radio advisors have been pressing President Truman to reach a decision on how many radio addresses, if any, he will schedule during the forthcoming Congressional elections.

Kenneth Fry, radio-TV director of the Democratic National Committee, said last week he had advised the White House of the fact that time was growing short, and that with the campaign now officially underway, paid radio commitments should be evolved as quickly as possible.

Whether the President will speak on radio or television has been a matter of speculation, but authoritative sources feel he will make at least one major address. The Chief Executive’s radio advisors, it was learned, have urged him to schedule more than one speech on the airwaves.

In the event Mr. Truman chooses not to utilise the media on any large scale, it was thought likely that arrangements would be completed to permit the Vice President to speak for Democratic candidates on two or three occasions via network facilities. Mr. Barkley’s projected tour was seen in some quarters as evidence that the President will remain in Washington rather than stump the country for the Democratic cause.

Possibility also was held out that Mr. Truman may limit his radio appearances to an address on the eve of the Congressional elections.

Mr. Barkley is slated to make approximately 30 speeches in 16 states during October and the first week of November, beginning with an address in Wisconsin this Thursday. Other states listed (cities had not been set), most of them in “critical” election areas, include Iowa, Missouri, California, Washington, Idaho, Utah, Colorado, Indiana, New York, Connecticut, Pennsylvania, Ohio, Kentucky and Illinois.

Paid Basis

According to Mr. Fry, local Democratic committee organizations will arrange Mr. Barkley’s schedule of radio addresses, all of which presumably will be carried either locally by stations in each city on a paid basis. A few of the Vice President’s speeches are expected to be tabbed for network pickup.

President Truman last Wednes-

ty spoke by transmission on ABC, 3:25-3:30 p.m. in connection with celebration of Democratic Women’s Day commemorating the 51st anniversary of women’s suffrage. The five-minute recording also was made available to other networks for presentation at a later hour. NBC and CBS reportedly turned down the scheduled afternoon address for broadcast at that time because of network commitments.

The Democratic Women’s Day recording by the Chief Executive was aired as a public service or “non-partisan speech, though not without some questioning by news-

men.

According to original plans, it was learned, Mr. Truman was to have directed his address to “Democratic women” throughout the country. This plan was scrapped on advice of Democratic advisors who felt such a reference would plainly stamp the broadcast as political.

In his remarks, the President alluded to Democratic Women’s Day but directed his message to all women. He spoke on suffrage rights they have enjoyed the past 31 years, as well as their responsibility for taking a more active part in public affairs.

To the Rescue

A TWO-year-old’s appetite for ice cream gave an ur-
egency to the appeal sent to WMTR Morristown, N. J., by local police last week. Would WMTR make the parents before the kid worked his way through all the pocket money on the force? WMTR did—in ex-

actly eight minutes.

Dear Courtly,

You and Willie th’ Penguin will be glad ter know that yuh made a smart move when yuh bought time on WLP H N C S at a CHARLTON, West Virginia, on th’ first place. CHARLTON is a mighty good town, y’ see! Why Courtly, th’ aver-

gage family income in th’ town is $4,000, and more t’ than th’ country as a whole, oh, but it don’ half fit for th’ CHARLTON gives yuh 15 percent more night-

time listeners, and 15 percent more in daytime. But, oh yuh bought all th’ other four stations in town! But th’ rea th’ reason why WCWS costs yuh less ha’ much as th’ other four! Now there’s a real bargain, ter Courtly! a Courtly! Keep that in mind when yuh next listen for a station again.

Yrs, Algy

W CH S

Charleston, W. Va.

October 2, 1950 • Page 85

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WCHS The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting
SERVICE DIRECTORY

**Gates Radio Company**

**QUIQUY, ILLINOIS**

**WASHINGTOH, D. C.**

**TEL. METROPOLITAN 0522**

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Engineer. On Duty All Night Every Night

PHONE JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

**VACANCY**

Your firm's name in this "VACANCY" will be seen by 15,500 pre-certification station owners and managers, chief engineers and technicians-applicants for AM, FM, Television and femislic facilities.

Page 86 * October 2, 1950

**KFAI Fairbanks, Alaska USES**

Maqueroid

**Mageroid**

Used by more radio stations than all other professional tesor recorders

**PTG-JA**

Greatest professional recording value on the market! Portable high fidelity recording equipment low as $99.95.

**WRITE Magoroid Inc.**

330 N. Michigan Ave.

Chicago 11, Ill.

**BROADCASTING • Teletacing**

**September 26 Applications**

**ACCEPTED FOR FILING**

License for CP

WEIR Weirton, W. Va. — License to cover CP new FM station on 1490 kc.

VGUN Eugene, Ore. — License to cover CP new FM station on 1490 kc.

WKBZ-FM Muskegon, Mich. — License to cover CP new FM station on 1490 kc.

WTAB-TV Norfolk, Va. — License to cover CP new FM station.

**September 27 Decisions**

**BY COMMISSION EN BANC to Hearing Described**


**License Renewal**

WSIC-AM, St. Paulville, N. C. — License renewal.

**Modification of CP**

KPTK-FM, Kansas City — CP modification.

**September 28 Applications**

**ACCEPTED FOR FILING**

License for CP

WGIU Danville, Ind. — License to cover CP new FM station.

**September 29 Decisions**

**LICENSE DISMISSAL**

WABW Youngstown, Ohio — Application treated as dismissed.

**LICENSE REQUEST FOR EXTENSION OF COMMISSIONER'S EXPIRATION DATE**

John F. Ewing, Rochester, N. Y. — Requested to authorize extension of commission.

**License Renewal**

WAIY-AM, Galva, Ill. — License renewal.

**September 30 Applications**

**ACCEPTED FOR FILING**

License for CP

WMT-AM Dubuque, Ia. — License to cover CP new FM station.

**September 30 Decisions**

**LICENSE DISMISSAL**

WJCC-AM, Holland, Mich. — Application treated as dismissed.

**LICENSE RESENDING**

WSAC-FM, Miami Beach, Fla. — Application resent to licensee.

**License Renewal**

WSAW-AM, Waukesha, Wis. — License renewal.

**License Solicitation**

WAVQ-AM, Eufala, Ala. — Solicitation for license.

**License Solicitation**

WAVY-AM, Norfolk, Va. — Solicitation for license.

**License Solicitation**

WAVZ-AM, Augusta, Ga. — Solicitation for license.

**License Solicitation**

WAVW-AM, Wabash, Ind. — Solicitation for license.

**License Solicitation**

WAVZ-AM, Augusta, Ga. — Solicitation for license.

**License Solicitation**

WAVY-AM, Norfolk, Va. — Solicitation for license.

**License Solicitation**

WAVZ-AM, Augusta, Ga. — Solicitation for license.

**License Solicitation**

WAVZ-AM, Augusta, Ga. — Solicitation for license.

**License Solicitation**

WAVY-AM, Norfolk, Va. — Solicitation for license.

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**License Solicitation**

WAVY-AM, Norfolk, Va. — Solicitation for license.

**License Solicitation**

WAVZ-AM, Augusta, Ga. — Solicitation for license.
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Warner Bldg., Wash. D.C.
National 6513

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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

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18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

GEORGE P. ADAIR
Radio Engineering Consultant
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New Rochelle 6-1620

Philip Merryman & Associates
114 State Street
Bridgeport 3, Conn.
Bridgeport 5-4144
RADIO CONSULTANTS

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Member AFCCE®
Help Wanted

Managerial

Sales manager wanted. 5000 watt, southern independent, experienced, live music audience drive. Thorough knowledge of strong sales organization, unusual opportunity, competitive compensation. Box 359G, BROADCASTING.

Manager wanted for 250 watt AM and FM network station, newspaper owned, in prosperous midwest city and market; only station in city newspaper. Please furnish details, complete management, salary plus incentives arranged. Box 599G, BROADCASTING.


Wanted: experienced time salesman for an eastern non-commercial market. Salary, plus incentive arrangement. Please furnish details. Box 351G, BROADCASTING.

Salesmen

Wanted, experienced time salesman in market of 50,000, with second highest high school graduating class. Totally independent, conscientious, hard working, ready to handle maximum account with minimum supervision. Box 353G, BROADCASTING.

WRAC Racine -- Wisconsin's second market needs one good salesman. This is a pleasant community with only two stations. We want a man who wants a permanent position and has hard-hitting operation. Some guarantee against liberal commisions. Write Herechel Lewis, WRAC.

Network sales -- Mountain area has opening for announce-copywriter, $1500 plus expense first year. Box 989F, BROADCASTING.

Help Wanted (Cont'd)

Announcer, team or couple for one day a week in N.Y.C. Must be good at direct sales. Salary will go. Give details. Box 589G, BROADCASTING.

Combination engineer announcer named progressive Minnesota station to go with fulltime, immediate. Send disc and letter Box 589G, BROADCASTING.

Wanted, three engineer-announcers with emphasis on engineering for North Carolina Mutual affiliate 1000 watt AM station. $5000 salary. Position will be open for the right man. December. Box 589G, BROADCASTING.

Announcer with ticket. Must be experienced and good. Modern furnished apartment furnished. Box 589G, BROADCASTING.


First rate announcer, capable of board work who can sit down and talk to people. Box 589G, BROADCASTING.

Immediate opening announcer-engineer, emphasis on announcing. Some experience not necessary. Background, draft, status, salary requirements. WXLZ, Americus, Georgia.

Announcer-engineer. Immediate opening. Must be willing to work. Salary depends on ability. Box 589G, BROADCASTING.

Announcer-engineer, first class ticket. Network affiliate, ideal working conditions and advancement opportunity. Must have at least a year's experience, good background, draft, status, salary requirements. WHBQ, New York City.

Announcer-operator wanted. State details, salary requirements. First TV Broadcasters, 15th Street, N.W., Washington, D.C.

Announcer-engineer. Name your salary if you have good selling voice and phone and want job in top market. Box 589G, BROADCASTING.

Combination announcer-engineer, first class, no floating. Must have live independent. Living accommodations available. Application to be retained. Reserve or draft status. WNNT, Warsaw, Indiana.

Personality disc jockey. Morning or afternoon show. Air mall disc immediately. WORL, 109 Washington St., Boston, Mass.

Wanted for Washington, D.C. market, combination announcer-engineer, operation essential with emphasis on good copy and experience. Phone or write for preliminary interview. WORT, Alexandria, Virginia.

Technical

Wanted: Engineer, ten years experience, must be experienced with 3 kw directional AM system, 16 kw FM transmitter, 10 kw TV equipment. Possibilities of entering management. Box 589G, BROADCASTING.

Help Wanted (Cont'd)

Help Wanted

Salesmen

Major league baseball announcer. All sports. Staff, College graduate, Mar- ried. Box 595G, BROADCASTING.

Announcer, formerly on NBC affiliate. Produced sang, encore stations two years college. Graduate oldest broad- casters in market. Must be a man. Contact Sam, 1001 E. 55th St., Chicago. Box 595G, BROADCASTING.

Wanted: Salesman with extensive experience in selling gasoline. Must have good reputation in the community. Call anytime. Box 595G, BROADCASTING.

WANTED: experienced newscaster, strong as air salesman and newscaster. Prefer college graduate. Box 595G, BROADCASTING.

Manager, program director, long experience, available. Applications not now profitable. Knows every phase of the business. Must be willing to work for a good man and go to Z. Good judge of personnel. Will accept $2500 plus increased profits, a straight fee, or a combination of both. Write at once. Box 595G, BROADCASTING.

Former commercial manager of 50 kw station got back into radio. Out of radio for two years to be executive in a large manufacturing concern. Experienced in all phases of radio as well as sales, and desires to get back into the business. Box 595G, BROADCASTING.

Manager, program director, qualified in all phases of the broadcasting business. If interested, send resume pasted on name. Box 595G, BROADCASTING.

Manager, program director, independent stations. Box 578G, BROADCASTING.

Announcer, college graduate, 15 years experience, degree. No floaters. No students. Box 578G, BROADCASTING.

Former commercial manager, program director. restarting in larger markets. Will come into old market on name. Box 578G, BROADCASTING.

Searcher, currently working baseball and football in the southeast. Three years experience in calling college basketball, etc. Don Felder, 1500 N. 16th, St. Louis. Box 585G, BROADCASTING.

Newscaster, disc jockey, 3 years experience. Young vet. Top references. Box 585G, BROADCASTING.

Announcer, control board operator. Co-op, conscientious, reliable, willing to work. Box 585G, BROADCASTING.

Announcer. Excellent background. Five years experience. Now working metropolitan market. Will consider all speciality or sports. The best references. Box 585G, BROADCASTING.

Broadcasting
Recent graduate leading announcement school New York. Thoroughly trained in staff and production. Personality, willing, conscientious, effi-
cient. Work well in strikes and "break." Box 596G, BROADCASTING.

Experienced announcer. Four years staff and special broadcasting. Age 24; married, draft exempt. Presently employed by major station. Box 586G, BROADCASTING.

Announcer, veteran, 28, reliable, conscientious. Staff radio. Box 586G. BROADCASTING.

Announcer, specializes in music, general announcing. Deferred veteran. Served for duration of war. Presently employed. Box 586G, BROADCASTING.

Technical

Chief engineer, twenty years broad technical experience. Established construction of two stations. Presently chief engineer WBN, Columbus, Ohio. Box 381G, BROADCASTING.

Chief engineer, veteran, married. Experienced all phases broadcasting, construction, operation and management of multiple stations, available immediately. Best references. Box 454G, BROADCASTING.

Engineer, 32 months transmitter, remote tape, recording, radio announcing experience. Graduate RCA Institute. N. Y. C. Presently employed. Box 419G, BROADCASTING.

Capable, experienced chief engineer looking for permanent position at well-established station. Family man, 35 years of good work experience. Consider straight engineering with a station. Box 486G, BROADCASTING.

Engineer, license, degree. 12 years experience. Will accept either fulltime or parttime position. Box 596G, BROADCASTING.

Young man with 1st phase, seeking engineering position, no experience but ambitious, well-versed in technical. Box 655G, BROADCASTING.

Experienced combination 1st class engineer, announcer, engineer. Experience in studios and network station. Desires permanent position with established station. Box 676G, BROADCASTING.

Southwest: satisfactorily employed combination man wants job with major network to fully develop his abilities and also to learn more. Has 3½ years experience and wants to expand into southeastern part of southern California. No hurry, if opportunity develops. Box 686G, BROADCASTING.

Combination man—Experienced, reliable, responsible. Desires permanent employment. Combination man or control room and transmitter engineer. Box 586G, BROADCASTING.

Chief engineer invites correspondence with established broadcaster. Long creditable experience in all phases engineering includes multi-element directional. Draft proof. Ready for permanent positions. Box 549G, BROADCASTING.

Engineer, 3 years experience. Previously chief engineer WBN, Columbus. Dual converter, 29 years, married, one child, one car. Box 546G, BROADCASTING.

Experienced operator-engineer, 250 to kilowatt, operating all phases, remote, tape and disc transmitter. Box 549G, BROADCASTING.

Chief engineer, 17 years experience. Seeks opportunity with progressive station. Prefer Columbus area. Box 586G, BROADCASTING.

Recent graduate leading school. Fast thinking, no experience. Desires permanent position. Will travel. Box 518G, BROADCASTING.

Engineer, age 24, married. Transmitter and studio experience in 250 watt and 1 kw stations. Experience in installation of an 1 kw directional and installation and man maintenance of transmitter and announcing. Box 586G, BROADCASTING.

Engineer, experienced, first phone, FM trans and control remote, recording own car. Box 554G, BROADCASTING.

First class ticket, 1½ years experience, network and independent control. Ideal for combination position. Box 546G, BROADCASTING.

Engineer, one year experience, young. Excellent draft example. No drinking desires job in southern California. Box 596G, BROADCASTING.

Broadcast position wanted: Young man, 26, ex Navy radio operator. Hold first class operator's license, prefers N.Y.C. Travel anywhere U.S. Charles Windom, 1737-35 Springfield Rd., Spring-

field Gardens, New York.


Production-Programming, others

Continuity writer. Capable of intelligent, crisp, commercial, copy, desires position with small progressive organization. Young, conscientious, dependable. Prefer combination/announcer. Box 479G, BROADCASTING.

Program director, sportscaster, experience in all phases of operation, sales and promotion. Available. Box 517G, BROADCASTING.

Draft exempt family man. 10 years in engineering, now in sales. Desires position with small company. Willing to work any hours. Box 556G, BROADCASTING.

Program director, 10 years radio. Experienced engineer-director. Will play small role fully. Box 556G, BROADCASTING.

Program director. Successfully programmed two eastern fulltime indepen-
dent stations. Desires position with small company. Box 556G, BROADCASTING.

Program director looking for permanent berth. Experienced DJ stable, straight announcing, traffic, continuity, promotion, production, programming, College Grad. Steady, sober and ambitious! Productive ingenuity, steady, well established broadcaster. Box 596G, BROADCASTING.

First, 1½ years experience, work well in any situation. Desires position in Eastern area. Box 586G, BROADCASTING.

Wanted: Gates 56G or 315G, 10 kw transmitter. Failed in excellent condition, priced right and recently located in North Virginia. Tell all first letter. Box 596G, BROADCASTING.


Wanted: Gates BC-1E-SW transmitter. Will pay good reasonable cash. Excellent condition. Box 596G, BROADCASTING.


For Sale

FIRST STATION MANAGERS!

- We will pay you what you are worth

Engineer-announcer $80 to $100 per week. Box 545G, BROADCASTING.

Program director and/or assistant manager. Excellent background in program-
ning, production, sales and station operations. Prefer draft age, Box 579G, BROADCASTING.

Program director-announcer, 15 years experience. Has a proven, a solid builder record, plus sales. boxer, 451G, BROADCASTING.

For Sale

Stations

$25,000 buys 30% or majority stock- holding in a fulltime high powered plus FM independent station. Currently a great black on expanding FM financial qualifications in first letter. Desires majority for active or less $15,000 to $25,000 investment. Box 387G, BROADCASTING.

150 watt, AM station and fulltime FM future. Controlling interest for sale located in Virginia. Must have fully confident and state condition money. Box 596G, BROADCASTING.

Equipment, etc.

Bek-O-Kut transcription cutting table. 6 x the largest standard size. new, $600.00 value for only $400.00. Box 545G, BROADCASTING.

For Sale—GE BT-3A, 3 kw FM transmitter. GM FM-A1 modulation monitor. GE 8BA limiter amplifier, GE BY-4A four bay FM antenna. 600 foot tower distance. All in good condition. 200 kw FM transmitting equip-
ments. Products dry air pump. Box 586G, BROADCASTING.

General Electric KT-5A, studio to transmitter link complete with receiver and two parable antennas, $450.00 each. Box 546G, BROADCASTING.

WANTED TO BUY

Equipment, etc.

Wanted: 250 w AM transmitter. cash or exchange 250 w FM RCA transmitter and monitor. Also, want spare. Box 441G, BROADCASTING.

Complete equipment for 230 watt AM and 250 watt FM WILM. Excellent condition, priced right and recently located in North Carolina. Virginia. Tell all first letter. Box 596G, BROADCASTING.

Wanted: Gates BC-1D-SW transmitter. Will pay good reasonable cash. Excellent condition. Box 596G, BROADCASTING.

Five used syiedue Wincharger towers will sell erected. Tower Con-
struction, 150, 261 Columbus Ave. St., Sioux City, Iowa. Phone S-6761.

Help Wanted

WANTED

Good men wanted—We will pay you what you are worth

Engineer-announcer $80 to $100 per week. Box 545G, BROADCASTING.

Program director and/or assistant manager. Excellent background in program-
ning, production, sales and station operations. Prefer draft age, Box 579G, BROADCASTING.

Program director-announcer, 15 years experience. Has a proven, a solid builder record, plus sales. Box 586G, BROADCASTING.

Finaly! Good small station program director looking for Midwest only. Qualified. Box 586G, BROADCASTING.

Program director and/or assistant manager. Excellent background in program-
ning, production, sales and station operations. Prefer draft age, Box 579G, BROADCASTING.

Program director-announcer, 15 years experience. Has a proven, a solid builder record, plus sales. Box 596G, BROADCASTING.

For Sale


For Sale

WGNR TAKES AIR
Joins FM Affiliate

A NEW independent station, WGNR New Rochelle, N. Y., made its inaugural broadcast fortnight ago with Frank Moore, New York state comptroller and Republican candidate for governor, as featured speaker.

WGNR broadcasts simultaneously with WGNR-FM, which has been on the air since September 1948. Both stations are owned and operated by the New Rochelle Broadcasting Service Inc., with main offices and studios at 854 North Broadway, New Rochelle, N. Y., telephone (dial in N. Y.) NE 8-6220. Julian Gins is president and general manager; Kenneth Joseph is vice president and station manager, and Arthur Simon is sales manager of the organization.

WGNR is on 1460 kc with 500 w. WGNR-FM is assigned to 93.5 mc with power of 1 kw.

The WGNR staff includes Announcers Dean Howard, Art Elmon, Jack Jordan, and Steve Fisher; News Editor Ray La Polla, Continuity Director Alan Glass and Chief Engineer Edward Voss. The sales staff, in addition to Mr. Simon, includes Irwin Bibro and Robert Mauer.

FARM RADIO
Improved Service Urged

A PLEA for improved radio service in farm areas was inserted in the Congressional Record Sept. 15 by Sen. Allen J. Ellender (D-La.).

The Senator had reprinted an article from the Farm and Ranch which called upon rural residents “to fight for the continuance of clear-channel stations which reach into many rural regions.”

It referred to the bill (S 491) introduced in the first session of the 81st Congress in January 1949 by Sen. Ed C. Johnson, chairman of the Senate Commerce Committee, which would knock down clear channels. The measure has been pigeon-holed in committee ever since.

ANTENNA CONTROL
RCA Announces New System

RCA ENGINEERING Products Dept. has announced a new system for remote control of microwave parabolic antennas in the field at distances up to 1,500 ft. The company pointed out that control of the saucer-shaped reflectors from greater distances, if required, may be achieved with the use of additional equipment.

RCA further stated that the new system permits rigid, accurate positioning of the microwave parabola from a remote location and consists essentially of a rotatable field mount and a remote control unit equipped with switches and indicating devices. The design of the field mount provides for both azimuth and tilt positioning of the parabola, the company added.

WHOB, Gardner, Massachusetts

For Sale

$47,500.00

Due to owner's interest on the west coast, Blackburn-Hamilton Company is offering to sell this fulltime, 260 watt station on 1490 kc at the very realistic price of $47,500.00.

Gardner has retail sales in excess of $275,000,000 and is one of the east's most promising and substantial communities. WHOB enjoys the benefit of owner-management. Here is an outstanding opportunity for an operator to own a fulltime station.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKHAM-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washing Block
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Ralph B. Murphy
323 N. Michigan Ave.
Rahfo 4-4530

SALT FRANCISCO
Ray V. Hamilton
Ralph B. Murphy
323 Montgomery St.
Rahfo 4-4530

Look on the occasion of the first anniversary of Desert Bank, Cathedral City, Calif., are (l to r): Harry Davis, account executive, KCUM Palm Springs; O. A. Torgerson, president, Desert Bank; Alta Weede, bank cashier; Roland Moore, general manager, KCUM. A purchaser of time on KCUM during the year, the bank marked the celebration by buying time for the entire anniversary day (July 11) running spots, interviews with bank directors, tape-recorded comments on the bank's progress, and a repeat of the original taped broadcast done by the station when the bank opened.

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RADIO STATION

THE BLAST which wrecked the Voice of America transmitting tower of Crosley Broadcasting Corp. in Bethany, Ohio, is "clearly the work of agents of Moscow," and is "but a sample of what can be expected in the event of an all-out war with Russia," Rep. Charles H. Elston (R-Ohio) charged in a statement issued Sept. 22.

"It is striking evidence that sabotage is part of the plan of the Reds to block all efforts to bring about world peace ... and points up the urgent necessity of legislation to regulate the activities of agents of the Reds only of the Communists but also of the Pinkos and fellow travelers who belong to Communist-front organizations," Rep. Elston told his colleagues.

The FBI already has begun a probe of the explosion [BROADCASTING, Sept. 28] which destroyed a 165-ft. tower supporting one of the government's Voice antennas in the Cincinnati area. Plant is used to beam Voice broadcasts to Europe and Latin America. James D. Shoemaker, chairman of the board of Crosley, which leases the plant to the government under contract, characterized the blast as a "professional job."

Editorials Cited

Rep. Elston described the explosion as one of "international significance," and included in the Congressional Record editorials from three major newspapers to support his sabotage charge.

Excerpts from the editorials:

Cincinnati Enquirer—For some unexplained reason . . . the State Dept. has not felt it necessary to place guards around the group of big antennas. The surrounding cyclone fence had been torn, apparently to allow entrance for the suspected saboteur . . . It is new evidence of the need for putting every Communist in this country "under wraps." . . . Guards should be placed at Bethany immediately.

Times-Star [WRC] WCTS (FM) WRC-TV— . . . This was the second explosion at Bethany this summer. Radio towers don't just blow up. Nor do they get struck by lightning on a perfectly clear sight . . . What more obvious target for sabotage than a radio tower which is beaming programs to the countries behind the Iron Curtain? . . . An attempt to cripple the Voice of America is proof that this program is having an effect . . .

Post (WCPD-AM-FM-TV)— . . . It seems surprising to the average man that no steps were taken after the first explosion last May; according to the official in charge of telling America's story to the world, steps will be taken . . . All that one can add to that is—it's about time.

Allen, Hodges Cited

MEL ALLEN, who announced this season's Yankee games, and Russ Hodges, for the Giants, have received The Sporting News awards as the outstanding play-by-play broadcasters for 1950 in the American and National leagues, respectively. Winner of the award for the fifth successive time, Mr. Allen joined CBS in 1937. Mr. Hodges, first-time winner, broadcasts the Giants games on WMCA and a network of several stations.

N.B.C. Cass Daley Show moves to Sat., 5:30 p.m., PST, time slot. Formerly heard Thurs., 7:30 p.m., PST.

SHOP CLINIC
Agency Holds Ad Sessions

WHEN an advertising agency closes its doors for an entire day, it could mean a holiday, but 50 members of VanSant, Dugdale & Co. of Baltimore did just that, convening at the Sheraton-Belvedere Hotel.

Occasion was the agency's third annual one-day convention-clinic Sept. 18 on the subject of "Successful Advertising in 1951." Concentrating major emphasis on creative aspects of advertising, organization members reviewed and analyzed various ways of approaching the agency's objective.

A presentation on television, covering specific aspects of the medium, markets, potentials and production techniques was given by Bob Walsh, VanSant radio and TV director, during the one-day session. Panels were held on research planning, copy techniques, market test and art, and consumer advertising. Keynote address was delivered by President Wilbur VanSant, who reviewed current activities and appraised the outlook for the future.
EARLY indications charting the course advertisers and broadcasters alike may be expected to take, was in one of six columns and was published in the Official Guide of the National Advertisers at the closing sessions of its annual convention in Chicago last Wednesday (see other stories on this issue).

Outlining the advertising motif was Samuel C. Gale, chairman of the Advertising Council, which expects to initiate a far-sweeping campaign soon on the theme that greater American production will speed the military and civil defense efforts on to the national objective of preparedness.

Broadcasters anticipate serving defense needs on the advertising front in two ways—through the council, in whose activities they have cooperated for years, and through NAB, which is informing radio men how to use government's message to millions of Americans as part of its new defense program [Broadcasting, Sept. 18].

The Advertising Council campaign, which will encompass facilities of all media, will focus attention on conversion of peaceetime production, needs relating to civil defense which may arise from time to time, recruiting and enlistment drives, restraint among consumers when buying goods, purchase of U. S. Savings Bonds, training of Americans in news and methods and other topics with a patriotic aspect.

Mr. Gale, describing the ultimate goal as "the citizen usher," urged advertisers to support the council campaign. He cautioned against inflation, and said the council would seek to re-emphasize its program calling attention to the benefits derived under the American economic system.

Mr. Gale cites Ad Council Plans

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FCC Actions (Continued from page 86)

Decisions for commercial educational station to change studio, Council says, that Long Beach, change trans. location and ant. system, and to operate trans. by remote control from studio site, until Commis. new final action on proposed amendment. Secs. 3.560 and 3.555 of rules to permit this change. Official to file. Dis. granted for 1/2 or less to operate by remote control.

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FCC on Film

MICROFILMING of FCC’s official minutes through 1947 has been completed and sent to the National Archives. The Commission reported last week. Including the period March 15, 1927, to Dec. 31, 1947, the microfilm project reduced to 46 small filing-cabinet size the minutes contained in 78,000 pages and 99 volumes, 21 from the former Federal Radio Commission and 78 for FCC. Project was begun in 1948.

Lorain Journal

Government anti-trust suit which is being closely watched by radio as well as newspaper interests [BROADCASTING, June 19].

Though the Times-Picayune’s WTPS-AM-FM New Orleans are not involved, the suit is reminiscent of FCC’s dupoly rule in broadcasting that is aimed in part at alleged practices involving “combination rates,” charging that the publishing company used its two local papers in an attempt to attain monopoly.

In their answer, filed Wednesday in federal court in New Orleans, the Times-Picayune and States denied charges of anti-trust violations and monopolistic practices injurious to the rival New Orleans Item.

Claim Practice Is General

They admitted selling advertising in morning and evening combination, but asserted such procedures are generally employed in the newspaper field and are not in violation of the law. The Item, they contended, used the same practices in former years when the owners of the two papers at that time also published the morning Tribune.

The answer flatly denied a government contention that the Times-Picayune acquired the States in 1933 under restrictive covenants in order to prevent competition. It also claimed the Item was negotiating for the States at that time with the intent to merge the two papers “so as to eliminate competition in the afternoon field in New Orleans.”

To the suit’s charge that the Times-Picayune and States prohibited their sellers from selling the Item, the answer said there have been no such restrictions since June, and that, prior to that time, certain requirements on a few vendors were established as protective measures because requirements imposed by the Item resulted in preferential sale of the Item over the States. The answer further declared:

If the Sherman Act is to be construed as permitting the courts of the U.S. to regulate the advertising or circulation of newspapers, or the size or content of newspapers, or to prohibit an individual or corporation from charging one rate for advertising in all of its editions, morning and after-

ROUGH OUTLET

KRVN Nears Opening

A POWERFUL new rural AM station—KRVN Lincoln, Neb., will begin broadcasting on Sept. 15. The new station is being located in the same building as the Lincoln stationary. The building, known as the McMicken building, was formerly the home of the Times-Picayune and the States.

The station will have a power of 500 watts, and will be operated by a staff of four. The station will be owned by the Lincoln Publishing Company, which is also the owner of the Times-Picayune and States.

RCA Equipment

RCA has announced that it is completing construction of a 50 kw transmitter and other equipment making up a full complement of studio and transmitter needs for KRVN. Delivery date is scheduled for this month.

The transmitter equipment, including two 275-ft. towers, will be installed seven miles east of Lexington, according to RCA.

Radio Bills Pend

(Continued from page 8)

acute with the sudden change in the Far East, a resulting stepped up war economy, the Administration reissued its call for the TV set tax which was written in the American Tobacco Co.’s other radio and television schedules is among the most melodic in contemporary broadcast advertising. It ought to sell cigarettes too.

Benny

(Continued from page 24)
able reading, but a Benny show, adorned with his performance and production skill, makes listening that is about as satisfactory, week after week, as you will find on the air.

Nowhere else has the sound effects gaze upon all elevators and instruments of comedy as it has on the Benny program. In the gold rush sketch Sept. 24 Mr. Benny and his confederate, ‘Tex’ Harris, accused a dapper radio plug for Don Wilson. ‘Be careful,’ warned Tex. ‘that’s Windy Wilson, the toughest man in these parts.’ The ‘click’ of the sound of pressurized air escaping through a puncture. ‘I shot him in the stomach,’ Mr. Benny said.

The whole essence of Benny comedy was contained in this single incident. The sound effects were meticulously timed and tuned to a situation involving another ‘Wild’ Venner and Mr. Wilson’s paunch. Utilizing his basic store of topics for humor, which have been tested thoroughly for so many years, Mr. Benny is assured of a future limited only by the destiny of radio itself. A round of applause is due the Lucky Strike commercials which created the current ‘Lucky’ theme, ‘Be Happy, Go Lucky.’ The jingle which is being used on the Benny show as well as on American Tobacco’s other radio and television schedules is among the most melodic in contemporary broadcast advertising. It ought to sell cigarettes too.
Selling Retailers

(Continued from page 85)

the猪肉, Walter L. Dennis, told the workshop that "be-

between 1930 and 1944 some $2 mil

ion of store radio advertising ex-

pense vanished over the airwaves

and no one quite knew why or for

what."

He said management was indiffer-

ent, programs were not planned,

promoted, and merchandized, and

radio station personnel were unfa-

miliar with retailing problems.

However, he said the past five

years have seen the creation of ra-

dio-and-TV staffs by large con-

cerns, and the solution of problems

happily recognized earlier.

Mr. Dennis suggested steps in

the formulation of a store radio plan:

Analysis of the market, the store,

and media cost relationship; study

of the media available, the at-

titude of management toward radio,

and the strong departments of the

store, to decide where radio would

fit into overall promotion; and the

drawing of a detailed plan in light

of radio-time availabilities.

Stresses Good Copy

The basis of good radio copy, Shirlie Silvers, freelance radio
copywriter, told the meeting, is truth. "The public isn't nearly so

gullible as some advertisers are feign to believe," she said.

Good copy, she continued, is pre-

ced by an analysis of the mer-

chandise for sale to determine "the

strong department." That is what

should be advertised and not "the
dogs." A consultation with buyers

and department heads should bring

out the salient virtues of the item.

In the light of such virtues, she said, choose an appropriate mar-

keship to direct your message to, and

prepare continuity suitable for that

market.

Saying that "the spoken word is
cheaper than the printed word," Miss Silvers pointed out that, unlike the white space wasted in printed advertising, the entire radio selling period is usable. Also, she said, it's a one-way traffic; there is no competing message side-by-side with it. In addition to the commercial, the advertiser receives credit and iden-
tification with the program itself.

Most people, she continued, re-

member longer what they hear than what they read. And while printed media are silent, the voice can por-
tray "excitement ... warmth ... depth ... whatever the writer has in

mind."

Arthur E. Durham, TV market research counsel for CBS, told his listeners that television is "the finest printed advertisement com-

ing to life in front of the viewers." He said television is bringing in
dollars that consumers had not in-
tended to spend. Telecasts reach the viewer when he is relaxed, re-
ceptive, and undividedly attentive, and as a medium permits liberties
enjoyed by no other, he pointed out.

Shopping by television combines the appeal of window shopping with the convenience of hearing the price, and being able to make the purchase without leaving your home, Charles L. Kelly, program
tirector of the Evening Star

Broadcasting Co. (WMAL-AM-

TV), Washington, said.

Detailing the operation of the

Show by Television show on

WMAL-TV Washington, Mr. Kelly

emphasized the importance of radio

personalities who conduct shopping

programs. Public confidence in them as individuals, he said, has

proved to be a large factor.

"Remember," he said, "the cen-
ter of the retailer's TV universe

is not on Madison Ave. It is in

your home town."

George T. Shupert, vice presi-
dent and director of commercial operations, Paramount Television

Production Inc., New York, warned that "television is more than radio

with pictures added. It is primar-

ily a visual medium," in which mo-
tion picture techniques are prov-
ing more successful than those of radio.

TV's Expansion Potential

Observing that "those who have
dabbled in the medium commer-
cially have really only gotten their
toes wet," Will Baltin, of the Tele-

vision Broadcasters Assn., pre-
dicted 400 additional TV stations

within five years, and 1,200 within

a decade—if the "freeze" ends next

spring and the national emergency

permits."

He said reduction of the present

high TV operating costs may be

accomplished by establishment of

primary stations in principal

cities, and "satellite stations" in

areas immediately adjacent to

them.

Color television, he predicted,

will cause TV's "value as a sales

tool to soar tremendously." With

development of lower-cost equip-

ment for intra-store television, not

only merchandising within the store

but the direct transmission of daily mail-order specials to the

TV station will put a new face on

store operation.

WROL-FM TO LBS

AM-FM Operation Divorced

WROL-FM Knoxville, Tenn., start-

ting today (Oct. 2) joins the Lib-

erty Broadcasting System and goes

on a commercial basis independent of its AM affiliate's operation, ac-

cording to W. H. Linebaugh, vice

president and general manager.

Mr. Linebaugh said LBS will be

heard on FM sets in some 80,000

homes in the Knoxville area. He

also stated that WROL-FM will

maintain separate sales depart-

ments, programming, announcing

staff and other departments. Owned

and operated by Mountcastle

Broadcasting Co. Inc., WROL-FM

broadcasts on Ch. 247 (97.3 mc)

with 76 kw.

KFWB SALE

Maizlish Group Buy Okayed

TWO DAYS after an amended applica-

tion was filed to substitute new minority (40%) stockholders in the

purhasing company, FCC

last Wednesday approved Warner Bros. $380,000 sale of KFWB Los

Angeles to new firm headed and

controlled by KFWB General Man-

ager Harry Maizlish (BROAD-

CASTING, July 24).

The Lansing Foundation, a non-

profit organization, was substituted for Schine Chain Theatra Inc. as

49% owner of the new company,

KFWB Broadcasting Corp., after

FCC decided that Schine Chain,

having been found guilty in the

1948 motion picture anti-

trust case, would make a transfer

hearing necessary.

Since Warner Bros. also was one of

the companies found guilty in the

anti-trust case, FCC's approval of

the transfer was taken as an

indication that the Commission—

which is still studying the overall

question of broadcast qualifications of licensees involved in anti-trust

proceedings—will permit such li-

cesees to hold stations even if the

ultimate decision on their qualifi-

cations to acquire or hold stations

is adverse.

Lansing Foundation, the new

49% owner of KFWB (880 kc, 5

kw), is a charitable organization owned by David G. Baird, senior

partner of the New York Stock Ex-

change firm of Baird & Co., and

Paul Schine. Mr. Maizlish, gen-

eral manager of KFWB for 18

years, owns the remaining 51% of

the new licensee company.

Prior to the substitution of Lansing

Foundation for Schine Chain, J. Myer

Schine, controlling stockholder of the
theatre company, testified before the Senate Special Committee to Investi-

Kefauver (D-Tenn.), chairman of the

committee, wrote FCC, however, that

Mr. Schine's testimony "did not reveal any facts which would reflect adverse-

ly on his character as a substantial

stockholder of a broadcast licensee," and that the committee had no ques-
tions "... to indicate that Mr. Schine

is of the racket group or that he does not possess good moral or character

qualifications."

When its BMI is Yours

Another BMI "Pin Up" Hit—Published by BMI

COULD BE

On Records: Vaughn Monroe—Vic. 20-3915; Dick Haymes—Dec. 27217; Russ Case—MGM 10792.

On Transcription: Phil Brito—Associated; Bob Gantau—Capitol; Vaughn Monroe—

The Assnrs; Dick Haymes—World.

BROADCASTING Telecasting

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WAVE RE-JOINS NAB

WAVE LOUISVILLE returned to NAB fold last week after absence of about year, NAB General Manager William B. Ryan announced Friday. Arrangements made in correspondence between Mr. Ryan and Nathan Lord, WAVE general manager.

ABC PROTESTS AT&T PLAN

ABC has petitioned FCC to review allocation of TV circuits recently announced by AT&T under its tariff for last quarter of 1950. In petition filed Friday by Paul Porter of Arnold, Fortas & Porter, under FCC Tariff 216 requiring facilities to be "equitably allocated," ABC said its allocation was less than one-third that allotted to DuMont, and approximately two-and-a-half times allotted to still another. Advertisers and stations will prefer "more favored" networks, it charged. FCC slated to consider ABC protest today (Monday) along with similar complaint filed by DuMont (early story page 60).

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attack just after starting trip soliciting station memberships.

FERSH THOUGHT OF Arthur Godfrey, CBS plan for getting to active naval service any time soon. Although he's proud possessor of naval aviation wings, and holds commander's rating, his flying would be noncombat and limited. Besides, Navy isn't calling up officers of his grade unless they are specialized in spheres in which manpower shortages have developed.

BRISTO-MYERS, New York (Resistab), through Kenyon & Eckhardt, New York, planning radio spot announcement campaign, starting from first of next month for Kenyon & Eckhardt, New York, in similar capacity.

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Closed Circuit

(Continued from page 4)

NON-NEWSPAPER owned independent AM station organization being urged to represent group in matters before FCC and to act for members in seeking better deals with unions, transcription firms and equipment manufacturers. Group would also make drive for new business for this type station. Letter urging formation and exchange of views sent to prospective members by management of 5 kw independent in large eastern market.

HELEN HARTWIG, formerly with Ruthrauff & Ryan, New York, has joined NAB, scheduled to join Kenyon & Eckhardt, New York, in similar capacity.

RADIO BRASS attending Assn. of National Advertisers convention in Chicago last week included: Niles Trammell, NBC board chairman; I. E. Gilman, Chicago vice president; Frank Stanton, CBS president, and J. L. Van Volkenburg, CBS TV vice president; John J. Karol, CBS sales manager. R. G. Baker, vice president of Eckhardt, has joined firm.

PROCTOR & GAMBLE, Cincinnati, through Benton & Bowles, New York, planning spot campaign for its Ivory Snow starting early in October on 30 stations in 18 markets.

EXCESS PROFITS RELIEF URGED BY DISTRICT 12

WITH record attendance of 121, NAB District 12 convention in St. Louis Friday by urging industry to point out need for relief from excess profits taxes proposed for next session of Congress (early story page 34).

H. L. Review board to study industry rate structures in view of increased listening to radio, rising set sales, soaring material costs and higher operating costs; favored super-BAB project as explained by Charles C. Cayle, WMWD Peoria, member of NAB board's BAB Committee; endorsed work of committee for memorial to late John J. Gillin, WOW Omaha; endorsed BMW; favored drive to get membership into AAR; support of War II rules on operators with restricted licenses; paid tribute to District Director William B. Quarton, WMT Cedar Rapids; voiced confidence in NAB and staff.

NON-TV MARKETS GET BONUS, SAYS HOOPER

WITHDRAWAL of important radio shows is creating "bonus" radio audience in non-televised areas. C. E. Hooper Inc., told Radio-TV Clinic of National Retail Dry Goods Assn. Friday (early story page 25). Radio tune-in in non-TV cities remains at high level, and "bonus" results from fall in with fall in TV markets.

BROADCASTING • Telecasting
THE WHOLE INDUSTRY IS TALKING ABOUT...

...WLW-Television's daytime programs. And no wonder. Think of a noontime TV program making a rating of 19.5, with 93.7% share of audience (a July rating of 15.2 with 75% share of audience)! That's the three-station achievement of "Fifty Club" ...a performance rivalling many nighttime shows. (Check Videodex, Pulse, Hooper.)

Only one show? No, there are many others with comparable ratings. For further information, call the nearest WLW Sales Office for facts about the new daytime programming that starts at 7:30 AM on

WLW-TELEVISION

...with more viewers than any other station in Cincinnati, Dayton and Columbus—2nd largest TV market in the Midwest.

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

Crosley Broadcasting Corporation
Eye-witness reports from a fiery furnace!

Something's gone wrong inside a big blast furnace, and heat is too high for engineers to approach in safety. Focus the Vidicon camera of an RCA Industrial Television System on the flames and the fiery furnace can be studied in comfort on a television receiver.

This is only one suggested use out of many, for RCA's compact industrial television system is as flexible as its user's ingenuity. "Eye" of the tiny camera—small enough to be held in one hand—is the sensitive Vidicon tube. Extremely simple, the only other equipment needed is the Vidicon camera's suitcase-size control cabinet, which operates anywhere on ordinary household current.

The Vidicon camera could be lowered under water where divers might be endangered—or stand watch on atomic chain reactions, secure from deadly radiations. And it is entirely practical to arrange the RCA Industrial Television system in such a way that observers can see a 3-dimensional picture...sharp, clear and real as life!

See the latest wonders of radio, television, and electronics in action at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, New York.