IN THIS ISSUE:

MR's Pulse Beat—
Riding Or Stronger?
Page 23

MA's Spot Barrage
In 1200 Markets
Page 23

SP Briefs Candidates
On Election Radio-TV
Page 25

Niels' Amateur Hour,
A Midwest Habit
Page 26

TELECASTING
Starts on Page 55

The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly

WITH 25.1

STATION A 22.3 (NETWORK)

STATION B 19.7 (NETWORK)

STATION C 15.7 (NETWORK)

STATION D 9.6 (NETWORK)

Rates for 1 minute E. T.
WITH ...............$16
STATION A ..........$55
STATION B ..........$50
STATION C ..........$70
STATION D ..........$36

COMPARE! COMPARE!
The BIG independent has the
biggest audience in town!
The top Hooper! More
listeners-per-dollar than any
other radio or television
station in Baltimore! What
we've got—you want! What
we charge—you'll find more
than easy to pay. The chart
has the facts. You can learn
more by contacting your
Headley-Reed man today!

* HOOPER RADIO AUDIENCE INDEX, JULY-AUGUST 1950: TOTAL RATED TIME PERIODS
And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice... and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios... as they have at noon for more than 26 years... and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr...

John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too... for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster... a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.
WSAR's share of audience has increased in Fall River-New Bedford more than any other station. (Over 30% in one year)

WSAR is now the highest hooperated station located in Fall River-New Bedford.

WSAR is THE station in Fall River-New Bedford equipped to give the advertiser the type of merchandising aids the factory zone man desires!

WSAR is the only ABC station listened to in Fall River-New Bedford.

These facts can be proven.
Check your Headley-Reed man for the complete story.
**Upcoming**

Oct. 9-10: NAB District 1, Somerset Hotel, Boston.
Oct. 12-13: NAB District 2, Ten Eyck Hotel, Albany, N. Y.

**Oct. 16:** NAB Economic Conference, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 33)

**Business Briefly**

**SPONSORING SMITH** - American Homest Products Corp. (for Boyle-Midway Inc. and American Home Foods Inc.) sponsoring Thursday, 4:16-4:30 p.m. portion of Kate Smith Hour, 4-5 p.m., NBC, Agencies, Bothwell Adv (Boyle-Midway) and Ted Bates Inc. (American Home Foods).

**ELDER NAMED BY NAB**

APPOINTMENT of Oscar Elder, Washington public relations consultant and former newspaperman, as assistant public affairs director of NAB announced Friday by General Manager Fred Laserz Jr., Cincinnati, president of Federated Department Stores, made statement as one of principal speakers at Seventh Annual Advertising and Sales Promotion Conferences at Ohio State U. (see story page 56). Nearly 200 advertising leaders were present for two-day session on general theme, "Current Trends in Advertising." Mr. Laserz said views were reported serving as adviser to 125 businessmen or Committee for Economic Development.

David Arons, publicity director, Gimbel Bros. Philadelphia, declared small independent retailers will "swarm in and take over television—just as they took over radio—unless big department stores use television in a way commensurate with size of their business." He added: "I mean use television in a big way and continue to do so over a long period of time."

H. H. Dobberteen, director of Media Records, said national advertising expenditures have increased 2½ times in last 10 years.

**FCC Plan Blasts Uneven TV Networking**

PROSPECT of major upheaval in TV network program alignments seen Friday as FCC initiated rule-making proposal to equalize competition among four television networks— striking out "unfair advantage" of NBC-TV—and secondarily of CBS-TV—by governing amount of time stations in one-, two-, and three-station TV markets may take from any one network.

FCC called for industry views on need for such rules, which it said would be temporary, "to remain effective while the scarcity of broadcast stations persists."

No specific rule proposed, but FCC asked that "particular consideration" be given to one-week—except for five-hour segment weekly, which would be designated by each station—would forbid only TV station in community to carry any one network's programs for more than two hours in 14-p.m. period and two hours in 6-11 p.m. segment; stations in two-station markets, no more than three hours from any one network within each time period; stations in three-station markets, no more than four hours from any one network within each time segment. "Network programs" would mean delayed as well as simultaneous broadcasts.

FCC said suggested problem might be approached by "affirmative rule specifying a minimum number of hours to be taken from each network."

FCC said: "The dominant position occupied by one network in all three types of communities, coupled with the high incidence of exclusivity of acceptance of the programs of one network by the stations in the two and three-station cities, tends to prevent the public from giving full expression to its opinion and to deprive the public of diversity of program choice. . . ."

Spokesman for NBC-TV, which would be hardest hit, said NBC would "oppose this proposal." CBS also deemed certain to fight it. DuMont and ABC-TV were considered equally affected.

Deadline for comments is Nov. 15, with replies 15 days later, after which FCC will determine whether to call hearing.

(Continued on page 90)
KEX Stars
now shine on 70 quarter-hours sponsored locally!

MERRIE VIRGINIA delights the small fry audience with her "Squirrel Cage" on KEX 4:15-4:45 PM, Monday through Saturday.

BARNEY KEMP is fast becoming Oregon's favorite comic on KEX 3:35-4:00 PM, Monday through Friday.

ROY JACKSON and his happy-go-lucky "Singin' Northwesteners" have appeared before more than 100,000 people during past years. On KEX 11:30 AM to noon daily.

SHERMAN WASHBURN attracts legions of listeners with the first newscast of the day on this 50,000-watt station 7:00-7:15 AM, Monday through Friday.

JESSE LEONARD is the favorite newscaster of Oregon housewives. On KEX at 9:00 AM, again at 12:15 PM, Monday through Friday.

KAY WEST continues to win peak ratings for her women's program on KEX 1:30-2:00 PM, Monday through Friday. Kay is also winner of Grocery Manufacturers' Association's "Life Line Award.

IVAN JONES on KEX at 10 each evening with "Final Edition," is one of the best-known newsmen in the Pacific Northwest.

VAN LINDER reaches one big audience with the 6:15 News each evening, another with "The Contest Hour," or fast music from 10:30 PM to 11:30 PM, Monday through Friday.

Fame, both regional and national, keeps seeking out KEX talent... and local sponsors, who know a good thing when they see it, keep seeking out KEX programs. More than 70 quarter-hour periods are now sponsored locally each week. To put your story across in the great Pacific Northwest market area, use the pulling power of KEX! For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

KEX WESTINGHOUSE RADIO STATIONS INC

KYW KDCA WBZ WBZA WOWO KEX WBZ-TV

October 9, 1950 • Page 5
Out of 47 West Coast regional shows

"THE CISCO KID" moved up to 9.4
from... 8.9 (third place)
from... Fourth position
(November, 1949)

SENSEATIONAL PROMOTION CAMPAIGN—From bullets to guns—it's breaking traffic records!

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

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

**"Cisco Kid"** outrated all other 1/2-hour Westerns by 50%!

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank Beatty, Rufus Crater, Associate Editors; Fred Fitzgerald, News Editor; Tyler Nourse, Jo Halley, Assistants to the News Editor, Staff: David Barrett, Lawrence Christopher, Mary Cross, Tom Byers, John Osborn, Ardelle Williamson, EDITORIAL ASSISTANTS: Estelle Dobenschutz, Kathryn Ann Jones, Pat Cameron, Doris Long, W. C. McCarthy, Jean D. State; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield H. Lewis, Assistant Advertising Manager; George L. Dant, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Orme, Judy Martin, B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Elaine Haskell, Grace Motta, Lilian Oliver, Allen Riley, Warren Sherris.

NEW YORK BUREAU 488 Madison Ave., Zone 22, Room 6-E. EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Koppel.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 8-1318; William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmiptalon 6181; David Blick- mull, West Coast Manager; Ann August.

TORONTO: 147 Harbour Commission, ELgin 0755; James Montague.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc. During the time "The Newsmagazine of the Fifth Estate," Brandt Advertising was acquired in 1932 and Broadcasting Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting
Effective October 15th

WQUA

becomes affiliated with the
Columbia Broadcasting System
as the CBS outlet for the
Quad Cities . . .

Davenport • Rock Island
Moline • East Moline.

WQUA

CBS—The Stars' Address for the Quad Cities
RADIO CENTER—MOLINE, ILLINOIS
During the week of March 13, 1950, Audience Surveys, Inc., conducted a listener diary study in 80 counties in Minnesota, the Dakotas, Nebraska and Iowa. Chosen from the 267 BMB counties you know as Big Aggie Land, these same 80 counties were used by Audience Surveys to conduct similar studies during the same week in 1945, 1946 and 1948.

In Big Aggie Land, immune from the inroads of television, radio audience has been steadily increasing over the past five years, as shown on the above chart. Note: in March, 1945, the war was at a crucial point, making for highest radio listenership — in March, 1950, Korea had not yet exploded.

Total audience has grown, so has WNAX influence. Despite a marked increase in new stations, WNAX ratings continue to shoot skyward. Although 52 stations received mention in the 1950 study as opposed to 43 in 1948 (fewer still in preceding studies), the 1950 Monday-thru-Friday average daytime rating on WNAX is 13.7 — nearly twice the 7.1 registered in 1945.

In comparing average ratings for the 52 stations mentioned in the survey, it becomes obvious that WNAX is easily the dominant station. For the week as a whole, WNAX is first station by more than 2-to-1. (WNAX: 11.8; Station B: 4.9). In both daytime and evening listening WNAX enjoys this 2-to-1 superiority over the second station.
Converting program ratings into share-of-audience figures, reaffirms WNAX leadership. WNAX share-of-audience for the average day is 29.3% ... its nearest competitor rates 12.0% ... again better than 2-to-1 for WNAX.

A few high-rated programs might influence "average" ratings ... yet quarter-hour "wins" show WNAX dominance as clearly. Top rating in 439 (88%) of the five hundred quarter-hours studied gave WNAX a better than 10-to-1 advantage over the second station. WNAX was first in 89% of all daytime quarter-hours ... 84% of all evening quarter-hours.

To sell your product or service in Big Aggie Land you must use WNAX. For WNAX alone delivers this major market in one, big, low-cost package. Let your Katz man show you the way to soaring sales and increased goodwill. Phone him today.

WNAX-570

YANKTON - SIOUX CITY
570 Kc. - 5,000 Watts
A Coulee Station
REPRESENTED BY KATZ
AFFILIATED WITH A.B.C.
James D. Bowden to Louis A. Smith Adv., Chicago, as radio-TV director, after resigning as salesman for Taylor Co., representative firm.

George Allison, Young & Rubicam Inc., N. Y., media department, transferred to Hollywood office as media executive.


Herbert Horton, personnel TV director for Paul Whiteman and program director at WFIL-TV Philadelphia, to Grey Adv., N. Y., as TV production manager.

Francis C. Kerr, vice president and eastern manager Rogers & Smith, Chicago, to Presba, Fellers & Presba, Chicago, as account executive.

Frank Woodruff resigns from KTTV (TV) Los Angeles to join Hollywood office of Young & Rubicam, as radio-TV producer.

C. M. Rohrbaugh elected secretary of Kudner Agency, N. Y. H. R.

Function of the radio commercial is to sell for the sponsor. That's the unbending tenet held by Walter Kranz, director of radio at The Marshall Robertson Advertising Agency, Denver. If the copy doesn't meet the selling standard it's discarded regardless of how "different" it may be.

A "hard-driving radio realist," as Walt calls himself, also must have keen imagination. And that is where he excels. One of Denver's most prolific creators of transfer commercials, Walt has built up an impressive sales record for the agency's long - served radio clients.

His main job at the agency is to keep the heavy radio schedule of Miller Supermarkets, an independent Colorado grocery chain with 16 stores, filled with selling commercial copy. Another big radio account receiving the Kranz touch is the Cottrell Clothing Co., which recently opened one of the largest men's clothing stores in the West.

Walt Kranz was born 36 years ago in Huntsville, Ala. His family moved to Denver when he was at an early age. In the Colorado city,

Walt attended Regis High School and Regis College, graduating from the latter with an AB in journalism.

After several years of reporting for Denver papers, Walt decided to try his luck elsewhere. He combined a stint of reporting in Los Angeles with attempts at song writing. But the studios where he attempted to sell his material had their own veteran staff of song writers and Walt returned to Denver.

Reporting again, Walt's sojourn in the newspaper business came to an end when Uncle Sam called him for a four-year career in the Army. While in public relations at Will Rogers Field in Oklahoma City, Walt began a what later became his life's interest—writing for radio. Walt wrote and produced several Army broadcasts.

As the turning point in his life, Oklahoma City also gave him a wife, the former Delores Ashby, whom he married soon after he left the service. Again a civilian, Walt was hard at work learning the fundamentals of radio as writer for the Lowe Bunkle Agency in that city. In 1948, Walt

(Continued on page 61)

Broadcasting • Telescasting
TITMAN, comptroller, named assistant secretary.


CHARLES SCHAER resigns as director of public relations Brisacher, Wheeler & Staff, S. F. Future plans not announced.

STANLEY G. BOYNTON Jr. of Stanley G. Boynton & Son Adv., Detroit, enlisted in air force training at Officers Training School, Lackland Field, Tex.

WOODFORD C. RHOADES, Alley & Richards Inc., N. Y., to Albert Frank-Guenther Law Inc., same city, as account executive.

WILLIAM MEADAM, Tide Water Associated Oil Co., S. F., to production department Guild, Bascom & Bonfigli, S. F.

JAMES C. RESOR, radio timebuyer McCann-Erickson, N. Y., to Emil Reinhardt Adv., Oakland, Calif., as writer and account executive.

GEORGE BELSEE Jr., account executive Foote, Cone & Belding, L. A., named vice president. With agency for past seven years.

S. DAWSON WRIGHT, CHUM Toronto, to Denman & Betteridge, Detroit, as manager radio-television dept.

MALCOLM DEWES, operator of own advertising agency, S. F., to copy department of Abbott Kimball Co., S. F.

LAWRENCE HOLDER, ABC publicity department, to Geyer, Newell & Ganger, N. Y., public relations department.


Mrs. MARIAN BIJUR, Alley & Richards Inc., N. Y., to copy service department Ellington & Co., same city.

DOROTHY AYERS, timebuyer Henri, Hurst & McDonald, Chicago, resigns Oct. 15. She plans to be married to SEWARD JOHNSON, formerly, of CBS Chicago.


E W. REYNOLDS Ltd., Montreal, moves to 985 Sherbrooke St. West.

KEN C. T. S NYDER, Oakland Post-Enquirer, to BBDO, S. F., as copywriter.

DON HEINRICH Adv., Peoria, Ill., moves offices from 305 LaFayette Bldg. to 408 Fulton St., Peoria.

WILLIAM E. BERTHOLD, executive vice president Foote, Cone, & Belding, N. Y., named chairman of Businessmen's Committee for 1951 Finance Campaign of Greater New York Councils, Boy Scouts of America.

JOHN O'ROURKE Assoc., S. F., and Alport Assoc., Portland, merge to form Alport & O'Rourke with offices in S. F. and Portland. JOHN O'ROURKE is president of new firm.


BROADCASTING * Telecasting

TOP SHOWMAN and SALES MAN
In Rochester Radio!

Mort Nusbaum
"MORNING MAN" on WHAM

- As a veteran SHOWMAN—WHAM's Mort Nusbaum has been seen in practically every town and village in the area.
- But, more important to YOU—
- As a veteran radio SALES MAN—WHAM's Mort Nusbaum is top man in WHAM's vast, rich coverage area. Sales results prove it over and over. Example: recently an advertiser spent $408 with Mort. Two weeks later, he has 6,538 cash orders totaling $12,000 in business.

Ask your nearest HOLLINGBERY representative.

The Stromberg-Carlson Station

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

October 9, 1950 • Page 11
FORMAL dinner and style show announcing the Tidewater area's 10 best-dressed women and commemorating the second anniversary of Mildred Alexander as women's director and fashion editor of WGH Norfolk, Va., proved a natural and effective promotion for the station, competitive newspapers and leading department and specialty shops in area, WGH reports.

Nearly 500 social and style leaders paid $3 a plate to attend the dinner, and nearly as many more were unable to secure tickets because of space limitations at the Norfolk Yacht and Country Club Sept. 19 when the citations were formally presented.

The entire promotion, conceived by Mrs. Alexander, was a self-paying proposition, with 20 of the leading stores and shops contributing to the costs in exchange for a mention on the program and an opportunity to display their fall fashions following the dinner. Jay Caldwell, WGH program director, served as master of ceremonies, while Mrs. Alexander described the apparel as models paraded on a runway extending from the ballroom's stage.

For Mrs. Alexander, the occasion marked the completion of the second anniversary of her radio program, Conversation Time, aired Monday through Friday, 8:40-55 a.m., over WGH, and afforded material for Mrs. Alexander's future broadcasts.

Additionally, the promotion commanded a good deal of space in the Norfolk, Portsmouth and Newport News newspapers, calling attention to the social event. Top executives of leading stores in the three areas attended the dinner show and participated in the event. Awards were presented by Ceil Chapman, celebrated New York dress designer, after selections were made by a committee of 20 civic, business and professional women in the area.

WGH reported it has received a number of calls from other stations asking for details on how it put the fashion promotion across.

strictly business

THE importance of knowing his product—radio—and how to apply it to the advertisers' needs was long ago recognized by John R. (Jack) Overall, recently named eastern sales manager of the Mutual Network.

Jack Overall takes a researcher's approach to selling. His first step is to find out why an advertiser should use radio and then apply his knowledge of the Mutual network and the advertiser's needs to recommendations that are made.

His most interesting sale, based on this formula, was the "two for one" Anahist purchase on Mutual which "proved to be the best new radio investment of the '49-50 season," Jack says, citing a Nielsen report.

In discussions with Foote, Cone & Belding executives, he stressed that this new product, Anahist, needed more than one-show exposure. He then convinced Tom MacDonald, F&C&B account executive, to try the idea of two different type shows.

One show was a mystery half-hour on Sunday spotlight opposite Jack Benny; the other an audience-participation show on late night.

John Richard Overall

Saturday afternoon. Proof of the effectiveness of the two-show idea was a Nielsen study report of an audience exceeding 11 million homes.

New approaching his 20th year in radio sales, Jack has spent 14 of them with Mutual—with time out for service as a lieutenant (Continued on page 53)
Tape recording helps the Hormel Girls put on three shows at once!

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

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

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

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

REHEARSALS ARE TAPED
Latest Hooper Audience Index Proves...

WWL enjoys a liberal lead in share-of-audience day and night.

WWL dominates the whole rich Deep-South market.
How the South's Greatest Salesman Sells Your Show

South's greatest multi-media listener campaign includes colorful 24-sheet posters, consistent newspaper ads, streetcar and bus dash signs, store displays, personal calls on jobbers and leading retailers. It's a year-round promotion by WWL. That's one big reason why so many shows have WWL rating higher than national average.

In the Fall—
All Hear the Call
of the
South's Greatest Salesman

To the sparkling array of CBS stars—WWL adds the "darlings" of Southern listeners . . . adds public service shows that make listeners loyal . . . adds news and special events that keep those dials set at 870—WWL.
TAKE A TIP FROM THE NATIVES...

They Know Where to Get Action!

No empty creels for Atlanta's smart businessmen—they know WGST's top local shows plus the ABC lineup is the right bait for the booming Atlanta market. WGST carries more local business than any other Atlanta station. Don't snag your plug on a stump—cast where the big ones are waiting to bite.

WGST

5000 WATTS AT 920 K.C.

ABC IN ATLANTA

FORSYTH BUILDING • ATLANTA, GEORGIA

PARTY honoring Gordon MacRae of NBC's Railroad Hour is attended by (l to r) Clarence Goshorn, chairman of the board of Benton & Bowles; Albert R. Beatty, assistant vice president of the Assn. of American Railroads, sponsor; Mr. MacRae and Niles Trammell, chairman of the board of NBC.

B. T. BABBITT Inc. names William Weintraub Inc., N. Y., to handle Babo and Glim account. Agency has recommended use of all media, including radio and TV.

DENNISON FOOD Co., Oakland, Calif. (canned food manufacturer), will sponsor The Hardy Family over KHA Spokane, KMJ Fresno, KCRA Sacramento, and KNBC San Francisco; and The Adventures of Maisie over KGW Portland, Ore. Both shows, property of MGM Radio Attractions, will be carried 92 weeks. Agency: Brisacher, Wheeler & Staff, S. F.

GALE HALL ENGINEERING Inc., Boston (auto gauges), appoints Cory Snow Inc., Boston, to direct advertising and sales promotion.

AUSTIN-GREEM Inc., N. Y. (cosmetics), names O'Brien & Dorrance Inc., N. Y., to handle advertising campaign for new indelible lipstick. Eugene Waddell is account executive. Media plans are being prepared.


TEA BUREAU, Toronto (tea distributor), starts transcribed quarter-hour program on 30 Canadian stations for 36 weeks, thrice weekly. Agency: Baker Adv., Toronto.

LUCKY LAGER BREWING Co., S. F., has bought Interstate Brewing Co., Vancouver, Wash., and will market Lucky Lager beer in Oregon, Washington, Idaho and Alaska. McCann-Erickson, S. F., will handle advertising.

Network Accounts...

STERLING DRUG Inc. sponsoring the first half hour Sing It Again, CBS audience participation show, Sat., 10-11 p.m. Agency: Baldwin & Merrin, N. Y.

U. S. AIR FORCE sponsoring seven play-by-play football broadcasts over selected ABC network through Nov. 23.

Adpeople...

JAMES K. McARTHUR, assistant advertising manager American Express Co., appointed advertising manager.
to be sure your radio advertising

is delivering maximum results in Colorado and Wyoming,

be sure your files include a copy of "The Million-and-a-Half".

If you haven’t received a copy of this

comprehensive presentation of all Colorado-Wyoming listening,

just jot your name and address on the attached coupon and mail to

NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y.

Since the supply is limited, copies will be mailed strictly on a first come, first served basis.
Critic Critique
EDITOR, BROADCASTING:
I was very glad to see that you have added reviews to your pages. It was an especially worth while addition to your editorial features, one that has long been needed.
However, I would personally like to see briefer reviews and more of them.
Richard Pack
Dir. of Programs
WNED, New York

* * *
EDITORS, BROADCASTING:
The current Broadcasting Telecasting has come to my attention and among the many well-reported items of interest I particularly enjoyed the comments on our Jack Benny Show on the "In Review" page.
Your treatment of program reviews in the editorial feature is very well done and is completely information. I say this not just because you were so complimentary to our program and to our "Be Happy—Go Lucky" commercials. Trusting that future Lucky Strike programs will continue to meet your favor on this page to which I'll look forward every week.
A. R. Stevens
Advertising Manager
American Tobacco Co.
New York

* * *
Likes Our Statistics
EDITOR, BROADCASTING:
Your publication has been extremely helpful to us in making various radio vs. TV studies over the past few years. We have found the "set" figures under the TV section very informative and hope you will continue with it...
Loris H. Scott
John C. Dowd Inc.
Park Square Bldg.
Boston

* * *
Were 'Sucked In'
EDITOR, BROADCASTING:
I read with deep interest the letter from Ted Smith of KWRC (Pendleton, Ore.) in your Sept. 18 issue.
The reason for my interest lies in the fact that we, a station that does NOT accept PI deals, were sucked in on this one because it "seemed different."
Mr. Smith . . . puts out a needed warning . . .
Kenneth Z. Turner
Station Manager
WCCT Corbin, Ky.

[EDITORS' NOTE: Mr. Turner refers to Mr. Smith's report in OPEN MIKE, Sept. 18 of a commission-basis offer received from a home permanent manufacturer.]

No Discrimination
EDITOR, BROADCASTING:
Many northerners feel that southern stations discriminate against Negroes. . . . As a matter of fact, we received a number of phone calls from people who said that they were disgusted that WSGN would permit a Negro to win a prize . . . . However, we received a great many more phone calls congratulating us . . .
Philip Frank
Director
Research & Sales Promotion
WSGN Birmingham, Ala.

CHECK for $430 is awarded by Henry P. Johnston (l.), managing director, WSGN Birmingham, to Mrs. Sadie Howard for identifying mystery voice of Mrs. Tezize, prominent city cancer worker. Mrs. Howard also received merchandise prizes, exhibited by Staff Announcer Shaff Gregory. Phone numbers are selected at random from Birmingham telephone directory.

Give FM a Chance
EDITOR, BROADCASTING:
. . . Why is it that when FM stations make available as much or more time than AM for public service shows, the groups producing the shows make FM conspicuous by its absence from stories to the trade publications? . . . . . . Grant Advertising Agency . . . . advised me that spot announcement orders (for Army Recruiting Service) were placed with all AM radio stations which carried Proudly We Hail on a gratis basis. It was indicated to the Grant Agency this policy was discriminatory insofar as FM stations were concerned. . . . . . . . . . . . We can prove, if given the chance, that our FM station can outdo a great many AM stations. . . . . . . . . . . . Thank you for the help . . . your fine publication has been to us in the past.
Bob Williams
WSW (FM) Warsaw, Ind.

"Oh what beautiful mornings for sponsors" on WCPO CINCINNATI first again...

<table>
<thead>
<tr>
<th>1st DURING MORNING HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET STA. &quot;C&quot;</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>17.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1st DURING EVENING HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1st IN TOTAL RATED TIME PERIODS</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.4</td>
</tr>
</tbody>
</table>

July-Aug. C. E. HOOPER ratings in Cincinnati, Ohio

WCPO-TV
also FIRST in all Time periods

WCPO
CINCINNATI'S NEWS STATION

Page 18 • October 9, 1950

BROADCASTING • Telecasting
from coast to coast . . . . on NOVEMBER 26th you'll be hearing "This is PBS The Progressive Broadcasting System"

THE WORLD'S GREATEST DAYTIME NETWORK RADIO PROGRAMMING originating from

HOLLYWOOD . . . NEW YORK . . . CHICAGO . . . WASHINGTON
EXTORTION

is an ugly word. But it was used by a Presidential Fact-Finding Board in refusing to grant the demands of four railroad Brotherhoods. Repeated resort to strikes and threats of strikes in place of procedures set up by the Railway Labor Act, brought stinging rebuke to leaders of unions who are attempting to constitute themselves claimant, judge, and jury.

A SPADE HAS FINALLY BEEN CALLED A SPADE.

In three major instances in scarcely more than a year, leaders of railroad unions have called strikes to enforce their own interpretation of existing agreements.

Their object is to force the railroads to pay claims totaling millions of dollars for work not done, for work already paid for, and work not needed to be done at all.

Strikes versus Orderly Process of Law

The Railway Labor Act was intended to prevent railroad strikes. It had the support of both labor and management. In addition to providing peaceful means for reaching agreements on wages and working conditions, the Act provides orderly means for settling disputes that arise over the meaning or interpretation of such agreements.

There are five ways under the Railway Labor Act to obtain final and impartial decisions on disputes over the meaning of contracts. These are the National Railroad Adjustment Board, created by the Railway Labor Act for this specific purpose; a system adjustment board; arbitration; a referee; and the courts.

"Black Jacking"—Union Style!

In the most recent case, involving the New York Central Railroad Company, the Brotherhood of Locomotive Engineers, the Brotherhood of Locomotive Firemen and Enginemen, the Order of Railway Conductors and the Brotherhood of Railroad Trainmen, the union leaders ignored all five methods provided by law for disposing of such disputes.

When the New York Central stood its ground against the union leaders who demanded that they be the sole umpires of their own disputes over the meaning of their contracts, they threatened to strike. Thereupon President Truman appointed an Emergency Board. This Board consisted of Frank M. Swacker, attorney, New York City; Paul G. Jasper, Chief Justice of the Indiana Supreme Court; and Wayne Quinlan, attorney, Oklahoma City.

"Extortion," Says Presidential Board

In its report to President Truman, this Board said: "The growing practice of creating an emergency in order to bring about the appointment of an Emergency Board in the hope that it will make more favorable recommendations concerning contentions about grievances, with no binding effect if the reverse recommendation should be made, has been roundly condemned by several emergency boards and commented on by the National Mediation Board in its annual report.

"In the instance case it has reached a flagrant
EXTORTION (CONTINUED)

form. Here is an effort to extort the payment of hundreds of thousands of dollars based merely on Grand Lodge Officers' own conclusion that their interpretation of awards must be accepted without question.

"We urged upon the employees the foregoing considerations and that they submit these issues (as well as the other grievances) to the National Railroad Adjustment Board or a special adjustment board or an arbitration board, and the carrier, as an inducement to that end, offered concessions which to us seemed the maximum that could reasonably be demanded or expected. However, the organizations refused to so agree."

At another place in their report, they referred to the action of the Grand Lodge Officers as "constituting themselves claimant, judge and jury to determine the issue ..."

More "Black Jacking"

Another similar case was that involving the Denver & Rio Grande Western and the Brotherhood of Railroad Trainmen, in the early months of 1950. President Truman created an Emergency Board consisting of Robert O. Boyd, attorney, Portland, Oregon; Harold R. Korey, labor relations consultant, New York City; and Chief Justice Robert G. Simmons of the Supreme Court of Nebraska.

This Board, in its report to President Truman, said:

"In the language of the Brotherhood, they propose to settle these issues by force of economic strength. The Congress has provided methods for the settlement of such disputes by the orderly processes of the law.

"At considerable expense to the Nation it has created tribunals vested with power and equipped with the means to make a determination of such matters here involved. Decisions by processes of the law and not by force is the orderly American method of settling controversies between men.

"We have heard the parties fully as to all matters here in dispute. It is our reasoned judgment that the issues here involved may be and should be resolved within the provisions of the Railway Labor Act."

Still More "Black Jacking"

In another case, involving the Missouri Pacific, the unions representing the engineers, firemen, conductors and trainmen actually struck—a month after an Emergency Board had refused to recommend that their demands be granted. This strike, in the fall of 1949, shut down that railroad and deprived large and important sections of ten states of railroad service for nearly seven weeks.

The members of this Board, appointed by President Truman, were Judge Roger I. McDonough of Salt Lake City, Chief Justice of the Supreme Court of Utah; Floyd McGown, attorney, Boerne, Texas; and Curtis G. Shake, former judge of the Supreme Court of Indiana.

"Inconceivable," Says
President's Board

This Board, in its report, said:

"We should like to point out that if it is permissible under the Railway Labor Act for employees to circumvent the functioning of the Adjustment Board merely by creating a situation that calls for the appointment of an Emergency Board, the act has lost its efficacy for maintaining harmonious and orderly relations in the railroad industry insofar as operational disputes are concerned.

"It seems inconceivable to us that a coercive strike should occur on one of the Nation's major transportation systems, with all of the losses and hardships that would follow, in view of the fact that the Railway Labor Act provides an orderly, efficient, and complete remedy for the fair and just settlement of the matters in dispute.

"Grievances of the character here under discussion are so numerous and of such frequent occurrence on all railroads that the general adoption of the policy pursued by the organizations in this case would soon result in the complete nullification of the Railway Labor Act."

It's Time to Stop This Extortion

These are strange and outrageous examples of railroad unions setting themselves up as claimant, judge and jury—all in one. They make clear the unions' ruthless determination to enforce their "black jack" ultimatums by plunging important railroad systems into costly and crippling strikes.

This practice is thoroughly undemocratic and un-American. It is a device of dictators—not of fair-minded men.

We are publishing this and other advertisements to talk with you at first hand about matters which are important to everybody.
THE GEORGIA PURCHASE

WAGA
ATLANTA
5,000w • 590kc

WMAZ
MACON
10,000w • 940kc

WTOC
SAVANNAH
5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE Trio OFFERS ADVERTISERS
AT ONE LOW COST:

• Concentrated coverage
• Merchandising assistance
• Listener loyalty built by local programming
• Dealer loyalties

—in Georgia's first three markets.

Represented individually and as a group by THE KATZ AGENCY, INC.

NEW YORK - CHICAGO - DETROIT - ATLANTA - DALLAS - KANSAS CITY - LOS ANGELES - SAN FRANCISCO
FM'S PULSE BEAT

Lively Reports Refute 'Dying' Charges

By J. FRANK BEATTY

IS FM a dead duck?

Or is it merely emerging from a state of shock as a result of early 1950 station deaths, poised to start a new career that conceivably could end in the off-promised supplanting of AM radio?

There's no denying that most of the 686 operating FM stations are having rough going. Some are making a little money and some are breaking even. But the percentage of profitable stations is small and few owners can back their brave enthusiasm with supporting CPA statements.

Worst of all, FM's life is still blighted by its bad luck in having been commercially born at the same time as its glamorous twin sister—TV.

That dim evaluation of FM's current status has one outstanding flaw: It fails to recognize FM's hidden values, its list of potentials.

Coupled with its potentials is the possibility, seen in set manufacturing circles, of a speedup in FM set production when some patents on the Armstrong limiter and discriminator expire in December. A score of set-makers pay Armstrong royalties on receivers in addition to RCA fees, but transmitter royalties are collected from stations.

RCA royalty contracts include many FM patents, with Dr. E. H. Armstrong suing for alleged infringement. Armstrong patents are also involved in the FM sound system of TV sets.

Potential Noted

In FM's potential lies the basis for FM optimism and the persistence of many of its rugged backers.

Unfortunately stockholders and creditors can't eat potentials nor do FM stations have such luck selling potentials against AM's long-standing claims or TV's glitter.

But the fact remains—and dozens of FM operators will be glad to discuss it with you—that FM-only stations are building audiences, carefully and steadily, and that FM adjuncts of AM operations are filling audience holes that have long gone unrecognized.

It's a steady sort of growth that successful FM stations—and many unsuccessful ones—are showing, in contrast to the spectacular surges of AM and TV stations in their early careers. This steady growth is occurring despite disdain toward the newer aural medium shown by some agencies, advertisers and even broadcaster officials. After all, they were close to the breast-beating on FM's behalf by FCC officials in the late days of World War II and the press agentry of many FM promoters whose hub-thumping set new records in optimism and sales enthusiasm. This growth is occurring despite the fact that the FCC stunted FM's growth in infancy by shifting its spot in the spectrum and even today manufacturers aren't making enough FM sets to meet the demand.

Artificial Inflation

One of FM's toughest problems is to live down the artificial inflation inspired by its ardent progenitors, in and out of government. It may take years to remove some of the stains.

Then there is the matter—again serious—of building FM on qualities almost ignored in early days. FM had to learn the hard way that the public was rather indifferent toward better tone quality and heeded static-free claims only when AM reception was poor or almost non-existent.

Instead FM is swinging to the

(Continued on page 88)

AMA CAMPAIGN

Over 30,000 Spots Being Used

CONFIDENT of the success of its $1 million-plus "Operation Saturation" advertising plan even before it started yesterday (Sunday), the American Medical Assn. and its agencies already are planning a follow-up drive on behalf of voluntary health insurance and against "socialized" medicine.

Plans are still in the preliminary stage, it was reported to Broadcasting, and no details will be released publicly until results of the current two-week, nation-wide concentration of advertising in all media have been recorded and analyzed.

It is understood that Whitaker & Baxter, public relations firm retained by the AMA for a reputed $1 million yearly, is working closely with Russel M. Seeds Agency, Chicago, in preparing another intensive radio campaign.

Seeds handled all broadcast media advertising for the current drive, which started yesterday and will continue through Oct. 21. In what is believed by the agency to be the heaviest concentration of spot advertising in the history of radio, the American Medical Assn. expects to reach "every radio home in the

Good Results

The follow-up campaign is believed to have been crystallized following early reaction to the current saturation plan and to the tie-in advertising proposals. Advance campaign response brought letters pledging additional time.

The drive is three-fold—to alert the American people to the dangers of socialized medicine, as proposed by several government officials; to remind listeners that America is the healthiest nation in the world, and to point out that 70 million Americans are already protecting themselves against the major costs of sickness through voluntary health insurance.

Radio is getting $300,000 of a total advertising budget of $1,110,000. Physicians, for the first time in medical history, were levied an assessment of $25 each for the drive funds.

The $300,000 will buy more than 30,000 spots on the nation's stations during the 14-day period. The mammoth analytical job required to determine limitations of the budget and its allocation was based on the premise that the AMA messages would hit at least one station in every radio market. From the beginning, however, Seeds was in

(Continued on page 88)
LONG CHARGED

CBS Seeks Injunction

CBS will seek a temporary injunction against W. E. Long Advertising Agency this morning (Monday) in Chicago's Superior Court after filing a $1 million damage suit Wednesday afternoon.

The network will seek to restrain the agency “from interfering with exclusive contracts between WBAY (CHS) Chicago and WBAM artists,” and to enjoin “these artists from violating contracts.” Persons involved are Jim Conway, emcee of Shopping with the Muses, Faby Lynn, news and sports announcer, and Elaine Rodgers, singer, all named as co-defendants.

The monetary suit is against W. E. Long Co. only. Network claims $1 million is amount of estimated damages resulting from exclusive contract talent working for the outside company.

W. E. Long Agency, represented by Attorney Loy M. McIntosh, reportedly used the three WBAY employees to record commercials. WBAY charges these people, under exclusive station contracts, worked for the agency without station approval.

Mr. McIntosh, however, told Broadcasting W. E. Long Co. has documentary evidence, including a waiver, for the use of the three personalities on the commercial transcriptions. He said also that the records were cut, with permission, in the CBS-WBAY studios.

Attorney Arthur Morse, representing CBS, says other artists will be named in court proceedings as additional “violations of contract” are discovered. He will ask the court to make available an accounting of the money received by the Long Agency for the use of the WBAY artists.

Judge Joseph Graber will preside at the hearing this morning.

BRIG. GEN. DYKE

Returns to Army Duty

AT the request of the United Nations, Brig. Gen. Ken R. Dyke, vice-president in charge of public relations and publicity at Young & Rubicam Inc., has returned to military service for a special one-day tour of duty.

Gen. Dyke will report to Gen. Douglas MacArthur in Tokyo to provide UN information to the armed forces fighting on behalf of the UN. He will work in liaison with Col. Alfred C. Katsunomi, special representative in Korea of UN Secretary-General Trygve Lie, and with members of his staff.

Gen. Dyke was on Gen. MacArthur's staff and also served as chief of Civil Information and Education in Japan. He is former vice president of NBC in charge of programs.

VOTE DISCS

"Non-Partisan" Say Demos

OVER 2,000 stations throughout the country, including all AM and 412 of the prime outlets this week will receive "non-partisan" transcriptions urging Americans of all political hues to vote in the November elections.

Large quantities of records, consisting of 60- to 60-second addresses by the President and cabinet members, will be distributed by the Democratic National Committee accompanying this data. Each message emphasizes a tie between the voter and the department represented by the cabinet officer.

Called ‘Non-Political’

The project was described as the "largest non-political public service activity of its kind ever carried out by a political party "in the history of broadcasting," with cost estimates placed roughly between $5,000 and $6,000.

In distributing the records for local station use, the national committee stressed that the discs were "not to be used" in connection with any candidate or race.

The expense of producing and distributing the records was undertaken, according to William M. Boyle Jr., committee chairman, "because no organisation appeared to be working on a national scale the full resources of the broadcasting industry to stimulate a large vote this November."

Mr. Boyle added that the committee is "earnestly soliciting the cooperation of all broadcasters in making these recordings a real weapon of democracy."

The Democratic committee chairman explained:

We realized that it might seem a little unusual for a political party to spend a million dollar project project the middle of a hot campaign, but it seemed to us that we could utilize a large variety of broadcasting to demonstrate to the world the vigor of the Democratic party, and that we should do everything within our power to get the vote out, regardless of the party affiliations of those who are encouraged to vote by this radio campaign.

Barkey Itinerary

Meanwhile a detailed itinerary for Vice President Alben Barkley, who is mustering national support for Democratic candidates on a frankly "partisan" basis, was announced by the committee last Friday [Broadcasting, Oct. 2]. Tentative arrangements were revealed for partial radio-TV coverage, though stations were not determined for the most part. Included are two speeches over national networks originating from Chicago and Indianapolis, Ind.

Schedule, with AM-TV coverage, follows:

Oct. 2—Los Angeles, Southern California ABC Network, 9:30 p.m.
Oct. 11—Seattle, broadcast and telecast, 9:30 p.m. (statewide broadcast).
Oct. 12—Spokane, "complete radio coverage"
Oct. 13—Lewiston, Idaho, "statewide radio"
Oct. 18—Indianapolis, Ind., "nationwide hookup" (network undetermined).
Nov. 3—Chicago, "nationwide hook-up" (network and time undetermined).

INFORMATION

Drawn for Broadcastings by Sid Hik

"WOP brings you another first—the man in the street program!"

FURTHER realignment of certain personnel within the Defense Dept.'s overall information organization and greater emphasis on operational functions of each service to meet the expanding needs of radio and TV stations loomed last week in Pentagon circles.

Policy discussions, underway the past month, were described by Defense officials as looking toward re-evaluation of the relationship between the individual services and broad policy to be followed under the new aegis of Secretary of Defense George C. Marshall and within the present unification structure.

Developments resulting from the recent appointment of Secretary Marshall and the impact of the Korean war have stimulated talks on the degree to which each service shall be allowed to conduct its own operation under overall policy. In any event, radio TV activity is increasing on subordinate strata.

Realignment of the military information structure (CLOSED CIRCUIT, Sept. 18), reported, has commanded attention of Marx Leva, Assistant Secretary of Defense, who is expected to make his recommendations to Secretary Marshall in the near future. Mr. Leva, former assistant to the late Secretary James Forrestal and top legal adviser, is said to have concerned himself with the organizational and legal aspects of such a move.

Parks' New Post

Evidence of top-level shifts was seen, in some circles, in the designation of Maj. Gen. Floyd Parks, Army information officer, as the "executive agent" for the Defense Secretary. It is believed that he will head up the whole defense information operation. Osgood Roberts is now acting director of the Defense Dept.'s Office of Public Information, succeeding William Frye, now on leave in Europe. This would return the top information post from civilian to military hands.

Press Branch Change

Still another change is that involving Lee Hargus, until recently in charge of the department's overall press branch and now transferred to Defense Dept. Plans operation. He was succeeded by C. H. Schooley.
PARTY CANDIDATES

RADIO and television services and techniques designed to aid Congressional candidates seeking office on the Republican ticket are currently being offered to House members by the Republican Congressional Committee as a means of "streamlining" their 1950 campaign.

A pamphlet calling attention to suggested scripts and scripts serves to implement the recent GOP booklet, "Radio and TV as Tools in the 1950 Senatorial and Congressional Campaign" (October 29). The Congressional Committee is working directly with House members to augment general guidance principles set forth by the Republican National Committee.

The Republican Congressional group, under the chairmanship of Rep. Leonard W. Hall (R-N.Y.), is urging its candidates to utilize 30-second spot ads, station break spots, particularly the closing week or 10 days of their campaigns. They will receive, without charge, at least one 16-inch record, a library of two, containing a wide variety of professionally made spots using effective sound effects available and covering issues common to every candidate's campaign.

"It is suggested that candidates purchase their radio spot time as many weeks in advance as possible," the GOP booklet says, "preferably seeking time in the morning during the breakfast hours and at night during the dinner hour."

Equal Time

The committee reminds members that "under federal statute, if persons opposing your election have purchased radio spot time, you are entitled to purchase similar time, and the station must provide such time if you pay for it."

Urging use of periods from 7:30 to 9 a.m. and 8 to 8 p.m., the committee has designed a 60-second spot with provision for a 40-45 second script beginning with sound effects and followed by voices of two professional announcers "dissecting a political issue." Accompanying the record, prepared by NBC's Radio Recording Division, will be a suggested 15-second or 20-second script to be read by the local station announcer at the end of the record, tying in the candidate's name and giving reasons to vote for him.

The committee also noted that candidates in some sections of the country have difficulty in obtaining professional assistance to help them make their spots with the proper sound effects and the most effective script techniques.

Pointing out that "equalization will play a part in many Congressional elections in 1950, and by 1952 will probably affect every contest," the Congressional Committee's Public Relations Office, headed by Robert Humphreys, has prepared several TV shows for use of candidates.

"It is essential that a candidate fashion his 'show' so the television camera can keep a frequently shifting image on the screen to avoid static and boring production," the pamphlet notes, adding that use of charts is an "inexpensive way to accomplish this end."

On the basis of recommendations by "television experts" that video shows be limited to approximately five minutes, the committee is offering to Congressional candidates in TV districts several five-minute programs consisting of suggested scripts and sets of five photolithographed charts mounted on cardboard. Topics are divided among "unpreparedness," the Korean situation, communism, and the cost of living with respect to taxes.

Viewers watching the communism series in TV districts will be apprised of administration attitudes on China policy, the atom spy rings, the Alger Hiss case, the subversive control bill and communism in general.

The pamphlet also covers services as visual presentations, newspaper ads, street interview techniques, photo portfolios and newsletters, according to Mr. Humphreys, former national affairs editor of Newsweek and previously with International News Service. Services are provided members and campaign workers without charge.

Another service is a loose-leaf book containing speeches and data on 20-old important issues. Book is intended to offer any candidate a concise discussion on any topic which may be used when writing his speech.

Special Purpose Discs

Hundreds of records were distributed by the national committee's women's division for use at special meetings, and excerpts were broadcast throughout the world by the Voice of America. A 30-minute broadcast, recorded especially for the occasion, featured a number of prominent women in high political posts, including FCC Comm. Frieda Henrock.

Services and techniques also are being prepared for Democratic members by the National Committee working in conjunction with the Senatorial and Congressional Campaign committees. Kenneth Fry, radio director of the national group, has distributed a booklet on "How to Use Radio and Television."

LBS ON THE AIR

FULL-TIME service by the nation's fifth network, Liberty Broadcasting System, was inaugurated Oct. 2 [Broadcasting, Oct. 2]. At 7:45 a.m. the initial program originated in Washington, D.C., from the network's local studios. During the day programs also were carried from Dallas, New York and Hollywood, key originating points for LBS.

For the past three years Liberty has been constantly expanding. From one station, KLIF Dallas, Tex., LBS has grown to reportedly the nation's third largest operating network. Progress has been spearheaded by Grant McLendon, its 29-year-old president.

Mr. McLendon points out that LBS was not formed—it grew. Original programming was built around sports broadcasts. Now the network also features news, musical programs, Hollywood reports, commentators, programs from the UN and a variety of other attractions.

One of the outstanding events of the Liberty Broadcasting System will be its fall line-up of weekend sporting events. Every Saturday afternoon Ted Husing will handle play-by-play on the Army football games. New York Giants professional football games will be presented some Sunday afternoons, also with Mr. Husing. Every Sunday afternoon Mr. McLendon will cover the professional football games of the New York Yankees.

Following the Army games on Saturday, LBS will carry an outstanding West Coast football contest. In the evening Louisiana State U. football games will be presented. These will be the only

Get Radio-TV Aid

For Senate members seeking re-election, the Campaign Committee is preparing a series of 18-minute films to be used in key states with TV facilities. The films deal with accomplishments of the Democratic administration.

Meanwhile, Mr. Fry revealed, the national committee is seeking network facilities through the Federal Communications Agency. The Blue networks, N.Y., for broadcast and/or telecast of one to two major speeches to be delivered by Vice President Alben Barkley during his extensive tour throughout the country [Broadcasting, Oct. 2]. Probably all of his addresses will be carried on a paid basis by local stations in various areas in which he is slated to speak.

It is understood that Indiana, Illinois and Pennsylvania are areas now under consideration as originating sources for the network programs. The Democratic National Committee also has an extensive radio spot campaign under study (see page 24).

President Truman still was undecided as to how many frankly political speeches he will make over the national networks during the campaign in behalf of Democratic candidates. His Democratic Women's Day five-minute address, aired by ABC Sept. 27, was arranged as a public service feature commemorating the 31st anniversary of women's suffrage.

(Continued on page 24)
Meet Morris Sachs

Whose Amateur Hour

Is a Midwest Listening Habit

In 1910, a 12-year-old boy trudging through the streets of Chicago's south side with a pack of wares on his back, laid the foundation for one of the midwest's most successful mercantile establishments.

Morris B. Sachs, founder of the Chicago retail clothing stores that bear his name, confesses he was never so happy as when he was winning customers by personal selling. He hoped for a miracle of transportation or communication that would enable him to talk to more and more people each day.

By 1913 he had discovered the horse—and by 1916, the automobile. But neither of these media satisfied Morris Sachs' craving for something bordering on omnipresence. He approached this exalted state, however, in 1930 when he discovered radio.

Sachs Has Put Its Trust In Radio for 20 Years

For the past 20 years, radio has been the basic advertising medium at Morris B. Sachs Inc. The company's sales volume has grown in that period from $200,000 to more than $8 million annually. In recent years, some of the firm's advertising budget (usually 5% of its gross, with radio getting 4%) has been allocated to newspapers and billboards, and for the past two years a sizable sum has gone into television. But sound radio always has been the backbone of the company's promotional structure.

Mr. Sachs' consistency as a radio advertiser is matched only by his loyalty to one format. Sixteen years ago, on Aug. 27, he began sponsoring a weekly amateur show from the window of his South Halsted St. store. It was the first amateur show ever broadcast. It preceded the famous Major Bowes program by eight months.

The current Morris B. Sachs' Amateur Hour is the 1934 show all over again, except for the cast, the location (ABC's Civic Studio), and the addition of some visible commercials as the program now is simultaneous.

Of course, one member of the original cast is still there: Mr. Sachs rarely misses an opportunity to indulge in some of his personal selling, now that he has an audience of thousands each week. But his present day sales technique is more subtle than that formerly employed. It consists of a warm handshake, a friendly smile, and a few words of encouragement for the top three contestants on each of his shows—plus a cash prize, a watch, and an armful of posies (orches for the girls; roses for the boys) for each winner. In recent months, even more has been added. Mr. Sachs now arranges an automobile every 13 weeks to the contestant who wins a quarterly showdown of talent.

Morris Sachs was 11 years old when he migrated to Chicago from Sveksna, Lithuania. His father, a teacher, had passed away and Morris came to live with a married brother, George, who was nearly 20 years his senior.

Young Sachs went to night school so he could hold down various odd jobs during the day. Within a year he began his mercantile career when a friendly wholesaler entrusted him with $10 worth of curtains, blankets and other household furnishings. Confining his calls to a territory on Chicago's near south side, he peddled his first consignment of merchandise in one day. Within a week, he had established himself; in the following month, he sold $500. When he was 15, he purchased a horse and wagon.

Morris Sachs was 16 when he opened his first store in 1914. Ten-by-twelve feet in area, it was located on 14th St., just off of Halsted about 1 1/2 miles south of Chicago's Loop. But Mr. Sachs dates his business inaugural from 1910, for it was during that year that his name first became associated with merchandising in Chicago, even though his was a mobile operation.

It was some years after he opened his first establishment, however, when Mr. Sachs decided to tend shop in person. Feeling he was at his best making calls and widening his circle of friends, he left the store in other hands. In fact, two years after his opening, he purchased a light-delivery Ford to aid him in his travels.

Firm Rapidly Expands To Larger Quarters

With a crackjack "demonstrator" in the field, the Sachs company outgrew its original storefront in four years. And since its young proprietor meanwhile had pushed his door-to-door frontier far southward, he opened a larger establishment (18-by-75 feet) at 7526 South Halsted. Three years later, in 1921, he decided to specialize in ladies' and men's clothing, raising the cash he continued handling a wide range of household goods. So he moved to 6626 South Halsted, in the same block where his present modern headquarters store now stands.

But Sachs, however, radio had transformed Morris B. Sachs Inc. from a community store organization into a booming metropolitan enterprise. So Mr. Sachs "put all my eggs in one basket," closing all of his stores but the South Halsted establishment, he enlarged the latter to four times its size by doubling the ground floor and adding a second story. This was accomplished in the depression year of 1933.

A year later, with "hard times" still occupying Chicago, Mr. Sachs again enlarged his facilities, doubling the area of both floors. He frankly admits his 1934 building program was dictated by an upsurge in business generated by the "Amateur Hour," which began its long run that year (858 consecutive performances up to yesterday, Sunday).

But he gives credit to some of Chicago's radio pioneers for starting his business upswing four years before.

Mr. Sachs bought his first radio time in 1930 on WSBC Chicago. The station was founded on the site of World Storage Battery Co., after which it took its call letters. Jerry Sullivan, whose clipped "Chi-kaw-
go" inflection distinguished his station identifications from those of other Chicago announcers, was paid $25 weekly for playing the piano and handling Sachs commercials briefly every day of the week.

Mr. Sachs personally went on the air too. He appeared on all of his programs, except the very first one. On that auspicious occasion he was among those present, but the excitement of addressing an unseen audience of thousands caused him to "pass out," as he puts it.

From the beginning, Mr. Sachs had a broadcast theme. He and his announcers gave expression to his belief that "it is no crime to buy on credit." But he warned his merchants who were cheating their patrons by putting exorbitant prices on inferior goods in lieu of carrying charges. Chicago has less fraud among credit merchants today, due partly to the radio campaigns waged by Mr. Sachs against unfair mark-ups, and Morris B. Sachs Inc. has profited materially by stressing to prospective customers the wisdom of selecting merchandise with "distinguished and famous labels," and pay "at your convenience—without interest."

**Trust in Customers**

**Pays Off for Sachs**

"Over the years, I have steadfastly believed that 991/2% of my customers are honest," Mr. Sachs says. "I ask that they make some regular payments for merchandise received. But if, through some unforeseen circumstance, they are unable to keep up their payments, all I ask is that they take me into their confidence. That my thousands of customers have trusted me has long been proved by their continued patronage."

More than a half-million men and women from five midwestern states regularly make the Sachs stores their clothing headquarters in Chicago. Fifty percent of them pay "when convenient."

In addition to WSB's Jerry Sullivan, Mr. Sachs sponsored a 21/2-hour Breakfast Express show every weekday morning on WAAF Chicago during the four years before Amateur Hour's debut. This record show, interspersed with time, weather, and news reports, became so popular that it was kept on the air along with the amateur program for many months. The company's radio budget of $6,000 in 1930 approached the $100,000 mark in 1934 when both shows were being sponsored. Jerry Sullivan's program meanwhile had been discontinued.

During its first six months, Amateur Hour was carried on WCFL Chicago from the window of the company's south side store. The time was from 7 to 8 p.m., Friday. The police department forced the show to move after this initial period when its "studio audience" overflowed from the sidewalk onto busy Halsted St. But Mr. Sachs found refuge in a nearby Masonic Temple, seating 1,000, so the show went on without interruption.

In 1936, the program shifted to WENR, took on an agency—Schwimmer & Scott—and changed its time to 12:30-1:30 p.m. Sunday. It has been on WENR ever since, but has been handled by two other agencies during the period—Wade Advertising and Rutherford & Ryan. Mr. Sachs now has the good fortune of having the same producer for Amateur Hour as he had during the show's three years with Schwimmer & Scott: Norman Heyne, radio and television supervisor at R & R, which took over the Sachs accounts three years ago. In March of last year, WENR-AM-TV, in cooperation with Mr. Heyne, engineered the transition from sound radio to simulcast.

In addition to radio commercials, the program has TV commercials by a separate announcer, and brief fashion showings on TV with the Sachs company's well known stylist, Jane Harper, doing the commentary.

Since Mr. Sachs presents Amateur Hour to make more and more friends, he passes the word on to Mr. Heyne to be considerate of all contestants. Those who fail in their auditions receive a card from the producer stating he is "very sorry you didn't make it—you won't try again!" And many do return for later tryouts. Some of those who came back, made the grade, and moved on into "big time" are June Haver of the movies, Pamela Britton of the musicals "Okahomas" and "Brigadoon," singers Frankie Laine, Mel Torme, and Skip Farrel, and the Harmonicos, whose recording of "Peg o' My Heart" swept the nation a few years ago.

The first step required to get on Amateur Hour is to write to Mr. Sachs. The contestant then receives a card scheduling an audition—an average of 100 hopefuls attend each Thursday night tryout. Those among the "lucky 10" are called to a rehearsal on a future Monday, and get two more rehearsals (one dry run; one dress) the morning of the show.

Voting is by phone (up to 3 p.m. the day of the show) and by mail. The winner gets $75 in cash, a watch, and an opportunity to compete for an automobile in the quarterly finals along with 12 other weekly winners. Second place winner gets $40 and a watch; third place $20 and a watch. All of the top three contestants get those gorgeous bouquets of flowers.

Through the years, Amateur Hour has had a succession of "name" announcers, emcees, and supporting musicians who have attracted thousands of listeners by their own reputations. Norm Ross, Gene Arnold, and Charles Lyons presided at the mike during various periods before Bob Murphy became master of ceremonies three years ago. Marvin Mueller and Port Pierson were announcers before Bob Cunningham took over in recent years and in 1949 was joined by Mr. Sachs's current WENR radio-TV supervisor, Edward Lynch.

**Uses Show For Civic Campaigns**

Mr. Sachs uses the show to spark various civic drives each year. Campaigns for Christmas baskets, benefit funds, and such appeals as cigarette-for-vets have gone over-the-top in Chicago once the Amateur Hour has got behind them. On such occasions, the show moves into Chicago's Civic Opera House and plays to capacity crowds. One Christmas season, 15 tons of groceries for the city's needy were collected at one performance. At the recent 16th anniversary broadcast, on the eve of the VFW's national convention in Chicago, Mr. Sachs received a VFW certificate of merit in recognition of his drives for service men.

For the first time in many years, (Continued on page 38)
FRANCES G. BUONANNO (2d r) of Bridgeport, recently crowned Mrs. Connecticut of 1950, receives her trophy from Philip Maysman, president and treasurer of WLIZ Bridgeport, and congratulations from Adam J. Young Jr. (l), WLIZ’s national representative, and Connie Parks (Mrs. Jane Conners Quinn), WLIZ woman’s editor.

AT meeting of the Louisiana-Mississippi AP Broadcasters Assn. on (1 to r): seated, Bob Shipley, KWWL Shreveport, La., group’s v. p.; Hugh Jones, WGCM Gulfport, Miss., new president; standing, Oliver Gramling, AP assistant gen. mgr.; James Gordon, WNOE New Orleans, retiring president.

PROMOTIONAL piece pointing to Omar Boking Co.’s sponsorship of Ohio State U. football broadcasts over WBNB and WELD (FM) Columbus, Ohio, is shown by Ann Evans, WBNB promotion director, to George Tasse (seated), general manager of Omar Co., and WBNB Commercial Manager W. L. Orr.

GETTING together during recent demonstration of Schwerin Research Co. system at NBC Hollywood are (l to r): Arthur W. Gudelman, radio timebuyer, Barton A. Stebbins Adv.; Thomas C. McCray, director of radio operations, NBC Hollywood; Horace Schwerin; Ray Morgan, Raymond R. Morgan Agency.

COONSIN caps, emblem of the Pioneer Bank, and of Tennessee, too, are the fashion as Drue Smith cuts a birthday cake on the second anniversary of Party Line which she produces and broadcasts over WDDO Chattanooga for Pioneer Bank. L to r: Jim Nichols, director, Chamber of Commerce; Paul Mathis, president, Chattanoogaans Inc. and chairman, city’s Defense Council; Earl Wing, co-owner WDDO; Miss Smith; Wilkes Thrasher, Hamilton County government head; George Clark, president, Pioneer Bank and Consumer Bankers of America; Norman Thomas, co-owner WDDO; Bob Bosworth, chief newscaster WDDO, who also announces the Drue Smith show.

PBS OPENING

PROGRESSIVE Broadcasting System, a new operation offering daytime programs to local stations exclusively throughout the country, will begin full operation Nov. 26, President Larry Finley announced last week in New York. Arrangements for service to about 250 stations are completed, he said, and additional stations are expected to bring the total to 400 by Feb. 1, he said.

Mr. Finley, who arrived in New York after a six-weeks tour covering more than 700 radio stations, also announced the election to the PBS board of Dr. Miller McClintock, former president of MBS. He also announced the departures of Edgar H. Twamley, formerly with NBC and WBEN Buffalo, as vice president in charge of the eastern division, and Robert B. White, a former executive of ABC, as vice president in charge of the central division.

Donald Wittycomb, former president of WPIT Philadelphia, is executive vice president, with headquarters in New York. Mr. Finley, former transcription producer, is one of three stockholders, and will headquarter in Hollywood.

Programs, will be fed both live and via tape-recording from divisional points in New York, Chicago and Hollywood, via AT&T lines. Mr. Finley said. Stations will pay a minimum program fee of $500 per month, plus one-half the cost of the program per hour, which ranges from $4 to $40.

The company also plans to represent its affiliated stations in network sales, at the standard 15% commission, according to Mr. Finley.

PBS Associates

PBS is incorporated in California with a capitalization of $1,500,000, Mr. Finley said. His associates are Bernard Fleisher, wholesale liquor distributor in Nebraska and South Dakota, and Morris A. Hazan, a prominent Los Angeles merchant. Reserves have been set aside from programming and talent, according to Mr. Finley. He said the project was not undertaken until nearly two years of planning and exploration.

Mr. Twamley will have temporary offices at 55 W. 53 St., New York, telephone: Judson 6-8932. Mr. White will have headquarters in the London Guarantee Bldg., 360 N. Michigan Blvd., Chicago, telephone: Financial 6-8924, he announced. Production offices of the network are in the Pantanal Bldg., and West Coast executive offices at 8893 Sunset Blvd., in Hollywood.

Programming will be aimed primarily at the housewife, without emphasis on sports, Mr. Finley said. Although all commercial programming will originate in Hollywood, no program will pay attention to area interests in each division—East, West and Central.

Mr. Finley said that PBS will broadcast from 7 a.m. to 7 p.m. throughout the week, allowing a 60-second station break between all programs and 2½ minutes of commercial time for all 15-minute shows. All hour and half-hour shows will be broken into 15-minute segments, permitting sale to different sponsors, he said.

For station sales departments, he said there would be daily closed circuit talks designed to aid selling and promotion. Six-minute condensations of all shows will be supplied affiliates stations 30 days in advance to allow time for them to be sold, and national spot representation from offices in New York, Chicago, Los Angeles and Dallas will be provided, he said.

ABC CHICAGO

Splits Sales Operation

ABC Chicago has divided its network sales operation into separate radio and television departments, James L. Stirtin, sales manager and general manager, announced last week. New TV manager is Gerald A. Vernon, former coordinator of TV sales, who has been with ABC since 1942. He started as research manager and later moved into local and network sales.

His AM counterpart is Robert G. McKeen, who joined the Blue Network in 1942. He was an account executive in network sales when ABC was formed in 1942. In 1945 he was named assistant sales manager of the Central Division. For 15 years Mr. McKeen was vice president, treasurer and part owner of Homer McKeen Co., Indianapolis-Chicago-New York agency.

The present network staff of seven men will be expanded by four within a week. Chicago is the second ABC O & O operation to divide its sales activity in this way (New York was first). For the time being, the local sales staff will continue to handle both media.

BBC Accused

A CHARGE that the BBC has broadcast Soviet propaganda under the guise of “critical comment” has been drawn to the attention of radio listeners. Smithers, Conservative member of the British Parliament, who has asked the House of Commons to order a “purge of the Communists” in the government-owned network. Accusation had been leveled by the Listeners’ Assn. of London, which took exception to a program called “Voyage to Moscow.” The program included anti-Western attacks on religion, Anglo-American friendship and other subjects. BBC contends that the program, based on Russian broadcasts and publications, is such “transparent propaganda” that it actually serves as effective anti-Communist material.
AM INDEPENDENTS
Non-Paper Group Urged

PLANS for the formation of an organization of and for independent, non-network-owned AM stations [CLOSED CIRCUIT, Oct. 2] are underway and will be actively pursued depending upon the ultimate response and "democratic expression" of such broadcasters.

Organizer of the movement is Benjamin Bartzoff, vice president and general manager of WVOM Brookline, Mass., 5 kW 24-hour station covering metropolitan Boston.

An "enthusiastic" and "heartening" response to letters sent to approximately 250 stations urging such a group has already been received, Mr. Bartzoff told BROADCASTING.

Even those who were not in complete agreement in every detail, agreed in principle, he reported. All U. S. broadcasters in the same category are to be similarly approached.

Incompatibility between needs and problems of AM independent stations and those of network affiliates, newspaper-owned outlets and those having TV operations makes imperative an organization that will serve the common interests of the completely independent station, make it feel as a force, and result in reduced costs and great economies, declared Mr. Bartzoff.

"There has been no organized effort of self-help by such stations," he said, "because the only time they get together is at District NAB meetings or at radio executives club somewhere on a social plane, while they listen to a speaker discuss generalities about the industry."

Evidence of Need

Evidence of need for an organization based on mutual interests, Mr. Bartzoff thought, is when "in a city like Boston, a newspaper-owned station has merely to send its copy to the paper and can have a full page or more of free space to feature a program. The radio rate in newspapers here is so high that only the biggest advertisers can afford to buy, let alone an independent."

The proposed association, he said, would eliminate unnecessary evils and provide a common ground for discussion and solution of problems in programming, sales, library service, purchasing, station representation, engineering and matters involving FCC and lawmen.

Citing specific reasons why stations of his type need to band together for assistance in selling, he scored the Army and National Guard as two of the chief violators in time-buying. "Very recently," he declared, "the U. S. Army, with taxpayers' money, decided to buy advertising on some stations, and then those stations next ran the same thing without cost. The independent station falls prey to every bad business practice, every scheme of destruction, because there is no exchange of ideas and methods."

Mr. Bartzoff observed that "the Army and National Guard don't have to spend a nickel on radio if they don't want to, let them do something else and they wouldn't be here." He stated, "We want equality for all stations."

He asserted the independents need representation from the Congressmen and Senators "to prevent any further inroads by government bureaus and agencies into the racket of free time, when they have a budget which is being spent either in other mediums or in the same medium on competitive stations.

Next to the phrase, 'I can get it for you wholesale,' these agencies say 'I can get it for you free.'"

Purpose of an association of independents also would be to know what each pays for library service and to get the best possible terms from music licensing agencies, some of which, he charged, ask different fees for different purposes. There would be no room in it for "music library salesmen or any other group of people whose business it is to sell."

Depleting the need of independents to buy equipment "at a retail store, the same as a retail dealer," Mr. Bartzoff said that by banding together they could buy materials at considerable savings.

Other advantages, he continued, would be a complete interchange of knowledge about union scales, without any jealousy, and not for the purpose of breaking any unions or disturbing any pleasant relationships, but because the complete principle is known to the manager or owner. The price that an independent pays for its service, transcriptions, music licenses could be available to all independents on an interchange basis. All P.I. deals and other forms of inquiry material should be screened and the financial status determined.

Engineering Aid

One of the greatest benefits, he predicted, would be in engineering where exchange of views on the efficiency and operation of equipment is vital. He referred to "unfair" practices of manufacturers of unfit equipment foisted on stations and the lack of desire on the part of the manufacturer to repair or refund such equipment and said this point, too, would come under consideration.

Mr. Bartzoff also stressed the need for strong representation in the national field, "not necessarily by one firm of representatives, but by a better understanding between some of the representatives and the stations. Where stations cannot secure proper representation because the bigger firms always represent network-owned or affiliated stations, this representation should be provided for them."

He said the FCC has been very fair to all stations on an impartial basis but that there are many services a station might need in connection with the FCC that could be provided at a much lower cost through the proposed association.

Commenting on "fusion," Mr. Bartzoff declared: "I believe there is room for one overall association."

(Continued on page 85)

NAB NAMES HARDESTY

JOHN F. HARDESTY was named Thursday by NAB General Manager William B. Ryan to fill the newly created post of director of the Station Relations Dept.

Mr. Hardesty joined NAB last July 31 as assistant to Robert K. Richards, director of the Public Affairs Dept. [BROADCASTING, July 17]. He was James Dawson, resigned.

For some weeks Mr. Hardesty has been working closely with Messrs. Ryan and Richards in developing the current NAB membership campaign, a feature of the series of district meetings. In addition he has edited NAB's management letter and recently launched NAB's Defense Bulletin, a project set in motion by the board at its August meeting.

First occupant of the station relations post, created early this year, was E. Walter Huffman, who died shortly after joining NAB [BROADCASTING, Sept. 10]. A few weeks later NAB announced that Malvin E. Drake had been named to succeed Mr. Huffman [BROADCASTING, Sept. 18] by Jack Hardesty.

Mr. Drake accepted the position in Washington in mid-September, according to NAB, but did not take over the duties [CLOSED CIRCUIT, Oct. 2]. NAB has no official position on the matter although it was stated unofficially at the NAB District 10 meeting in St. Paul last month that opposition to the appointment had been made in Twin Cities broadcasting circles. Mr. Drake told BROADCASTING a week ago by telephone that as far as he was concerned he still had a job. He formerly had been vice president and station manager of WDGY Minneapolis; had been active in NAB committee work, and is a member of the Minnesota Ass'n of Broadcasters.

Ryan Statement

Mr. Ryan, who plans to leave soon on a field trip, issued this statement about Mr. Hardesty's appointment:

"Naturally it is always a satisfaction to 'promote from within,' giving staff members who have proved themselves an opportunity for larger responsibilities. I think Jack Hardesty's work in the past has been outstanding, will do much to close the gap between members and their association which always exists in an industry as large as radio and television."

"He intends to go on the road within two weeks to make his first direct calls on broadcasters. His duties will include, in addition to public appearance and sales promotion, advisory service to management on the desires of membership as reflected in his membership trips."

In September 1946 Mr. Hardesty joined WOL Washington as an account executive and soon became director of sales promotion and publicity. He joined WOIC (TV) Washington in November 1948 as director of special events and advertising. He is a member of Radio Correspondent's Assn., Advertising Club of Washington and Berwyn Rod & Gun Club, is married, has two children, and lives in Silver Spring, Md., Washington suburb.

Mr. BARTZOFF

by a better understanding between some of the representatives and the stations. Where stations cannot secure proper representation because the bigger firms always represent network-owned or affiliated stations, this representation should be provided for them.

He said the FCC has been very fair to all stations on an impartial basis but that there are many services a station might need in connection with the FCC that could be provided at a much lower cost through the proposed association.

Commenting on "fusion," Mr. Bartzoff declared: "I believe there is room for one overall association."

(Continued on page 85)

To Stations Post

October 9, 1950 • Page 29
**Radio Role Outlined**

The statement added that high-speed aircraft and the limitations of the present radar and communication setups made it necessary to "alert large areas with a first warning, then small areas with a second warning. It may not be possible for the Force to be graduated or selective warnings."

Mr. Symington told the women's groups that America is "far greater danger than at any time in its history," and that "if we are hit, our ability to fight back will depend on whether we have built up national civil defenses." Need for women's input in communications and other fields was stressed.

The master plan for communications covers authority for states to enter mutual aid agreements; establishment of communications centers; creation of "secondary" channels of communication between federal, state, regional or local civil defense authorities, and the National Guard, with all chanels of communication between these authorities included.

The plan also includes the creation of communication systems for the police, fire and other emergency services, and the establishment of a national communications center for the purpose of coordinating the activities of all emergency services.

**GUNTHER SPORTS**

**Bullets Set; Caps Stymied**

LINEUP for radio-TV coverage of Baltimore Bullets basketball games under sponsorship of Gunther Brewing Co., Baltimore, was set last week through Rutheaf & Ryan, that city, but arrangements for similar rights to Washington Caps games still hung in the balance.

A 30-game home schedule of the Bullets will be carried on radio by WJBWI, with Bill Steiner handling the description, while WAAM (TV) Baltimore is slated to handle the telecasts with commentary by Bob Thompson. WMAR-TV Baltimore handled video coverage last year. National Basketball Assn. contests get underway Nov. 1.

Most of Gunther Brewing Co., which has surged to the front ranks in the field of radio-TV sports sponsorship, faced the possibility of having purchased AM-TV rights in the nation's capital, with prospect of any video station actually contracting to carry the games. Prime obstacle, officials of the agency, station and sports circles concerned, is that of obtaining authority by Washington TV stations because of network and local commercial commitments [TELECASTING, Sept. 11].

WWDW Washington, which aired the games last year, is set to carry AM coverage for the 1950-51 season.

**IT’S anchors afloat for this group who were guests of Tom Harner, national sales representative of The Fort Industry Co. stations, on the yacht Verlaine, owned by George Storer, Fort Industry president. Occasion also marked Linnea Nelson’s 23rd anniversary with J. Walter Thompson Co. The group includes (l to r): Front, William Dix, Katz Agency; “Commodore” Harner host; Linnea Nelson, Jayne Smathers, Betty Jane Przyslo, Dorothy Johnston in rear, Mrs. William Dix, Marie Kircher, James Luce, William Thomas and William Wren, all of J. Walter Thompson.**
PROBE TALENT STATUS

RESOLUTION setting forth objectives, and a committee to probe the "consolidator" problem in an effort to reach them, was voted by an all-industry conference called by the American Federation while a following two meetings in New York. The action was taken by voice vote after seven hours of discussion in the meetings.

The investigative committee will have a double goal—to assure full security against Communists or their sympathizers, and "at the same time preserve individual liberties."

Although members of the committee have not been announced, it will probably include representatives of the AAAA, AFRA, TVA.

UN COVERAGE

More Programs Added

With the swelling of interest in international affairs, United Nations radio coverage has extended both nationally and world-wide as evidenced by the inauguration of a series, Spotlight on the UN, over the Liberty Broadcasting System's newly-opened nationwide network, and the new five language General American Broadcasting broadcasts to be beamed over the world through BBC, Voice of America and Radio Diffusion Franceaise.

The Spotlight on the UN will feature a UN news summary, interviews with prominent guests and direct broadcasts from UN meetings, and will be aired, Mon.-Fri., 5-6:15 p.m. over LBS.

The General Assembly debates, to be broadcast in English and French, will be sent directly from New York. Most of those in Russian are to be relayed from Paris. Latin American listeners will receive the meetings directly from New York in Spanish but the Pacific area broadcasts will be re-transmitted from Singapore in Chinese. Other English broadcasts, in addition to the New York area, which is covered by WNYC New York municipal station, are those carried throughout the U.S. on FM network stations.

As a result of a 60-day tour throughout the U.S. by Mrs. Dorothy Lewis, UN station relations director, who contacted 203 stations in 45 cities, the radio coverage of the UN will be up by approximately 25 to 30%.

Weekly and daily programs to be presented over some 1,500 stations, including 700 network and 450 independents, will be the new Liberty Network series, Memo From Lake Success; NBC-UN documentaries; UN Story, In My Beat, UN Today and UN in Action.

Mrs. Lewis spoke before approximately 500 broadcasters during her tour, with the main purpose to ascertain their reactions to the UN radio programs.

ANNA, NAB and the networks.

Text of the announcement:

"The committee is composed of the broadcasting industry to the maintenance of the principles of Americanism, and to clearly evidence to the world that we have been alert to the threat of Communism to the peace of the world, and we are aware of the danger which could result from influence by Communists and Communist sympathizers in the various branches of American industry and means of mass communication including broadcasting."

In difficult times like the present, it is especially important that a course be maintained which will assure full security and at the same time preserve individual liberties. It is of paramount importance to avoid enabling Communists or Communist sympathizers to control or influence any of the processes of mass communication, including specifically radio and television. At the same time we believe that each case in which an individual's loyalty is in question ought to be considered by the employer or prospective employer in the light of all the information available to him bearing on the individual and the charge.

A committee will be appointed to study ways and means of attaining these objectives, to report back and to make recommendations to the full conference.

Meanwhile the New York local of AFRA last week voted to ask for the reinstatement of Jean Muir to the cast of The Aldrich Family, a television show sponsored by General Foods. Miss Muir is from which she was dropped following protests based on her Red Channels listing. A General Foods spokesman said that no reconsideration of Miss Muir's case could be expected until after the all-industry conference had found a solution to the general problem.

AFRA Seeks 15% Raise From Networks

NETWORK negotiations with American Federation of Radio Artists for staff announcers, commercial, sustaining, and transcription codes, began last week with a union demand for a general wage increase of about 15%.

AFRA brought up staff announcer demands first, contrary to its past practice, and asked for an increase of more than 10% in basic pay; standardization contracts in New York, Chicago, Los Angeles and San Francisco; and elimination of clauses pertaining to recapture from any commercial fees received of an announcer's salary and restricting his off-time five or transcription appearances.

First hitch is understood to have arisen over question of whether negotiations for all four cities will take place in New York. The union, which has negotiated on a local level, charges that network representatives in other cities lack adequate authority to negotiate. Networks say their representatives do have such power.

Existing contracts, which expire Oct. 1, were renewed in April 1946. The only increase over 1946 contract provisions agreed to at that time was a 7 1/2% increase in base pay, and a 5% increase in minimum scale, for staff announcers. A clause in the 1946 contract providing for renegotiation if the living cost index rose over 10%, was the basis of the negotiations at that time.

Industry Agrees

FCC Actions

SALE of KODY, North Platte, Neb., for $98,000 by WOW Omaha to group headed by John Alexander, KODY manager since 1945, reported at a FCC meeting adjourned with FCC last week. Initial decisions to grant new AM stations at Modesto, Calif., Watertown, N.Y., Alliance, Neb., and Missoula, Mont., by Commission. Details of these and other FCC actions may be found in pages 44 and 45 of the FCC beginning on page 80 and FCC Roundup beginning on page 87.

NTELS PROGRAM

Attendance Seen High

ATTENDANCE at the third annual National Television and Electrical Living Show in Chicago, sponsored as a 25th anniversary feature by the Electric Assn., is expected to match the 18,000 paid admissions last year, show officials estimated late last week as the 10-day exhibition neared a close.

The event in Chicago's Coliseum opened Sept. 30 with 60 paid exhibitors showing electric appliances—including some 300 operating video receivers—to the public. For $1, Chicagoans admitted to the Coliseum and its blocks of electrical displays, as well as to the stage show in an adjacent arena.

Jack Carson, radio star, and Actresses Marie (The Body) McDonald headlined an hour-long show with the Honey Brothers, Yvette, Tommy Welles and Lou Breese and his orchestra. Stage shows were presented three times daily, four times on Saturday and Sunday.

The Electric Assn. is comprised of 600 electrical appliance firms in the Chicago area. Other electrical items were exhibited also.

WES CONFERMED

Heads NBC Western Division

JOHN K. WEST, vice president and director of public relations of the RCA Victor Division of RCA, was confirmed by the NBC board of directors last Friday to succeed Sydney N. Strotz as vice president of the network's Western Division. Mr. Strotz, an NBC veteran, has resigned to accept his new duties in Hollywood Nov. 1.

Meanwhile, Charles M. Odorizi, vice president in charge of service for the RCA Victor Division, has been appointed general sales manager of RCA Victor Division, according to an announcement Friday by Walter A. Buck, vice president and general manager of the division. Simultaneously, he accepted the election of Edward M. Tuft, director of personnel, as vice president and director of the personnel department for the division. Mr. Odorizi continues as chairman of the board of the RCA Service Co.

Mr. West joined RCA Victor in 1950, serving as district manager at various locations including Philadelphia, Pittsburgh, New York, Cleveland and San Francisco, until 1953 when he managed the RCA exhibit at the Chicago World's Fair. Later he managed the Victor visual sound products department and in 1942 became manager of field sales. During World War II Mr. West served in the RCA Victor antiaircraft defense plant, and in June 1945 became director of public relations. He was elected vice president in charge of public relations in 1945 and vice president and director of public relations a few months ago.

Mr. Strotz, who had been with NBC for 18 years and the last eight as chief of the Western Division, resigned to devote his time to other business interests.

Mr. Odorizi joined RCA in 1949 as administrative head of the service activities for the RCA Victor Division. Previously he was vice president and managing director of the mail order division of Montgomery Ward & Co.

Mr. Tuft joined RCA in 1930 as inspector in the Harrison, N.J., tube factory. Becoming assistant to the tube rating and testing laboratory, three years later he was appointed assistant personnel manager of the factory, and in 1941 named personnel manager in 1941. He was appointed director of personnel for RCA Victor Division in 1947.

The board also announced the election of Ronello B. Lewis, budget director of RCA since September 1949, as RCA controller. He succeeds Henry Sullivan, controller since 1929, who retires due to ill health.

October 9, 1950 • Page 31
**SEPTEMBER BOX SCORE**

**STATUS** of broadcast station authorizations and applications at FCC as of September 30 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,189</td>
<td>798</td>
<td>109</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,187</td>
<td>797</td>
<td>108</td>
</tr>
<tr>
<td>Licenses (A, B, C, D)</td>
<td>1,700</td>
<td>679</td>
<td>103</td>
</tr>
<tr>
<td>Construction permits</td>
<td>201</td>
<td>136</td>
<td>112</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>201</td>
<td>136</td>
<td>112</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>971</td>
<td>429</td>
<td>116</td>
</tr>
<tr>
<td>Rejected for new stations</td>
<td>461</td>
<td>238</td>
<td>9</td>
</tr>
<tr>
<td>Requests for change of existing facilities</td>
<td>582</td>
<td>325</td>
<td>18</td>
</tr>
<tr>
<td>Deletions of licensed stations in September</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Note: The figures for FM and TV stations include those in the process of being authorized.*

**PULASKI AFFAIR**

WLIB Rejects ACA Demand

WLBI New York rejected a demand by the American Communications Assn., which represents technicians at the station, to cancel a broadcast of Pugwash in New York Oct. 1 because of the scheduled appearance of the one-time police general, Wladyslaw Anders.

The ACA, a union recently ousted from the CIO for alleged Communist influence, asserted in a wire to the management of WLBI that Anders had a "black history" and had been the leader of "an army which was ejected from Palestine because of programs against the Jewish people."

Harry Novik, WLBI general manager, rejected the union request on the grounds that Gen. Anders was appearing coincidentally with New York's political leaders, including Gov. Thomas E. Dewey, and that the decision as to what personalities would appear on the broadcast was up to the WLBI management, not anyone else.

**COAST BANK**

Cites Heavy Radio-TV Use

CONSISTENT use of heavy advertising campaigns, in which radio and television played a major part, has been instrumental in Coast Federal Savings & Loan Assn., Los Angeles, reaching the $100 million mark in total resources, in the opinion of the firm president, Joe Gross, who recently issued a statement on the resources of the bank. Firm currently is utilizing spot announcements on all local radio and television stations.

"Coast Federal has always used large radio and newspaper campaigns, and within the past year or so has been equally emphatic in its use of television," Mr. Gross stated. "It is our belief that our tremendous growth can be traced in many respects to our faith in advertising."

**SEUL CITY SUE**

Tentatively Identified

A KOREAN professor, who was active in English-language propaganda programs, last week tentatively identified the now famous "Seul City Sue" as the American wife of a Korean newspaperman. The professor, Lee In Soo, now in protective custody of American authorities, made the statement to U.S. intelligence officers.

The radio voice, which has beamed anti-American propaganda at UN troops, was identified as that of Mrs. Ann Wallace Suhr, in whose home officers found quantities of Communist propaganda. Mrs. Suhr lost her American citizenship in World War II, preferring to remain in Japan as a Japanese subject. American embassy authorities said they doubted that charges of treason against her could be substantiated in any court.

**NEW RCA UNIT**

To Meet Military Needs

A NEW Government Service Division to keep pace with increased requirements of the military services and handle a stepped up program providing technical personnel and facilities was formed last week by RCA

P. H. Reed, formerly sales manager of the industrial equipment section, RCA Engineering Products Dept., was appointed vice president in charge of the new division.

According to RCA, the new unit will be a clearing house to expedite and coordinate its speeded up program to meet government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment. Included in the program is the company's service shop, equipped to test and repair equipment. Under the present emergency defense program, the facility is used to provide emergency service to the armed forces in an overall project to modernize World War II radio and electronic equipment, RCA revealed.

Reach New High

C. M. Orodizzi, vice president in charge of service for RCA Victor, also disclosed that the firm has more technicians and engineers in the field on government servicing than it had during the peak of World War II activities. The majority of these technicians already are overseas, he said.

In addition, Mr. Orodizzi pointed out, the new GSD will need more trained manpower "to keep pace with government demands for electronic specialists." Most urgent need, he said, is for electronic maintenance and service engineers with 10 years general experience and at least three years experience on radio or communications equipment.

RCA, he said, is allocating additional resources to its Gloucester, N. J., service headquarters as a location for training new technicians.

**NBC Names Gross**

WALTER W. GROSS last week was appointed NBC manager of television network news sales, Detroit, for the Midwest and Ohio areas. Mr. Gross has been manager of radio and television for the J. Walter Thompson Co., Detroit, and earlier headed its Kansas City office. He also has been with NBC Inc., New York, as an account executive; and with the Oldsmobile division of General Motors Corp.
WIBK APPEAL

WIBK Knoxville, Tenn., in a brief supporting its appeal before the U. S. Court of Appeals for the District of Columbia, has charged FCC with unlawfully and unjustly denying the station a license to cover its construction permit—ruling tantamount to deletion. WIBK further contends that FCC’s decision is contrary to the First and Fifth Amendments of the Constitution.

Meanwhile, FCC has granted WIBK further extension of temporary authority to operate until Dec. 29, provided the station may request further extension upon showing it is proceeding diligently with the engineering. WIBK said it will provide evidence that the same activities will be repeated as a radio licensee, in which capacity they might be illegal or improper. WIBK noted FCC had found its actual programming to be meritorious.

Testimony Hit
WIBK charged FCC for “accepting as true the testimony of a against the station. At the time in the Final Decision, the Commission has made it material, and failure to allow appellant an opportunity to refute this testimony violates the Fifth Amendment. The additional failure to allow cross-examination of a Commission witness on a material issue also violates the same Amendment.”

WIBK contended FCC also erred in failing to consider the qualifications of other stockholders and considering only that prejudicial to the station. Rev. Smith’s brief was prepared by Harold E. Moffit, Robert L. Head and Edward F. Keneman of the Washington radio law firm of Welch, Moffit & Morgan.

VOTING SPOTS

Labor League’s Disc Offer

SPOT announcements featuring celebrities in places where union turn out and vote have been offered to New York stations by Morris S. Novik, radio consultant.

The spots were made by Dinah Shore, Frank Sinatra, Henry Fonda, William Holden, Ruth Hussey and others at the request of Labor’s League for Political Education, but they are nonpartisan appeals confined to urging the public to vote.

In a letter to stations in New York State, Mr. Novik said: “FCC has not indicated whether or not it would provide transcriptions to any that wanted them. “This is one kind of appeal I am sure we all want to latch on to,” wrote Mr. Novik.

HAIST NAMED

Heads GE Sales District

GENERAL ELECTRIC Co. has appointed Charles T. Haist Jr. a district sales manager for radio broadcast equipment, according to Paul L. Chamberlain, manager of sales for the commercial equipment division in Syracuse, N. Y.

Mr. Haist, who is with GE’s electric department in San Francisco, will have as his territories California, Washington, Oregon, Idaho, Montana, Wyoming, Nebraska and the Hawaiian Islands, with headquarters at 256 Montgomery Street, San Francisco. He also will continue as sales representative for the company’s marine and aviation electronic products.

WFLF MANUAL

Issued As Educators’ Service

WFLF STUDIO SCHOOLHOUSE TEACHER’S MANUAL 1959-1961. Distributed by WFLF Philadelphia, this unique manual is being distributed by WFLF Philadelphia as a service to educators in the area’s public, private and parochial schools.

The manual, with a total printing of 10,000 copies, is in use in connection with WFLF’s Studio Schoolhouse. It is prepared and is authored jointly by RCA Victor and the station. Distribution of the manuals also has been made to educators in 40 of the 48 states.

Hartwig Joints K&E

HELEN HARTWIG, who had been with Ruthrauff & Ryan, New York, for the past eight years, joins Kenyon & Eckhardt, same city, as radio and television复制器 [Circuit, Oct. 2]. Before her association with R&E, Miss Hartwig was with Benton & Bowles and Morse International.

October 9, 1950 • Page 33
END of the Los Angeles phase of FCC hearing on the news policies of G. A. (Dick) Richards was scheduled last Oct. 15, when a formal decision was to be reached after a two-day rebuttal.

Hearing on Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, whose license renewals are at stake in the proceeding—is tentatively scheduled to commence Oct. 15 in Detroit.

Further sessions in the hearing, which has been in progress before FCC Examiner James D. Cunningham of Los Angeles since mid-June, may also be held in Cleveland and Washington. It is based on charges that Mr. Richards ordered newsmen to slant news broadcasts according to his personal beliefs.

The Richards stations' handling of news about the hearing itself was the object of cross-examination by FCC counsel, and it is obvious they wanted to see whether "fair and impartial" treatment had been given both sides of the case. FCC attorneys, headed by General Counsel Benedict F. Cottone, plan to microfilm WJR and WGAR newscasts from Feb. 1 to the present, for later phases of the hearing.

The parade of witnesses in behalf of KMPC and its owner continued, including Motion Picture Distributor Cecil B. DeMille, one-time KMPC manager, who testified Wednesday as a volunteer witness that he was "incensed" when he read of the charges against Mr. Richards.

Mr. DeMille stated the station owner is a "courageous and fair man," who, he felt, would not indulge in "untruthfulness and unfairness." He considered it "perfectly right for a radio station to favor one viewpoint over another," and said he had heard both sides of controversial issues presented on KMPC but had never heard anything "un-American or detrimental to constitutional principles."

He said he made two talks on KMPC on "Right of Individuals to Work"—in connection with the controversy which arose when AFRA dismissed him from membership for refusing to pay a $1 union assessment in 1944—but did not know KMPC knew whether time was made available to the "other side." Examiner Cunningham indicated he would consider Mr. Cottone's request for a subpoena for the DeMille scripts to see whether they were controversial.

Less enthusiastic were three of five rabbis who testified that they participated in a Prayer for Peace series on KMPC. Rabbis Leon W. Rosenberg, I. S. Ravetch, and Bert Woythaler said they were invited several times to appear on the program before they accepted, and cross-examination indicated their invitations came after the charges against Mr. Richards arose in March 1948.

Reluctant to Appear

Rabbi Ravetch, under questioning by FCC counsel, said that for four or five years he had heard reports that KMPC was anti-semitic and anti-Democratic, and that this was the reason he was reluctant to appear on the Prayer for Peace program. He said he had tried to avoid testifying, and that "in no way does my appearance here constitute approval of the station."

Rabbi Joel L. DeKoven, however, testified he had been encountered anti-semitism at the station. He said he took the initiative in requesting broadcast time after arriving in Los Angeles in the fall of 1948 and appeared on KMPC several times, being treated "with respect and dignity." Rabbi Max J. Merritt, executive director of the Southern California Branch of the American Jewish League Against Antisemitism, said he appeared on KMPC five times.

Joseph J. Cummings, publisher of "B'nai B'rith Messenger," said he had heard no criticism of either Mr. Richards or KMPC prior to March 1948. When Mr. Cottone called attention to testimony of FCC witnesses and to anti-semitic statements heard on recordings of KMPC broadcasts, the publisher said: "If these things were true I wouldn't have had as good an opinion as I now have of the station. I would not consider its reputation good. I would accuse Mr. Richards of harboring anti-semitic feelings."

Favors Hearing

Harry Myers, managing director of events for Los Angeles County Anti-Semitism League, testified that Legionnaires and Kiwanis Club members "declared efforts of the FCC not to allow the license" of KMPC. Under cross-examination he said the FCC's review of testimony had heard "this morning," he thought the hearing should continue.

Several KMPC newsmen testified that they had been warned about special treatment of newsmen. One, Bob Kelley, charged that FCC investigators "twisted my arm"—physically and by asking "leading questions"—to get evidence unfavorable to the station.

KMPC News Editor James A. McCulla said he was assigned responsibility for news coverage of the FCC hearing and that no restrictions were imposed on him, no matter how unfavorable the news might be. He was given the assignment, he said, because Mr. Richards didn't feel KMPC had been giving the hearing sufficient coverage.

Mr. Cottone asked him to produce copies of newscrips and wire copy relating to the hearing and also to check KMPC recordings of newscasts.

Other witnesses testifying for KMPC and Mr. Richards:

Ben Koester, Los Angeles Area Rent Control Administrator of the Los Angeles County Housing Authority, and a native of Oklahoma, who qualifies as oilman, cattleman and song writer, was one of several to turn actor. He portrayed himself in a narrative dealing with conservation and the Interstate Oil Compact Commission, of which he is chairman.

Aired Tuesday and Thursday at 6:30 p.m., the program is narrated by John Henry with Organist Bill Shinn playing background music. Series was written by Rod Sheldon, a graduate of NBC and NBC College, who employs a cast of competent actors.

Deadline Set in L.A. Phase

Richard B. Borland, former commander, Los Angeles County Council of American Legion, and Frank E. Benedict, business consultant; John V. Forsyth, former KMPC newsman; Gene Pendleton, managing director, Greek Theatre Productions; Willis R. Harpel and William B. Ewing, KMPC announcers-newscasters; Herbert F. Wixson, head of a program and syndicate service, who was assistant general manager and sales manager of KMPC for six years ending in December 1948; Col. James G. Brauer, director of the 11th MRO in Peoria, Ill.; Father Patrick J. Roche, assistant superintendent of Catholic Schools in Los Angeles; Art Wall, KM (FM) Los Angeles announcer, formerly with KMPC; Joe Mielecze, Los Angeles, busy radio station manager; Bill Lopez, superintendent of athletics, Los Angeles Senior High Schools.

AM GRANTS

Three Recommended by FCC

GRANTS for new AM stations in Waycross, Ga.; Aberdeen, Miss., and Modesto, Calif., are recommended for one-licence decisions which were reported last week by FCC. Initial ruling to deny as in default application for a new outlet at Freeport, Tex., also was issued.

Regional Examiner Jack P. Blume proposed to grant the application of Teletronics Inc. for 1 kw daytime on 570 kc at Waycross while Examiner Fanney N. Lidman, regional assistant, of Teletronics for 1 kw fulltime on 1240 kc at Aberdeen and Examiner Leo Resnick proposed to grant the application of Stanislaus County Broadcasters for 1 kw fulltime on 970 kc directional at Modesto. Examiner Blume also proposed to deny in default the application of Dazey County Broadcasting Co. for 250 w daytime on 1460 kc at Freeport.

Teletronics Inc. is 99% owned by Mrs. Virginia Price Bowen, Sea Island, Ga., and 1% by her daughter, Mrs. Virginia Bowen Holm, New Orleans, is vice president. Thelma V. Franklin, secretary-treasurer, of Sea Island Co., Atlanta, part-owned by Mrs. Bowen, is secretary-treasurer. Proposed manager is John R. Bartlett, licensor of WKMA Quimlat.

Prairie Broadcasting Co. is a partnership of Grady Imes, Ben F. Hilburn, T. A. Richardson and Joe Phillips.

Stanislaus County Broadcasters is equally owned by Ralph M. Brown, state assemblyman and attorney; Cecil Lynch, grape farmer, one-time program director of KTRB Modesto; G. A. Lynch, dairyman and farmer; and Harold Bowen, farmer.

Gartland, Reilly Named

WILLIAM C. GARTLAND, western field representative, and William F. Reilly, central field representative, were named territorial managers by Western and Central Division managers of Thesaurus and Syndicated Sales, RCA Recorded Program Service.
Dispatches filed presentations delinquent debtors, firm Wichita.

SEVEN PARTICIPANTS at NAB District 12 session (seated, l to r): Bill Davies, RCA Program Service; Hale Bondurant, KFBI Wichita; Frank Webb, KFH Wichita. Standing, Lawson Taylor, KFMJ Tulsa; Dick Campbell, KOME Tulsa; Peter King, SESAC; J. J. Bernard, KOMA Oklahoma City.

OREGON FIRM

FTC Charges Deception

CHARGE that a Portland, Ore., firm engaged in deceptive practices to obtain information concerning delinquent debtors, utilizing representations involving a radio program, is contained in a complaint filed last Monday by Federal Trade Commission.

The complaint, directed at the Dispatch Forwarding System and Federal Deposit System, Portland, alleged use of a letter and post card promising free gifts and representing that the debtor had been awarded a prize by the sponsor of a radio program.

According to the complaint letters were sent out under the signatures of "Thomas Webster, producer of the new program, Surprise, in Los Angeles, Chicago, and Washington, D. C.," informing debtors they had won cash and merchandise prizes and asking them to return appropriate cards with proper addresses. Program was aired on KLAC Los Angeles, according to FTC.

The representations were "false" and the information acquired by these methods was obtained "solely" for the purpose of being used in collecting allegedly delinquent accounts for clients, the complaint charged. Trade names used by the corporation were "merely disguises" for the true nature of the business, it added.

RCA planning comprehensive exhibit at Mid-Century Exposition, Dallas, Oct. 7-22. Radio and TV equipment will be featured.

CAUGHT BY CAMERAMAN at NAB District 12 convention (seated, l to r): William B. Quarton, WMT Cedar Rapids, la., NAB District 10 director; John Esau, KTUL Tulsa, NAB director-at-large; medium stations; Ralph W. Hardy, NAB; Jack Todd, KAKE Wichita, NAB District 12 director; Harold Wheelan, WSMB New Orleans, NAB District 5 director. Standing, Pete White, White Adv. Agency, Tulsa; Robert B. Jones Jr., KRMG Tulsa; Tom P. McDermott, Tulsa Chamber of Commerce; John Devine, Standard Radio; Ralph Wentworth, BMI.

CIVIL DEFENSE

Clay Requests Radio Aid

GEN. LUCIUS D. CLAY, one-time military governor of Germany and now chairman of civil defense of the State of New York, called upon broadcasters last week to keep the public informed on measures being taken to minimize damage in the event of atomic attack.

Speaking at the New York Radio Executives Club's first 1950-51 season luncheon, Gen. Clay said that if an attack was made against the U. S., radio would be called upon to carry the principal burden of communications. In an atomic bombing, he pointed out, telephone facilities would probably be destroyed. "The radio industry of America has always devoted particular attention to matters of public interest," he said. Radio already has "been of substantial help in informing the public on the progress of civil defense," he pointed out.

MONOPOLY FEARS

Truman Warns Govt. Heads

TOP OFFICIALS of National Security Resources Board, the Cabinet and key defense agencies have been asked by President Truman to consult periodically with Attorney General J. Howard McGrath and Federal Trade Commission in pursuance of a broad program designed to guard against development of monopolies in the expanding defense effort.

In a letter to heads of the groups involved, Mr. Truman expressed concern lest partial mobilization without certain protective actions "expose the American economy" to the threat of economic concentration. He asked that the danger be minimized by eliminating all possible factors to "suppress competition unduly."

AM Independents

(Continued from page 29) comprising all stations and manufacturers of radio equipment but the annual meeting should be devoted to the entire industry on a mass plane without discussions on how to sell time or how to sell sets, and similar items. NAB is an estimable group and could well be the nucleus of such an industry-wide association, as suggested by Sol Taishoff. But independents of the completely unaffiliated variety still need their own organization because they will never be able to get assistance in business, engineering, representation, better purchasing prices, or other matters through NAB. There, the entrance price is how much do you sell and how much dutes can you pay?"...

In contrast, he forecast, dues for the independent association he envisions in which he seeks no office, need be no more than $1 a year. It would be organized on a regional basis, so democratically constituted that every station would be heard from.

The stage is set, Mr. Bartzoff said, and he called upon all broadcasters in his category to unite. "The self-appointed prophet of doom," he predicted, "who goes around announcing the early fall of radio, could well be interrupted in his program if independents get together. Radio has to be sold to the public and to the advertising agency and client. It won't be done on an industry-wide basis because the network station has its story, the newspaper-owned station offers newspaper promotion and inducements. The independent is left completely to its own devices. There are some wealthy independents. Unless they unite, they too will be among the poorer relatives in short order."

October 9, 1950 • Page 35
Starting today, Monday, October 9, Mary Margaret McBride will broadcast on WJZ—exclusively in the New York area. Her program remains the same: the warm, cordial, informal atmosphere...the celebrated guests...the wonderful grace and charm and enthusiasm that make Mary Margaret McBride the First Lady of Radio.

Soon—for the first time—the Mary Margaret McBride show will be available for LOCAL sponsorship on your station...on ALL ABC stations from coast to coast. The program will be broadcast every weekday (at a time to be determined) over the entire ABC radio network. For advertisers in your area, here is the chance of a lifetime...the opportunity to sponsor the most beloved and believed woman in all advertising.
It takes a woman to sell a woman—and Mary Margaret McBride is the Number One saleswoman in the world. Six years ago, her fans jammed Madison Square Garden... last year they packed Yankee Stadium. Her fan mail tops a quarter of a million letters a year. "Admission to the McBride program," says the New Yorker, "is the commercial equivalent of admission to Groton...!!"
AMA Campaign
(Continued from page 23)

structured to emphasize the AMA dogma in certain markets.

The basic upon which the number of spots in each market were chosen was the city population, not the station coverage area. Although power stations are being used, they were not selected primarily because of their coverage. In a saturation plan, Seeds sought to get a reasonable number of stations in each market to achieve wide coverage as well as penetration.

First step in the timebuying process was charting of basic data, including the radio market, number of stations there, population in thousands and the one-time spot day and night cost on the highest-priced station. Population of the market determined the number of spots to be used.

Working on a minimum estimate of four nighttime and four daytime spots in each area, Seeds personnel devised a formula for population groups, ranking towns and allotting spots as follows:

**Daytime**
- 5,000 pop. and under 4
- 5,000-9,999 5
- 10,000-19,999 6
- 20,000-29,999 7
- 30,000-39,999 8
- 50,000-59,999 9
- 75,000-99,999 10
- 100,000-199,999 15
- 200,000-Over 15

**Nighttime**
- 5,000 pop. and under 4
- 5,000-9,999 5
- 10,000-19,999 6
- 20,000-29,999 7
- 30,000-39,999 8
- 50,000-59,999 9
- 75,000-99,999 10
- 100,000-199,999 15
- 200,000-Over 15

Basic allocations, figured on the most expensive cost per spot day and night, were then translated into the percentage of the budget for each market. Spots were then distributed among the stations. This blanket coverage left "no blank spots" in the opinion of Mr. Goldsmith, which is why he believes every radio home in the country will be reached.

Russell M. Seeds started the time study in July, and most of the buying was completed early in September. Some buying was still being done last week, however, as a few stations were slow in reporting availabilities and some did not make them when the agency first asked.

Mr. Goldsmith recommended additional pressure in the more concentrated population areas, believing more money should be spent in major markets because of the need for greater penetration and the number of stations fighting for the same audience.

Spot Schedules Heavy

For these reasons, AMA spot schedules are heavier in the top eight markets of the country. New York, for example, has more than 30 spots daily and 30 nightly. Commercially, all electrical transcriptions are 15, 20, 30 and 60 seconds long.

Tie-ins by local and national advertisers are expected to exceed the total amount of time actually bought. Late last week some of the national advertisers committed to cooperate were Bristol-Meyers, Sinclair, Mennen and Rexall.

**Now They Tell Her**

MERLE MEYERS, Russell Seeds timebuyer who supervised buying of 30,000 spots in the current AMA campaign arrived at work one morning recently haggard but relieved because the monumental job was finished. On her desk was an early edition of the Sun-Times, bearing a tabloid headline which read: "PUT CURBS ON TIME BUYING." She knew that was a good idea all along.

**Sachs**
(Continued from page 27)

Mr. Sachs now has only one radio program. But he insists this is not due to the high cost of simulcasting Amateur Hour. As soon as he finds the right program, he'll be back in a late evening 15-minute slot such as that occupied across-the-board on WENR last year by his Remember When, starring M. C. Jack Stillwell. In 1948 this Sachs time period was filled by the Skip Parrell Show, featuring an Amateur Hour alumnus, and the previous five years by But Not Forgotten, featuring pianist Herbie Mintz.

Mr. Sachs is willing to spend a quarter-of-a-million dollars on radio-TV this year while spending less than $100,000 on other advertising media.

The domain which radio has built for Mr. Sachs now consists of a 157-ft. store front—much of it three stories high—on South Halsted St., including a separate bridal-formal shop; a two-story triangular-shaped store fronting on Diversey and Milwaukee Aves. on the city's north side; and a five-story service building near the south side establishment. Mr. Sachs also maintains a New York buying office with a permanent staff.

650 Employees

The company has 650 employees, all of whom get free insurance and hospitalization. Its 10 top executives are shareholders.

Mr. Sachs is active in the management of his company, but if he ever desires to step down, he has three children who could carry on. His eldest daughter, Mrs. Zenia Goodman, is an assistant state's attorney of Cook County (Chicago). She was one of the U. of Chicago's most brilliant graduates a few years ago. A second daughter is Mrs. Rhoda Mendelson, and son Morris B. Sachs Jr., 17, is a junior at the U. of Illinois. Mrs. Morris B. Sachs Sr. is the former Anna Baker of Chicago, who was in the millinery business when she married courted her 34 years ago.

ABC Pacific Network Flying Fist moves to Sun., 8:30-9:00 a.m. PST, time slot from Sat., 10:00-10:30 a.m.
BUSY AS A BEE

Busiest thing around nowadays is your old friend, the freight car!

Busy carrying the things that America eats, wears and uses.
Busy carrying the raw materials to make these things.
Busy carrying the machinery, the munitions and the material that go to make our country strong.

Increased military movements — increased defense demands — increased buying — increased production all along the line—all these mean that each week 850,000 freight cars are loaded and sent on their way. That's enough to make a train stretching all the way from the Atlantic to the Pacific and back again!

The railroads have moved swiftly to meet the increased demand for freight cars. They have stepped up their car repair and rebuilding program. And they have ordered more than 100,000 new freight cars for earliest possible delivery.

Shippers are helping greatly by loading and unloading cars promptly and by operating shipping rooms and loading platforms six days a week instead of five — the equivalent of adding thousands of cars to the present supply!

It all adds up to the fact that the railroad freight car fleet is busy and growing... continuing to carry the overwhelming bulk of the goods for America's civilian economy and her national defense!
WE LIKE radio as an advertising medium and we’re finding more uses for it as we learn better how to use it,” Nelson Finks, St. Louis, general advertising director of Southwestern Bell Telephone Co., told NAB District 12 members in the closing luncheon session of their Oct. 2-3 meeting in Tulsa.

Southwestern Bell, often called a “monopoly,” advertises because “it’s good business to advertise,” and added that the Telephone Hour on NBC gets results.

“We also use spot radio,” Mr. Finks said. “At first, we used spots to help in emergencies. We still do—and radio helps. Thanks for the fine treatment radio stations give us when we ask for help in emergencies.”

“Here are examples. During the 1949 flood in Tulsa, 1,800 telephones were out of order. Radio spots told customers what happened and what we were doing to restore service. In the Kansas ice storm last year, many circuits were broken and many telephones were out of order. Radio spots told customers about damage and when we expected to repair it.

“But then we began to find ways to use spot radio on a regular as well as emergency basis.

“Problems lead to advertising. Sales are the problem of the retail store. Service—not sales—is our problem. The first step is to analyze the problem fully, then decide how advertising can help solve it, what audience we want to reach and what media will reach it.”

Take the problem at Army camps, crowded with young men and women, who a few weeks before had been civilians. First time away from home for most of them. They wanted to call home, but their free time was in the evening, when the lines were crowded. We could not build enough new lines, for telephone materials had gone to war.

Studied Problem

“We studied the problem. Here’s the answer we came up with. Ask civilians as a patriotic measure to postpone their calls to other than evening hours, except in cases of emergency.

“And how did we go about getting that message to our customers?—Mainly by using spot radio. We spent half a million dollars in five states we serve. You may remember—‘Save 7 to 10 for Service Men.’

“Here’s another problem—the Christmas toll. Too many calls to handle without delay and some don’t get through at all. We studied the problem—decided we should explain the volume and delays so people would understand delays, thus, avoiding criticism. So we use radio to help tell that story.”

Mr. Finks cited another problem—directory delivery time. “It’s really twofold,” he said. “Calls for information, and yellow page usage. Calls for information build up as directories get older, but the volume stays up after the new book is delivered. Our problem is to reduce volume of calls after the directory is delivered. Calls cost money.

“We’re using radio spots. Results—in one city, there was a 13% reduction in one week, compared to 6% in the previous week.

“Another example—long distance calls by number go through twice as fast. Particularly important is toll dialing.

Radio Used

“We used radio to explain this to our customers over 12 stations located in eight cities with circuits to toll dial equipment in Kansas City. The results look good and we plan to resume the campaign this month and extend it later to other parts of the territory.”

Mr. Finks disclosed Southwestern Bell’s latest use of radio in Oklahoma has just begun—to tell people about the Greater Oklahoma telephone program.

“We spent $70 million for new construction since the war,” he said, “and still have not caught up with the demand. We have 15,000 unheld orders and 7,500 new applications a month. More dial service is wanted, more rural lines and more long-distance service.

“We asked our engineers to plan a new construction program. It will cost $85,000,000 over four years. One of our first projects. Our earnings are too low to justify this huge expenditure—too low to raise the capital.”

Plans Announced

“Yesterday, we announced plans for this construction program—one radio. We’ll take a day on some 60 stations in the state to tell people about the need for the program and the need for higher rates before we can go ahead.”

Ninety-two NAB members attended the Tulsa meeting, presided over by Jack Todd, KAKE Wichita, NAB District 12 director. Three other NAB directors were on hand—John Esau, KTLA Tulsa, director-at-large, medium stations; William B. Quarton, manager of WMT and Rapid City, S.D., and Harold Whelan, manager of WSMB New Orleans, District 6 director.

Harmony marked both sessions, with the exception of the resolutions committee, headed by Frank Webb, KFHi Whits, which broke a precedent by voting for a reversal of procedure to allow broadcasters to air their views on issues the first day, thus giving the committee a chance to draft resolutions for vote before the majority of members left for home.

The committee, including Allan Page, KBWO Lawton, Okla., and George Tarter, KGIE Enid, Okla., also took cognizance of the manpower loss to the armed services, calling on NAB to petition FCC to reinstate Rule 91-C, gave a “go ahead” sign to a bigger BAB; asked BAB to delete its credit and localize promotional material, and called for station relations departments in NAB and BAB.

Skit Provided

Mr. Esau set a district meeting precedent at the first day luncheon by providing an entertainment skit, using KTLA entertainers who busied NAB with Perry Ward as m.c.

Ralph W. Hardy, NAB director of government relations, gave a presentation of NAB operations and plans for a membership drive, and reported on government relations. In the absence of Justin Miller, NAB president, Mr. Hardy reported on “NAB in the National Emergency.”

Pinch hitting for Richard P. Doherty, unable to attend, Charles Tower, his assistant in the NAB Employee-Relations Dept., outlined a profit program for radio stations, with emphasis on controlling operating costs. He also stressed the manpower problem with respect to the draft, advising station managers to examine their (Continued on page 42)
Get spectacular sales results at low cost
with **transit radio**

In market after market—for product after product—transit radio sells more merchandise at less cost! Want proof? Just call or write your nearest Transit Radio office for details on latest success stories. It's no accident—it's the result of these special advantages of this newest and fastest-growing advertising medium:

- counted, guaranteed audience (based on audited passenger-count of transit riders)
- en route to point of sale (pre-sold customers delivered right to your sales door)
- select your audience (housewife-shoppers, workers, men or women) when you pick your spots
- lowest cost per thousand of any mass medium
- best attention to your commercials (automatic step-up in volume, less competition for listener-attention)
- complete flexibility and adaptability to your advertising problem in any transit radio market.

**AN EXCITING NEW MEDIUM, CONSTANTLY GROWING...**

Growing fast! New markets now ready for your fall-winter schedules include Kansas City, Boston, Minneapolis-St. Paul, Trenton—with many more coming soon!

**IN KANSAS CITY, for example,**

KCMO-FM now offers Transit Radio in 300 radio-equipped buses—the outstanding advertising buy in this big, rich market! Introductory rates are low—get in now!

Population: 687,552—all served by radio-equipped buses. Families: 241,600. Transit rides every weekday total 427,151; every Saturday, 366,419. You can reach and sell this counted, proven, guaranteed, responsive audience—easily, economically, effectively—with

---

**Transit Radio**

**Kansas City, Mo. KCMO-FM**

---

**National Representatives:** **Transit Radio, Inc.**

---

**Broadcasting • Telecasting**

October 9, 1950 • Page 41
Lauds Radio

(Continued from page 10)

staff closely with an eye to combining duties.

"The situation will be twice as acute in six months," he said. "You're not only going to lose technicians to the Armed Forces, but to other stations as well."

Lee Hart, BAB assistant director, made two appearances, pitching a strip film presentation and conducting a sales clinic.

Charles A. Batson, NAB director of television, conducted a TV seminar, introducing Helen Alvarez, vice president-general manager of KOTV (TV) Tulsa, who disclosed that her station operates 70 hours a week with 36 employees. Surprise was evident that three gasoline stations advertise on KOTV as regular customers.

Mr. Quarton, member of the NAB board's BAB Committee, spoke on "A New and Greater Sales Program for Radio," which led to discussion on the merits of NAB and BAB in regard to smaller stations.

The need for a station relations department, both in the NAB and BAB, was emphasized by Grover Cobb, KWGB Great Bend, Kans., who prompted the resolution to that effect.

A warning note against radio rate cutting was expressed by Messrs. Todd and Quarton, both of whom told of being approached with such requests as a result of the ANA proposal. Both agreed that "this is the worst time in the world to start rate cutting in radio."

District 12 Registration


FREEDOMS AWARDS

Radio Deadline Is Nov. 20

CLOSING date for nominations in the radio program category of the $100,000 annual general awards program of Freedoms Foundation has been extended to Nov. 20, according to Don Belding, Foote, Cone & Beld- ing, foundation president. Eighteen classes of awards are included but they do not mention TV specifically.

Information on the awards can be obtained from Ken Wells, executive vice-president of Freedoms Foundation Inc., Valley Forge, Pa. Presentation of awards will take place Feb. 22.

KVEC DISPUTE

NRB Examiner Reports

CHARGE of "unfair labor practices" was leveled against KVEC San Luis Obispo, Calif., in an NLRB trial examiner's intermediate report-order released Oct. 1. Station, licensed to Valley Electric Co. with Christa M. Jacobson as president, is involved in a dispute with IBEW Local 202, which filed the original complaint Nov. 8, 1949.

Examiner William E. Spencer said that KVEC had refused to bargain collectively with the electrical workers; "discriminated" against a technical employee, Dwight Stephenson; and had "coerced" its employees in exercise of their rights. At the same time, he recommended that charges of "discrimination" against two other technicians, as charged in the complaint, be dismissed.

Station contended that operation of KVEC-FM was discontinued Jan. 1, 1950, because of "economic con- siderations," and that "efficient and economical operation" of the AM affiliate thus required the services of combination technicians-announcers. The general counsel asserted that the changeover was made for "discriminatory purposes."

KVEC, however, gave its techni- cians the opportunity to take announcers' tests for the purpose of retaining them if they proved adequate.
WITH its aim the stimulation of an interest in a musical education among the youth of the area, WLS Roanoke, Va., has for four years backed promotion of the "Young Roanoke Sings" chorus.

Made up of students in the high schools of Roanoke and surrounding area in the county, the chorus is heard each Saturday at 5:30 p.m. under the direction of Bill Saunders, WLSL program director. Although WLSL makes no charge for the service, any donation from listeners is accepted.

The donations, at the end of the year, are matched dollar-for-dollar by the station, the total amount comprising a music scholarship fund. Each fall, a committee representing organizations before which the chorus has performed serves as a board of judges. Each member of the chorus sings or plays for first or second prizes. Every competing student receives $25. First prize this year was $300 with two students tying for second award of $250. The scholarship can be used in any school of the winner's choice.

COMPLETE football schedule of Thomson (Ga.) High School to be aired on WTHA that city, sponsored by Johnson Motor Co. (Ford dealer).

As Mr. Saunders (l) looks on, Billy Gilmer (center) receives first place award from James H. Moore, WLSL executive vice president.

GEN. HOYT VANGENBERG, chief of staff of the U. S. Air Force, will be one of the main speakers at the 1950 convention of the National Assn. of Radio News Directors, to be held at Hotel Sherman, Chicago, Nov. 18-19.

Also scheduled to speak are Lt.-Gen. Lauris Norstad, Air Force acting vice chief of staff, and Clifton Uly, NBC commentator. NARND's governmental liaison committee will report to the convention on conferences it has held with top government officials in Washington on questions of censorship and public information raised by the Korean war and other recent international crises.

GRUNEY STATUS

May Take Defense Post

SEN. CHAN GURNEY (R.-S. D.), who leaves the Senate after adjournment of the 81st Congress, conferred fortnight ago with President Truman and indicated he may take a post in the Defense Dept. sometime after the first of the year.

Sen. Gurney, one of the founders of WNAX Yankton, S. D., and manager of the station before he withdrew from the radio field in 1933, was beaten in the South Dakota Republican primaries by Rep. Francis Case, a former newspaper editor and publisher. He had sought his third six-year term.

The former radio executive said, after conferring with the Chief Executive, that they had discussed "my availability after the first of the year" and that while Mr. Truman had "nothing definite in mind," he "definitely expected" to take a defense position.

Sen. Gurney had been mentioned to succeed Stephen Early, deputy defense secretary, who is retiring to return to the Pullman Co. as vice president. Report was scotched Sept. 26 when the White House announced the appointment of Robert A. Lovett, a New York investment banker and former Undersecretary of State, to fill the post.

PLANE CRASH

MBS Sports Director Hurt

PAUL JONAS, MBS sports director, suffered slight burns and bruises when the private plane of John Galbreath, president of the Pittsburgh Pirates, carrying Mr. Jonas, Joe Williams, Scripps-Howard sports writer, and Lester Scott, owner of the New York Knicks basketball team, crashed near Columbus, Ohio, Saturday night, Sept. 30.

The pilot of the plane died of burns when the plane caught on fire, but the three New York men were able to jump to safety.

Montgomery Story

RADIO and television career of Screen Actor Robert Montgomery and his crusade against the underworld are traced in a current article titled "Fightin' Bob—the Hollywood Crusader" appearing in the Oct. 4 Saturday Evening Post. Written by Pete Martin, the story describes Mr. Montgomery as "last season's No. 1 Hollywood convert to television" and cites his success on radio as ABC commentator and as producer of the hour-long TV drama, Robert Montgomery Presents, heard every other week on NBC-TV, 9:30-10:30 p.m. His radio series deals with crime, while the television show presents notable dramas.

There are few things in the whole realm of sound so majestic as the great, surging power of a symphony orchestra.

For here is color in sound... flashing, changing, whispering, roaring. Here, too, is challenge for those who would capture and keep the brilliant fullness of a symphony.

Sound, in its true entirety, is delicate. The memory of it must be entrusted to only the finest of recording equipment, skilfully designed to duplicate its fullness with the most dependable accuracy. And that means PRESTO.

Disk or tape, PRESTO recorders are built with performance first in mind. And yet, for such absolute quality, the cost is often less. When you need recording equipment, it's common sense and customary to look at PRESTO first.

PARATONU, New Jersey

In Canada: Walter P. Davis, Ltd., Dominion Square Bldg., Montreal, Canada

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EVENING, ONCE-A-WEEK

<table>
<thead>
<tr>
<th>Current Rating</th>
<th>Previous Rating</th>
<th>Program</th>
<th>Rank %</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Lux Radio Theatre (CBS)</td>
<td>14.0</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>My Friend Irma (CBS)</td>
<td>10.7</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Life with Luigi (CBS)</td>
<td>10.0</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Arthur Godfrey's Time (CBS)</td>
<td>13.3</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Salome's Wraith (CBS)</td>
<td>13.1</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>The Mysterious Affair (CBS)</td>
<td>11.5</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>The Mystery Theater (CBS)</td>
<td>11.3</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Dr. Christian (CBS)</td>
<td>10.0</td>
<td>12</td>
</tr>
</tbody>
</table>

Copyright 1950 by A. C. NIELSEN COMPANY

*Note: National ratings are obtained by applying "NIELSEN-RATING" (%) to 40,000,000—the 1950 estimate of total United States Radio Homes.

AIR CHECK SALES

Plan Copyright Protection

Sale of "air check transcriptions" of broadcasts and amateur wire and disk recordings for home use will be subjected to an intense elimination campaign to protect copyrights of musical composers.

The following composers have been elected as Copyright Owners of their works:

Arthur A. Hauser, president of the National Association of Broadcasters, Inc., and member of the Board of Directors of the Copyright Owners of Music, Composer Branch, of the American Society of Composers, Authors and Publishers.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners," Mr. Hauser explained.

The software-purchasing firm will deal with the problem individually rather than in the name of the association.

DEFENSE COUNSEL

All-Industry Group Gets Under Way

APPOINTMENT of nine station executives will be made shortly by NAB President Justin Miller to complete the Broadcasters' Advisory Council formed last Monday at a dinner meeting held at the Waldorf-Astoria, New York.

Judge Miller reported in a letter to President Truman that the council had been formed, as originally requested of NAB by Dr. John R. Steinman, Associate Counsel, to organize the industry so it will be "immediately available" in the event of need.

Serving on the council with Judge Miller are Robert C. Sprague, president of Radio-Television 

RADIO STUDY

Set by Missouri Broadcasters

COMMITTEE to find out why some business groups in Missouri don't use radio, and then to tell him about the medium's power, was named Sept. 28 at a meeting of the Missouri Broadcasters' Assn.

Head of the committee is E. K. Hartenbarger, KCMO Kansas City, Missouri broadcast executives elected M. R. Adlitz, KFQX Columbia, as president. He succeeds Wayne Cribb, KHMO Hannibal. Glenn Griswold, KFQE St. Joseph, was elected vice president. G. Pearson Ward, KTTW Springfield, was elected secretary-treasurer.

Serving on the board with the above are Karl Koepel, KMBC Kansas City; S. E. Sloan, WXLO St. Louis, and A. L. McCarthy, Poplar Bluff.

CALL DON COOKE FOR COMPLETE COVERAGE

WASHINGTON, D. C.

WEAM 5000 WATTS

MUTUAL

Page 44 * October 9, 1950
This is it in a nutshell! ...

Graybar recommends the sensational 21B microphone

... because it combines unparalleled technical qualities plus the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shock-proof, omnidirectional ... and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well-known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.

Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best...
- Amplifiers (1, 21)
- Antenna Equipment (21)
- Attenuators (7)
- Cabinets (14)
- Consoles (21)
- Loudspeakers and Accessories (1, 21, 23)
- Microphones, Stands and Accessories (1, 21, 12, 13, 16, 21, 23)
- Monitors (11)
- Recorders and Accessories (2, 8, 18, 20)
- Speech Input Equipment (21)
- Test Equipment (7, 11, 12)
- Towers (Vertical Radiators) (3)
- Tower Lighting Equipment (6, 10)
- Transmission Line and Accessories (5)
- Transmitters, Broadcast (21)
- Tubes (10, 15, 21)
- Turntables, Reproducers, and Accessories (8, 18, 21)
- Wiring Supplies and Devices (4, 9, 10, 12, 17, 19, 22)

Manufactured By...

(1) Altec Lansing
(2) Ampex
(3) Blau-Knitz
(4) Bryant
(5) Communication Products
(6) Creative Minds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbill
(13) Hugh Lyons
(14) Karp Metal
(15) Markert
(16) Metalair
(17) National Electric Products
(18) PLS
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

ATLANTA
E. W. Stone, Cypress 1721

BOSTON
J. J. Lynch, Kenmore 6-4507

CHICAGO
B. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Mason, Main 6060

CLEVELAND
W. S. Rockwell, Cherry 1-1300

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. L. Branch, Alwood 8-4571

JACKSONVILLE
W. C. Winfield, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Ulibar, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angeles 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. J. Jones, Walnut 2-5405

PITTSBURGH
R. L. Grossart, Allegheny 1-4100

RICHMOND
E. C. Tomp, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-1111

SEATTLE
D. H. Craig, Mutual 0123

ST. LOUIS
J. P. Lenzard, Newman 4-1400
THE LATEST WCKY STORY

MORE PEOPLE ARE TUNING TO WCKY!
MORE ADVERTISERS ARE BUYING WCKY!

PULSE PROVES IT!

| WCKY Share of Audience July-August 8 AM-8 PM Mon-Fri* |
|-----------------|-----------------|
| 1950            | 1949            |
| 19.8%           | 19.1%           |

A 4% INCREASE IN SHARE OF AUDIENCE

MAIL PROVES IT!

WCKY received more order mail in July-August 1950 than at any time in its history for the same period.

<table>
<thead>
<tr>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>79,942 orders</td>
<td>65,777 orders</td>
</tr>
</tbody>
</table>

A 22% INCREASE IN MAIL

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

(*-Pulse Report)

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY'S ADVERTISING ACCOUNTS FOR FALL 1950 HAVE INCREASED 49% OVER FALL 1949.

More National Advertisers Like These Are Buying WCKY:

- Bulova Watches
- Camel Cigarettes
- Tenderleaf Tea
- Lustre Creme
- Taystee Bread
- Bordens Instant Coffee
- BC Remedy
- Celanese
- Bromo Quinine
- AMN Medical Assn
- Blue Star Blades
- Maxwell House Coffee
- Father Johns
- Anacin
- Musterole
- Grennan Cakes
- Mueller Macaroni
- Surf
- Bayer Aspirin
- Feenanmint
- Resistab
- Drene
- TWA
- Palmolive Soap
- Folger Coffee
- Shulton's Old Spice
- Chap Stick
- Roman Cleanser
- Dr. Caldwell
- Chase & Sanborn Coffee
- Carter Pills
- MGM Pictures
- Colgate Dental Cream
- Wonder Bread
- Spud Cigarettes
- Ladies Home Journal
- Robert Hall Clothes
- Hadacol
- EX Lax
- New York Central
- Dr. Pierce
- Chevrolet
- IPANA
- Swift Ice Cream
- Swiss Colony Wine
- Halo
- Birdseye Foods
- Bluebonnet Margarine
- Lydia Pinkham
- Motorola
- Silver Dust
- Patricia Stevens
- Veto
- Stera Kleen
- 4 Way Cold Tablets
- Swamproot
- Black Draught
- American Chicle
- Ajax
- Doans Pills
- Pepsicola

Now More Than Ever Before, WCKY Is Your Best Buy in Cincinnati

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

G. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
EDITORIAL

Toward the Job Ahead

EVENTS OF the past few weeks demonstrate a new awareness by those identified with the leadership of the mass radio media of the problems that stem from a state of half-war, and all that it implies.

There are concurrent developments on both the talent and executive sides—one to thwart possible Communist influence in radio and television, and the other to cope with management and policy issues that may be encountered in our new medium. There are collateral moves to preserve minimum radio manpower, following generally the World War II pattern.

Whether the AFRA-motivated plan to set up a quadripartite clearing house without impairing upon individual liberties of performers is the right format is questionable, but it certainly connotes timely interest. Our own view is that the broadcaster cannot delegate the final responsibility. He is the licensee. It is his function to determine whether his employees—or for that matter anyone who gains access to his microphones or cameras—is loyal or disloyal. The plan, which includes participation of AFRA, the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB. But the licensee must pass final judgment.

On the management side, progress has been made toward formation of a Broadcasters' Advisory Council, comprising representatives of every segment of radio—including manufacturers. This is an obvious step to gain the co-operation of the NAB. President Justin Miller is the chairman. Participants, including the four networks, have banded aside other policy differences with the NAB in recognition of the larger job ahead and the need for unanimity where the national welfare is involved.

If the Red Channels' expose, suspect as certain of its listings may be, did nothing more than to focus the nation's attention on the possible for national network programming to unite in a move to meet a grave problem, it served an undeniably useful purpose.

Formulated by the Advisory Council does not necessarily mean that all is secure in the relationships of all broadcasters and all networks with the NAB. It does demonstrate, however, that in a national crisis, wise leaders and patriotic businessmen can forget normal grievances and turn toward the job ahead.

Again & Again & Again

CANDIDATES under the Democratic banner are receiving a Quick-size booklet entitled "How to Use Radio and Television to Reach All the People!" Several statements in this document, written by Kenneth D. Fry, Democratic National Committee radio director, reveal once again how strong the party faith in the eye and ear approach has become.

The radio section begins with the statement: "Radio is the most powerful campaign weapon you've got. It can reach—and move—and influence—more people per dollar and per minute than any other single medium or method."

There, in a few succinct phrases, is the radio story. It is a true story and one which is convincing more executives with goods to sell every day. The fact that a great national party that polled more than 24 million votes in the last election is willing to pass along this story to its candidates is proof that it is solidly sold on radio—and television—effectiveness.

And where can you find a more convincing success story? The Democratic Party has been in control of the government for 17 years. Roosevelt was elected for four successive terms for a number of reasons, not the least of which was his heavy reliance on his ability to talk to the people man-to-man on the radio. President Truman has followed in his footsteps and many a senator, governor and representative as well as lesser political entities owe their office to the medium.

Looking for proof of radio's effectiveness? With the coming campaigns what better story than this? It offers, to quote Mr. Fry, "more people per dollar per minute than any other single medium or method."

Price of Freedom

THE VERY first effort of the Government to invoke the anti-trust laws against a newspaper because of unfair competition against radio could prove a boomerang that will strike all of the media of expression.

Last week we published the decree by which the Department of Justice had hauled against the Lorain (Ohio) Journal, recently convicted of seeking to "destroy" WEOL taken in its entirety, would do violence to the First Amendment and the freedom of the press, from which radio derives its own free charter.

It is not unusual for the courts to invoke sanctions against one convicted of monopoly. But it seems to us that it is being impinged upon our fundamental freedoms to force publication of any advertising or news material by Governmental decree, and to deprive a citizen of his liberty to choose among competitive advertisers.

We think the FCC, in the first instance, was justified in denying the publishers of the Lorain Journal AM and FM stations on grounds of monopolistic practices. We applaud the learned decision of Federal Judge Freed in Cleveland in convicting them of unfair practices in seeking to destroy WEOL. But Judge Freed carefully delineated the scope of his decision, disposing of the contention that the First Amendment was in any wise involved. The newspaper refused business of advertisers who used WEOL, among other strictures.

The order which Judge Freed may now consider, would place under court jurisdiction almost every phase of the newspaper's business operations. It would forbid the newspaper from refusing to publish station logs; would make subject to the decree many advertising discounts or rebates, and invoke a half-dozen other penalties. Judge Freed, of course, may accept or modify the proposed judgment, or reject it.

It is our view that, in the light of Judge Freed's erudite, crystal clear opinion, he will not accept without drastic modification, the Department's proposed decree. If perchance he should, we have doubts that the nation's newspapers will join the Lorain Journal in an appeal to the U. S. Supreme Court.

The Journal was guilty of unfair trade behavior, the extent of which is revealed by the decree of unfair competition against radio which probably are as bad. The Department of Justice has had upwards of 100 complaints from stations protesting that newspapers have refused to publish.

But radio wants no part of "protection" against the press that would give any agency of the Government the right to dictate what may or may not be published or advertised. What is decreed for the newspaper inevitably must be extended to the radio. Radio and TV, after all, are electronic printing presses which "publish" with the speed of light.

SPEAKING of film business, we understand that sentiment is gathering headway among exhibitors to raise admission prices, and we just can't understand it. What with rising taxes and increased costs we'd imagine that admission prices should come down. At least, that's the line somebody has been handing us!

EUGENE BEALL WILKEY JR.

IN a profession dedicated to the proposition that radio is a young man's game, but indubitably imprinted with the achievements of its first generation, the meteoric rise of one of its younger brethren commands a certain degree of awe and admiration.

Eugene Beall Wilkey Jr. is one of the youngest managers of any station—let alone a 50 kw outlet—in the broadcasting industry.

Mr. Wilkey's broad experience in all operating phases of radio is pointed up by a penchant for anticipating desires of the listening public and salesmanship plus. These factors have stood him in good stead in his swift ascendency from assistant program director to general manager of WCCO Minneapolis-St. Paul, the 50 kw CBS Twin City outlet.

If Gene Wilkey were asked to spell out the (Continued on page 76)

STATES IN COLD COLOR

COLOR influence: According to Closed Circuit the next NAB convention is to be simultaneous, not sequential. Is compatibility too much to hope for?

When the World Series "take" for broadcasting fees was a measly hundred thousand or so, it went without question to the pennant fund. Now, an $800,000 million arouses desires and claims by the players. Hap Chandler will have to decide whether to call it a delayed steal, a force play, or, ignoring the "infeld fly" rule, he can permit the dough to be trapped, resulting in a double killing.

The President's United States civil defense report says that radio and television are vital to national security. Has anyone told the FCC? A station rep gets written up in Broadcasting, and, as a result, he's commissioned an admiral's commission for the rep just to see one of those peaked hats come over the transom.

Speaking of film business, we understand that sentiment is gathering headway among exhibitors to raise admission prices, and we just can't understand it. What with rising taxes and increased costs we'd imagine that admission prices should come down. At least, that's the line somebody has been handing us!

BROADCASTING • Telecasting

Page 48 • October 9, 1950
"DAILY TRIPLE"

IS YOUR BEST BET FOR
SALES IMPACT, COVERAGE
AND UNIT RATE—delivering a
nighttime audience of 971,520
different people weekly."

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

THIS IS YOUR
"DAILY TRIPLE"

Each program reaching a large,
distinctive and different audience.

★ 1280 CLUB—with Bill
Williams. 1½ hours of fun
and music with America's
greatest name bands to en-
tertain you.

★ PRAIRIE STARS
— with Rosalie Allen. Un-
challenged queen of Ameri-
can Folk, Western, and
Mountain Music. Elected
America's No. 1 feminine disk jockey for 1950
—Western Life Poll.

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

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.
ALBERT E. FOSTER, station manager WLAW Lawrence, Mass., resigns. IRVING E. ROGERS, president and treasurer Hildreth & Rogers Co., station owner-operator, temporarily assumes duties.


WINSTON S. DUSTIN appointed vice president in charge of sales WNOE New Orleans. Has been in printing field for past two years after leaving WSM Nashville, where he served ten years, last two as commercial manager. Joins WNOE Oct. 15.

GLENN D. GILLET, senior partner Glenn D. Gillett & Assoc., Washington, consulting radio engineers, returns from six months' duty as civilian consultant to commanding general of U. S. forces in Austria. Worked on plans for improving broadcast facilities.

ROBERT BURNS WHITE, public service director ABC Central Division for seven years, to executive vice president in charge of Chicago office Progressive Broadcast System, headquartered in Hollywood. WALLY BOSCO, radio-TV producer, to network as executive producer.

RICHARD MORENUS to KIHO Sioux Falls, S. D., as commercial manager, succeeding J. E. SWEET, resigned. Mr. Morenus was with NBC and CBC W. W. (Bud) DOSS, WAIT Chicago, to sales staff KIHO.

BOB WALTER, program director WCBA Corning, N. Y., to station manager WVAM Altoona, Pa.

HERSCHELL GORDON LEWIS, commercial manager WRAC Racine, Wis., named manager replacing CARL ZIMMERMANN, recalled to active duty with U. S. Army.

JULIAN M. KAUFMAN, KGO-TV San Francisco, to assistant commercial manager KPHO-TV Phoenix.

LOUIS F. KROECK, Avery-Knodel, N. Y. sales staff, to sales force Edward Petry & Co., N. Y.


SHERILL EDWARDS, commercial manager KEYL (TV) San Antonio, resigns. He is engaging in consultant work in the television field.

SEYMOUR WHITELOW, Foster & Kleiser, S. F., to sales department KFRC same city.

GEORGE COMTE, announcing staff WTMJ-AM-TV Milwaukee, to assistant to Manager R. G. Winnie. GEORGE NICOLET, assistant office manager Milwaukee Journal, stations' owner, to similar post.

MARCELLE MITCHELL, office manager William Esty Co., Hollywood, for seven years prior to recent closing of that office, to CBS Radio Sales, L. A. Replaces ELEANOR MARS, resigned.

PERSONALS...

FAYE J. SMALLEY Jr., president and manager KGIL San Fernando, resigning at home following recent heart attack...

HARRY C. BUTCHER, president and manager KIST Santa Barbara, gave critical review of new Hanson Baldwin book, Great Mistakes of the War, in Sept. issue Saturday Review of Literature.

PRIZE PLAYHOUSE
Pulitzer Show Debuts

MARK WOODS, ABC vice chairman of the board, presided last Friday at a dinner preceding a celebration of the television premiere of Pulitzer Prize Playhouse, hour-long weekly dramatization over ABC-TV on Friday of prize-winning plays, novels and stories. Editors representing newspapers and syndicates of more than forty cities and notables of education and the arts attended in New York last week.

The dinner, under the joint auspices of the sponsor, Joseph Schultz Brewing Co., and the Columbia University Graduate School of Journalism, which fosters the Pulitzer Prizes, was followed by a showing of the first program telecast, You Can't Take It With You, prize-winning Moss Hart-Gert-Harold Kaufman play; and a reception for the cast headed by co-stars Charles Coburn and Eliza Rames.

Principal dinner speakers were Joseph Pulitzer Jr.; Edward V. Lahey, U. S. Brewers Foundation Inc., president; Erwin C. Uihlein, president of Jos. Schultz Brewing Co., and Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism.

Deadline Extended

DEADLINE for filing of comments and briefs on FCC's proposal to establish a new disaster communications service has been extended by the Commission until Oct. 15. Previous deadline was Sept. 15 [Broadcasting, Sept. 18]. Extension was granted upon the request of the newly established Civil Defense Office of the National Security Resources Board, which indicated FCC's proposal is of primary interest to that office.

STRIKE AVERTED

At KMPC KFWB KLAC

THREATENED STRIKE by announcers of three Los Angeles independent stations, KMPC KFWB KLAC, over wage demands [Broadcasting, Sept. 25] was averted last week when last minute contract agreements were reached between AFRA and station management. Although final agreements represented a compromise in original wage demands of the union, Claude McCue, executive secretary of AFRA, expressed satisfaction at the settlement.

Wage increases, retroactive to Sept. 17, expiration date of the last contract, are as follows:

KMPC, from $90 to $95, KFWB, $87.50 to $93.50, KLAC, $97.50 to $103.50. Agreement was also reached at KLAC that announcers not be called on to do "plaster-spouting chores." All salaries are based on five-day, 40-hour week. Contract continues at the same rate for 12 months, also includes that if the cost of living increases to 10 per cent in the next six months AFRA has the right to reopen negotiations. Similar agreements already have been reached by 10 other local independents.

Yes, Sir! We're
HOARDING

we've got 12,441 of them!

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

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

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

WSYR ACUSE
AM FM TV
The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives
On All Accounts
(Continued from page 10)
moved to Denver to take the post of radio director for Marshall Rob-
ertson.

The Kranz "fresh approach" was responsible for such unusual com-
mercials as those produced for a realtor in Denver. Walt created a
series of dramatic spots for the concern animating its telephone num-
ber—which in the form of a little man with a high but pleasant
voice was heard as the councilor who could help solve real estate
problems. The series was so suc-
cessful that the station carrying the broadcasts was promoted on the results.

Another one-minute dramatic
spot pointed up consequences which the business man might encounter if he didn't have the protection offered by an agency client—a bur-
glar alarm company.

Walt's ability is not static on the typewriter. He also is a pian-
ist and has composed, played and
sung a number of transcribed jin-
gles for the agency's clients. One
of the jingles is broadcast six times daily in Denver, twice daily in
Colorado Springs and twice daily in
Pueblo for the Weicker Transfer & Storage Co., a firm that sells
radio fame in the area by Walt. Other
selling commercials com-
pared by Walt have been used extensively for a cleaner and a
dry cleaning product and for a
man's furnishing store.

Since there's no limit to the amount of ideas which can spring
from Walt's nimble wit, his accom-
plishments range a bit adrift from
radio advertising. He has au-
thored freelance fiction—Walt's
published magazine stories total
five; he has had two songs pub-
lished by BMI: "X Marks the Spot," and "Shy Anne From Old Cheyenne."

At one time he used to fit in an occasional job with local dance
bands just for the "kicks," as
Walt describes the one-night stands. A father of two boys, Dick, 3,
and Howard, born one month ago, Walt now finds little leisure
time to join a band for the fun of
it—he's too busy thinking up commercials—the kind that sell.

KSJJ Studios
KSJJ Glendale, Tex., has moved
to studios in the new T. W. Lee Building, according to Joe M.
Yowell, manager. A formal open-
ing of the new studios is planned for the near future. Mr. Yowell
said the Lee building was built at
a cost of $1,000,000 with the studio portion costing $100,000.

Richard C. Koster

Richard C. Koster, 31, direc-
tor of public relations for the Fed-
eration for Railway Progress, died
in Washington Sept. 29 after a
long illness. Formerly in public
relations capacities with WCAU and WFIL-TV Philadelphia, Mr.
Koster joined the federation in
1949. He leaves his widow, Vic-
toria; a son, Richard; his father,
three brothers and four sisters.

BAB PORTFOLIO

Wins in DMAA Contest

BAB's 1950 direct-mail portfolio has been selected as "Best of In-
dustry" in the business service
association category of the Direct
Mail Advertising Assn.'s 1950
contest.

The award was made at the
DMAA's 33rd annual conference, Oct. 4, at the Roosevelt Hotel, New
York and given to BAB for its
first year direct mail activities pre-
pared by O'Brien & Dorrance Inc.,
New York, under direction of
Doritie B. Mitchell, BAB's origi-
inator. The portfolio included
introduction of promotion aids de-
vised by BAB for NAB member
stations and direct mail campaigns for NAB member stations for local
printing and mailing.

The radio and television decision
was given to CBS under supervision of
Dorothy M. L. Osman, vice president, while an outstanding campaign
award was received by Allen F.
Hurlbut, art director, NBC.

RADIO FEATURES

38 Buy Three Packages

THIRTY-EIGHT stations have bought three of the top syndicated
packages offered by Radio Fea-
tures, Chicago. Top among the
three is Telo-Test, now aired on
more than 250 stations.

Buyers include KPOA Honolulu,
WKAM Warsaw, Ind., KTBS
Sheveport, La., WSSO Spring-
field, Ohio, KKKK Kirkville, Mo.,
KOIL Oklahoma City, Okla.,
WODS Oneonta, N.Y.,
WWNC Asheville, N.C.,
WSTT Salisbury, N.C., WEBS Bradford, Pa.,
WLBW Lebanon, Pa.,
WRNO Orangeburg, S.C.,
WTJS Jackson, Tenn., KSKY Dal-
las, Whit Lampassas, Tex.,
KLTW Loveland, Tex., WWVA Wheeling,
W. Va., WOTM Manitowoc, Wis.,
WNNM Neenah, Wis., KGCU Man-
dan, N. D., WPPA Williamsport,
Pa., WFKY Frankfort, Ky.,
WABB Mobile, and WGN Chicago,
last of which broadcasts the show
twice daily now. Eight new buyers of the Deems Taylor Concert are
KPMJ Tulsa, KASI Ames, KRUX
Phoenix, WIGN Kokomo, WGAC
Augusta, WWBZ Vineland, N. J.,
KGNC Amarillo, and WTXK
Springfield. Telo-Test, new mos-
tical giveaway, has been sold to
WWDC Washington, WDSU New
Orleans, WSX Nashville, WSSO
Springfield and WPAS White
Plains.

USED BY MORE RADIO
STATIONS THAN ALL OTHER
TAPE RECORDERS COMBINED

GREATEST FLEXIBILITY

In the studios or out, a Magnecord meets
every need. Mount a Magnecord in a rack
or console cabinet for delayed studio or
network broadcasts. For remote, a Magne-
cord is ready to go in its really portable
cases.

Add to your equipment as you need it—combine and carry Magnetocords
to suit every purpose.

HIGH FIDELITY, LOW COST

Users are enthusiastic about the life-like
tone fidelity and low distortion of Magne-
cord recorders. Magnecord frequency response
50.15 kc ± 2 db. Harmonic distortion less
than 2%. Signal-noise ratio: 50 db. Meets
N.A. B standards. No other recorder offers
such high fidelity at such a low price.

MORE FEATURES

Your Magnecord, new or old, can now
have 3 heads (separate erase, record, and
playback) to permit monitoring from tape.
Three speeds (15 7/8, 7 1/2, 3 1/2) — up to an
hour on a 7" reel — available on both
PT6 and PT63 equipment. Dual track heads
also available if desired.

Write for NEW CATALOG

MAGNECORDER, Inc., Dept. B10
365 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord equipment.

Name

Company

Address

City

October 9, 1950 • Page 51
27% HIGHER!

In Oklahoma’s richest concentrated market, there are 1,270,040 radio families.

The center of this vast, fertile market is Tulsa, the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining offices there than in any other city.

Indicative of the standard of living in this market is the fact that 90% of Tulsa’s families enjoy telephone service! That’s 27% higher than the national average (63%), and outstanding in the southwest region.

By comparison, it is 21% higher than Houston, 14% higher than Dallas, and 9% higher than Oklahoma City.

ONLY KVOO BLANKETS THIS RICH CONCENTRATED MARKET!

According to 1949 BMB Station Audience Report, KVVO has:
- 411,380 daytime families
- 455,930 nighttime families.

See your nearest Edward Perry & Company office or call, wire or write KVVO direct for availabilities.

NABC AFFILIATE 50,000 WATTS

KVVO BLANKETS OKLAHOMA’S NO. 1 MARKET

CHARLOTTE F. STERN, former director of advertising and promotion, Dumont TV Network, returns to same post after two years’ absence, during which she headed her own TV program sales organization.

RICHARD BLAKE, promotion department manager, rejoins NBC as special assistant on the-air promotion.

FRANK BIGNELL, program manager WTMJ Milwaukee, named traffic manager. BRUCE WALLACE to manager public service broadcasts and promotion for WTMY-AM-TV.

DAVID M. CRANDALL, producer director of studio telecasts KGO-TV San Francisco, named WTNY-TV New York as director on Colgate Hour.

ZACK BETTIS, public relations director WFAA-TV Dallas, to continuity director WFAA-AM, succeeding LOUIS BREAUT, now in Army. STAN RANDON-JOSEPH shifted from publicity to continuity. LAVERNE LONGINO, Bay U. station KIYX, to WFAA continuity staff.

VIC RORY, announcer Rudy Vallee Show, WOR New York, to NBC announcing staff.

RAY WHITEHOUSE, producer of CBC Montreal, to production staff of CBR Vancouver.

DANIEL CONNELL, CBS Hollywood and WHOT South Bend, Ind., to ABC Chicago continuity. DON CARRELL, promotion, to ABC continuity. D. THOMAS MILLER to research.

CANDY COLBERT, daughter of Jean Colbert, women’s commentator WTC Hartford, Conn., to WBNBS Columbus, Ohio, as disc jockey.

PENELPO RODEN, receptionist KCBS San Francisco, to record librarian.

CHARLEY WOODS, WOSC Fulton, N. Y., to WGEN-AFM Endicott, N. Y., as staff announcer.

FRANK STANLEY, announcer of CBW Winnipeg, joins special Canadian UN military force.

TOM STEWART, for 15 years with WSB Nashville, most recently as director of publicity and promotion, to WSIX Nashville as director of programming, publicity, promotion and public relations.

JACK CRAINE, announcer CBX Edmonton, to production staff CBM Montréal.

ROBBEN KENNER to KBW Omaha traffic manager.

MIKE RICH, WJHL Hemptead, L. I., to announcing staff WAAT and WATV (TV) Newark.


RALPH LEVY, CBS TV production staff, named network producer. WILL produce and direct George Burns and Gracie Allen Show and produce Alan Young Show on CBS-TV. RICHARD LINKWORTH, formerly producer of latter show, named director Jack Benny (TV) Show. ALAN DINHEART named director of Young show.

JACK OWENS starts two-hour TV show, Jack Owens’ Brunch Bunch, on KLAC-TV Los Angeles, Sun.

RICK CAMPBELL to announcing staff CHUM Toronto. LEE STUBBS re joins CHUM as program director.

PERRY WOLFF, writer-producer WBBM Chicago, is author of seven war sonnets which have been published by The Attic Press, Richmond, Va.

JOSEPH STRADER transfers from traffic at WBBM Chicago to continuity editor, replacing BOB HARTMAN, re assigned to move to L. A. JIM PEYTON named page captain at WBBM, replacing AL MORGAN, transferred to traffic.

GLENN CARLSON, NBC Hollywood guest relations staff, named program supervisor in network sales and program traffic department. Replaces BILL LOUDON, recently inducted into Army.

JOE KNIGHT, disc jockey KRMG Tulsa, to duty with Army.

MARILYN MULLIN, YVONNE MARTIN to KCBS San Francisco as page girls.

JOHN J. MAHONEY, WILLIAM A. KENNEDY, JAMES F. X. MULLEN, students Fordham U. Dept. of Communication Arts radio division, to WRUV-FM Fordham U. staff.

LT. ROBERT B. MACKALL, program manager of WMJ Youngstown, Ohio, to Fort Sam Houston, Tex., as public relations officer in charge of radio-TV.

BOB REISS, announcer, m.c., WTMJ Milwaukee, to The Man Next Door, WTMJ-TV.

LIONEL POUZON, production department KDKA Pittsburgh, to Carnegie Tech as instructor of radio acting and production.

BILL CERI, WCAT Utica, N. Y., to announce WASH (FM) Washington.

ALICE FREER, wife of former Federated Trade Comr. Robert Freer, returns to WMAL Washington as women’s commentator.

MALCOLM CLAIRE, WLS Chicago, to WQAM Miami, as m. c. Mal Claire Show.

BILL MASON, chief announcer KXL Portland, Ore., father of boy, takes over CBS Radio, Sept. 22.

MELVIN T. MUNN, KRLD Dallas announcer, rejoins Republic National Bank, Dallas.

BOB CALLAHAN, “Young Man with a Song,” KCBS San Francisco, to New York. Auditions being held to find replacement on music show.

CARL J. REECE, announcer WJER Dover, Ohio, father of boy.

GEORGE BISHOP, CJAD Montreal morning m.c., presented Montreal weather office staff citation as “Maestro of Meteorological Mutterry, Grade 5,” for answering listeners’ weather questions on show.

LAWRENCE WHITNEY, WGN Chicago public relations, father of girl, Mauritine Elizabeth, Sept. 25.

NEW... NEW...

IRVING HAMLIN to NBC Hollywood as news editor. Was publicity director KFWB Los Angeles.

JACK WHITE, newscaster WJR Detroit, named news editor. Succeeds GEORGE CUSHING, vice president, who takes over administrative duties.

BILL KENNEALLY, director newsmen and special events KFMY (FM) Los Angeles, to KNX Hollywood as staff newman.

GEORGE WINTERS, WCKY Cincinnati newscaster and announcer, to active duty with Marine Corps.

ART ELMONN, freelance radio-TV announcer-actor in N.Y., to WGRW New Rochelle, N. Y., as newscaster-disc jockey.

DICK YOAKAM, night news editor WWHO Des Moines, Iowa, to news director KCRG KCRK (FM) Cedar Rapids.

GORDON L. JONES, commentator of CBC International Service, Montreal, resigns to join Radio Hilversum, Netherlands, as English commentator.

DAVID VAILE, CBS newscaster, to narrator on recently released Paramount Pictures documentary, The New Pioneers.

SY LEY, WTXL Springfield, Mass., to WREB Holyoke, Mass., as newscaster-disc jockey.

PACIFIC REGIONAL Network currently carrying broadcasts of Los Angeles Rams professional football games. Broadcasts coming direct to affiliates from point of origin through KFMY Hollywood.

MORE AUDIENCE – MORE MAIL
MORE ADVERTISERS

⇒ See Centrespread This Issue ⇐
ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting

50,000 WATTS OF SELLING POWER

CINCINNATI
Strictly Business

(Continued from page 18)

commander in the Navy during the war.

John Richard Overall was born 48 years ago in Murfreesboro, Tenn., the youngest of seven children. After attending the Murfreesboro public schools, he entered Vanderbilt U. in 1920. Taking a leading part in campus activities, he was elected vice president of the Owl Club, junior honorary society.

During his last two years in college, Jack worked parttime for the American National Bank in Nashville, earning as a teller following his graduation. One day, Frank Whitfield, district manager of the Portland Cement Assn., appeared at his window and offered Jack an opportunity with the association—as field engineer—this was his major course at Vanderbilt.

The budding banker accepted, his new position carrying him to different parts of the south, promoting and improving the use of cement. "That was really selling," Jack now observes.

Left Portland in 1929

In 1929, he left Portland to become sales engineer of Penn Dixie Cement Co. Two years later, the depression, plus the election of Gifford Pinchot as governor of Pennsylvania, found him in the ranks of the unemployed. The Pinchot campaign ticket "strongly recommended curtailment of the further use of concrete in road-building."

On July 1, 1931, Jack entered radio. Through a friend of George McLelland, then executive vice president of NBC, he met and was offered a job by Roy Witmer, then NBC sales manager.

At NBC he handled such well-known accounts as American Tobacco and Cities Service, as well as shows with Walter Winchell, B. A. Rolfe, Phil Cook, the late Frederick Gibbs, "Amos 'n' Andy, The Goldbergs, etc. After the formation of Mutual in October of 1934, Jack kept a close eye on its progress and, on May 11, 1936, he arrived at 1440 Broadway.

In his association with Mutual, he has seen the network grow from 12 to 512 stations. He has handled, or is handling, advertisers such as General Foods, Kelloggs Co., Grove Labs, Ronson, Gulf Oil, Coca-Cola, to name but a few.

Jack resides on Park Ave., New York. He is married to the former Florence Kimbrough. They have one child, John R. Jr., 3½.


Always fond of athletics, he is an enthusiastic golfer and wishes he were better at it. He's classified as an expert fisherman and also goes in for bridge and poker.

His philosophy in selling: "Sell only something you believe in."

Shortwave Monument

MONUMENT commemorating the first shortwave radio message to span the Atlantic will be dedicated Oct. 7 at Greenwich, Conn., by The Radio Club of America Inc. Dedicated speaker will be Dr. O. H. K. Friedell, well-known author and former FCC member. In conjunction with the dedication, the club is presenting an issue of its proceedings entitled "The Story of the First Message Sent Across the Atlantic in Short Wave by the Men Who Sent and Received It."

BUILDING FUND

Sinatra Spurs WEEU Drive

THANKS to the efforts of radio singer Frank Sinatra and a fireball promotional drive by WEEU, the city's Salvation Army building fund piled up $44,687.66 in pledges and the station and singer were emcee of a generous portion of good will.

The station credited the success to the "effusive personality, inexhaustible effort and unirrigible strength" of Mr. Sinatra, who manned the WEEU mike and telephones from 11 p.m. Sept. 10 to 3:45 a.m. Sept. 11, chatted with contributors and spun discs.

The station itself pushed Mr. Sinatra's appearance with some 75 spots, 100 window displays and building signs, and over 260 station call reminders.

Idea was conceived originally as a half-hour venture by Nan Heckman, WEEU promotion director, and George Carroll, program director, and took shape when the old Salvation Army structure burned down.

FLORIDA DISPUTE

Write-in Candidate's Rights

A DISPUTE involving several Florida stations and an independent write-in candidate for the U. S. Senate—concerning the candidate's rights to time on the air under FCC's political broadcast rules—appeared last week to have been resolved at least partially in the candidate's favor.

Spokesmen for some of the stations said they had accepted Stetson Kennedy's request for broadcast time after being convinced that, under the Florida laws, he meets the state's qualifications for a write-in candidate. Others reportedly are still selling time to no Senatorial candidates.

Mr. Kennedy said FCC had "assured" him he has the same broadcast rights as other candidates.

He was reported to have protested to FCC earlier that stations in Jacksonville, Tampa, and Miami had refused him time. Details of the complaint were not disclosed, but it was understood the Commission forwarded him copies of the pertinent rules and, following usual procedure, undertook to elicit details of the case.

Mr. Kennedy announced his write-in candidacy—opposing George Smathers, winner of the Democratic nomination, which is tantamount to election—in Jacksonville on Aug. 13. In his announcement speech he reportedly lambasted the Ku Klux Klan and suggested that Communist China be admitted to the United Nations.

Some of the stations which accepted campaign speeches of Mr. Kennedy accompanied the transcriptions with an announcement that they did not endorse the candidate but were presenting him in the interests of free speech and in accordance with FCC rules.
Allied Arts

William L. Snyder, former salesman Minnesota Mining & Manufacturing Co., and Chicago Tribune to Music Corp. of America Cleveland office as salesman MGM Radio stations. He will cover Ohio, West Virginia and Kentucky.


Claude Barre to eastern representative for Hayes-Parrel Productions Inc., Hollywood film producer, now offering number of TV films to stations.

Ingram Read, publisher Oakland Post-Enquirer, becomes vice president and Pacific Coast manager Maloney, Regan & Schmitt, advertising representative firm, S. F., effective Oct. 16.

F. Keith Thantow to George R. Tarpin & Assoc., promotional sales organization, Fort Worth, Tex., handling copy. Earl C. Neifer to sales manager for firm.

Sacred Records Inc. moves to 434 North La Brea, L.A. 36. Telephone: Webster 3-8241.

Professional Marketing Service, market counselling-research organization, established by Sidney N. Wagner, former market analyst Standard Brands and Schenley Distillers and director research Broadcast Music Inc.

Music Corp. of America, Chicago, signs TV star Toni Gilman to long-term exclusive management contract. Miss Gilman currently has her own show on WENR-AM (ABC) Chicago. Raoul Kent handled negotiations for MCA.


Equipment

Clarence R. Lindstrom, phile manager distributor operations, replaces Cliff S. Bentlinger, retired.

Joseph H. Moss Jr., sales manager DuMont Labs, Chicago, named manager distributor for Receiver Sales Div., DuMont Labs, N.Y.

Robert S. Bell, member of board of directors Packard-Bell Co., L. A. (radio-TV set manufacturer), elected executive vice president.

Standard Radio Transcription Service, Chicago, announces October release of 100 transcribed comedy and variety shows as "extra" to all subscribers.

Broadcast Music Inc. completes reciprocal agreement with Spanish Performing Rights Society (SCAE) for Spanish music.

Clarostat Mfg. Co., Dover, N. H., data sheets on TV control and resistor replacements available direct or via Clarostat distributors.


Technical

Charles Seatem, WGN-TV Chicago floor director, named cameraman.

Clifford Love, transmitter engineer WJER Dover, Ohio, to active duty as corporal Marine Corps Reserve.


Jim Hobson, KLAC-TV Hollywood cameraman, and Elaine Hones, actress, married Sept. 16.

Vern Hansen

Funeral services were held Wednesday on the U. of Wisconsin campus, Madison, for Vern Hansen, 39, WTOP-CBS Washington announcer and widely known radio personality, who was found dead in his Arlington, Va., home Sept. 30. Mr. Hansen, who was m. c. for WTOP's You're the Top participation quiz show, Quizzard and other programs, was born March 23, 1911, in Racine, Wis. A graduate of the U. of Wisconsin, where he served as announcer at WHA, university station, Mr. Hansen joined WGN Chicago in 1936 and WTOP in 1942. He took a year's leave to serve with OSS as film editor and narrator and rejoined WTOP in October 1942. Mr. Hansen is survived by his widow, Jane; his mother, Mrs. Niels U. Hansen; a brother, Alfred, and a sister, Mildred, all of Racine.

NBC Convention

400 Scheduled to Attend

Three-day annual convention of NBC and its affiliates, Oct. 18-20, at the Greenbrier Hotel, White Sulphur Springs, W. Va., will be attended by more than 400 broadcasters, NBC announced last week. Niles Trammell, NBC chairman of the board, will open the business sessions, all of which will be closed to all network and station personnel, on Oct. 18 at 10:30 a.m. Joseph H. McConnell, NBC president, will deliver the keynote address, to be followed by a report of Clair McCollough, president and general manager of the Steinman stations and chairman of the NBC stations planning and advisory committee.

Denny Address

Further talks to be made on the first day of the meeting—devoted to radio—will include one by Charles R. Denny, executive vice president, who has been heading the radio network of NBC pending appointment of a vice president in charge of that department.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

A meeting restricted to affiliated stations will be held Friday morning, Oct. 20, with Mr. McCollough in charge. That afternoon network executives will join the affiliates to discuss questions brought up at the morning meeting.

Michigan Meet

Michigan AP Broadcasters Assn. will meet in Lansing Nov. 15, immediately preceding the convention of the Michigan Assn. of Broadcasters at Hotel Olds in Lansing. Lester W. Lindow, general manager of WYDF Flint, is president of the AP organization. Delegates to both meetings will see the Michigan State-Minnesota football game at East Lansing, Nov. 11.

The KOKOMO Market is Rich

Distribution of Listening Homes among stations

Latest Conlin Figures

WIOU . . . 67.0%
DU MONT

CLEARS

LARGEST

LIVE

NETWORK

IN TV

FOR CHEVROLET

For its Chevrolet-sponsored telecasts
of the Notre Dame football games,
Du Mont has cleared the largest live
network in television — 44 major markets,
inter-connected for the first time and
covering 6.5 million TV families,
83% of all America's telesets!

Network or local — programs or spots —
look to Du Mont to clear time and talent
for any budget. And Du Mont — daytime
or nighttime — continues the pioneering
that brings you ever larger audiences
at ever lower costs!
COLOR DECISION IMMINENT

(Figures of replies to bracket-sets plan, page 67)

FCC ACTION this week on the color television question appeared likely after an all-day exploratory conference of the Commissioners last Wednesday, with the odds seemingly favoring approval of the CBS plan.

Whether manufacturers generally would accept such a decision and move promptly toward substantial production of CBS sets and station equipment was an open question. A court appeal seemed a more likely first result.

FCC has no compulsory authority over manufacturers and for the most part they have opposed the incompatible system, though they generally would be expected to manufacture in proportion to public demand.

In any event it appeared probable that a pro-CBS decision by the Commission would still leave CBS with a major promotion job on its hands.

FCC's Wednesday color conference was envisaged by the manufacturers' Sept. 29 replies [TELECASTING, Oct. 2]—and those that came in the mail Monday—to the FCC Color Report's proposal that they build "bracket sets" as the only alternative to immediate adoption of the CBS system. No manufacturer said he could meet FCC's apparent mandate of November's deadline for starting to include "brackets."

Petition Not Considered

The conference did not consider a petition by RCA—filed that same day—asking FCC to review improvements in the RCA compatible system between Dec. 5 and Jan. 5, and to view experimental broadcasts of the RCA, CBS, CTI and other color systems until June 30, before making a final decision.

"By June 30," RCA said, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

The petition filed by C. B. Jolliffe, executive vice president in charge of RCA Labs Division, noted that manufacturers' replies to the "brackets" proposal showed it to be "not practical."

"Since the majority of the Commission felt the most desirable course was to allow more time for the development of all color systems, subject only to a condition which has now been shown to be impractical, we submit the Commission should now allow that time," RCA declared.

The petition took its proposed dates from FCC's Color Report and Comr. Frieda B. Hennock's separate statement [BROADCASTING, Sept. 4]. The Dec. 5 to Jan. 5 period was specified in the Color Report as the time when the various systems meeting FCC's color "criteria" would be demonstrated if bracket standards were adopted and a final color decision delayed. The June 30 date was mentioned by Comr. Hennock as her preferred deadline for development of a satisfactory compatible system if bracket standards permit delay.

Paul V. Galvin, president of Motorola, meanwhile wired the Commissioners to urge that a hearing be held "to obtain complete and accurate information on bracket standards before taking any further action on color television."

This move was suggested in view of manufacturers' inability to meet FCC's timetable for bracket standards, their lack of "sufficient technical data on bracket standards," and the "impact of the Commission decision on the public, the broadcasters and the television set manufacturers."

No Color Requirement Seen

It was not considered likely that FCC would accompany a color-now decision with a requirement that broadcasters devote a specified number of hours to color broadcasting. The decision to go into color or to continue solely in monochrome would be left to individual station operators, observers believed.

Belief that the Commission would be inclined to give early authorization to the CBS system stemmed in large measure from the theory and language of the Color Report.

The Report held that the CBS system is the only system that is ready now, but that post-hearing developments and certain other questions present FCC with "the difficult choice" between authorizing CBS color immediately or reopening the hearing record.

"The answer as to which course of action to choose depends on whether a method exists for preventing the aggravation of the compatibility situation if a final decision is postponed," the Report said. "If there is no method to accomplish this, the Commission believes that a final decision should not be delayed and that the CBS color system should now be adopted."

Bracket standards were proposed as a means of permitting delay without aggravating the compatibility problem. Manufacturers said they were physically unable to meet FCC's apparent timetable.

The Color Report said "if the bracket standard cannot be made final without a hearing"—which (Continued on page 68)

MEDIA EXPANSION

GROWTH of television should bring wider use of other media, Ben R. Donaldson, Ford Motor Co. director of advertising, declared Friday at the Seventh Annual Advertising Conference held at Ohio State U., Columbus. Discussing TV's progress and its impact on radio, Mr. Donaldson recalled that despite its "bright promise," television "cannot be expected to carry the full burden of any company's advertising. The addition of a new salesman, no matter how effective, has never made advisable the dismissal of all the rest of the staff."

"Actually, the growth of radio witnessed even wider use of other media. The same can be true in the case of television. In fact, it might be reasoned that the healthy competition which television is going to offer other media will spark advances in techniques and ways of using those other media more effectively."

Reviews TV Growth

Mr. Donaldson reviewed TV's progress from its early days to its present state. He offered charts showing the effect of TV on radio in New York City homes, using December 1949 statistics. He showed how the number of TV homes is increasing faster than the most optimistic persons had anticipated. (Continued on page 69)
FOLLOWING are digests of replies received by FCC last week from manufacturers who had not responded earlier [Broadcasting, Oct. 2] to Sept. 1 Color TV Report's proposal for production of "bracket sets" as the only alternative to immediate approval of the CBS color system.

PHILCO Corp., Philadelphia
(By William Ballantine, President)

PHILCO Corp. and its subsidiary, Philco Television Broadcasting Corp., feel FCC's proposal to adopt bracket standards without hearing is contrary to public interest and was made "without full information as to the factors involved," and that the request to manufacturers exceeded FCC's lawful powers.

Philco is continuing an "intensive development program" in an effort to produce adapters for present sets and to develop a program for inclusion of dual standards (as distinguished from bracket or variable standards, whose development is "far brackets".). But it will "not be technically or economically possible to meet the suggested schedule proposed in the Commission report."

"We cannot agree to build all of its television receivers on the basis outlined by the Commission so as to be capable of operating within the proposed bracket"

"We continue to cooperate fully with the Commission in its studies and development work."

Bracket standards were not discussed in the hearing and FCC's plan allowed no time for field-testing them. "We do not believe we should offer a product to the public before it has been thoroughly field-tested under home-use conditions."

"Design work on bracket receivers or adapters cannot proceed very far until the standards for the color signals are precisely defined," and color standards have not yet been set.

It has been FCC's established policy to maintain adopted standards "in order to protect the equipment which has been sold to the public." Yet the standards changes now proposed by FCC, if adopted, "will result in a black-and-white picture of inferior quality," and the cost of adapting present sets will be even greater than estimated. "FCC 'cannot break faith with the present set owners.'"

While FCC in the past has followed a policy that, in setting standards, the proposed systems must be "as good as can be expected with any reasonable time in the foreseeable future," the CBS system "admittedly" does not meet that test.

"The adoption of the CBS system on the basis proposed without opportunity to file briefs or exceptions to a proposed decision is contrary to the public interest. The program set forth in the Report, if carried out, will cause irreparable injury to broadcasters, manufacturers, and present set owners."

MOTOROLA Inc., Chicago
(By Paul V. Galvin, President)

MOTOROLA is "thoroughly convinced that the time allotted for manufacturers to incorporate bracket standards into his production is inadequate" and any formalization on such short notice as mid-November "would result in nothing except chaos."

MOTOROLA recommends:

1. Further time be allowed manufacturers to study technical aspects of bracket standards and determine whether they can build with high quality reasonably priced bracket standards receivers; 2. Following date established for (1), an extended period should be allowed for detailed engineering and procurement required to put bracket standards in hands of public. (3) In meantime, FCC should follow through with intention of starting Dec. 5 to study all development activities -- color since close of color hearings.

Matter has received "concentrated attention of our top management group as well as of our top technical people." MOTOROLA could not deal with complex problem either hastily or lightly since it goes beyond specific decision about adoption of technical standards for color TV system. Question of bracket standards brings forth "an extremely delicate problem of transition ... the time required to change our production from present sets to those capable of operating on bracket standards."

Problem of transition "revolves around the matter of compatibility."

Integration of bracket standards into our manufacturing is not a "minor modification." Bracket standards covering the full range "require a complete chassis redesign."

Engineering memo accompanying Mr. Galvin's letter, prepared by E. B. Passow, Motorola television product manager, outlined technical details and timetable for two approaches to conversion problem. Dual standards conversion, termed "quickest type of job we could do" and providing for reception of

(Continued on page 39)

CHICAGO National Bank signs for WGN-TV Chicago news telecast featuring Writer Austin Kiplinger (s) who will analyze and document news Monday-Friday, 6:30-6:45 p.m., CST. With Mr. Kiplinger are J. R. Peshell (s) Peshell Advertising Agency, and Lester Armour, chairman of the bank.

DISCUSSING plans for weekly Inside Football on WWJ-TV Detroit, sponsored for the second year by Goebel Brewing Co., Detroit, are (I to r) Edwin J. Anderson, Detroit Lions president; Coach Bo McMillin, and Van Patrick, WJR sportscaster

DAYTON (Ohio) Power & Light Co.'s sponsorship of 15-minute show on WHIO-TV Dayton is launched by (I to r) K. Fitzpatrick Jr., the firm's public relations director; Hugo Wagenseil, Hugo Wagenseil & Assoc. agency; K. C. Long, power company president.

CHICAGO's proposal to continue Telenews Daily over WMAL-TV Washington is inked by Mrs. Carrie Blum, president, Valley Forge Distributing Co., Washington. Looking on are (I to r): Sam Felkes, firm's sales manager; Alvin Epstein, Alvin Epstein Agency; Bryson Rask, program's commentator.
A 1948-1956 Comparison of Homes Using TV Sets
Horizontal line represents 1948; vertical bars represent 1956.

**AUDIENCE SURGE**

Significant increases in combined radio-television audiences in the 15 top television cities were reported by the expanded Hooperating services in its pocketpiece last week.

Comparison of audience-survey data for 1950 with that for 1948 indicated percentages of audience increase ranging from 19.5 in Cincinnati, lowest in increase of the top 15 cities, to 76.4 in Baltimore, the highest, it was reported. (See table 1, at right.)

Despite the increased number of television sets in use, the average number of viewers per set is still almost 80% higher than the average number of listeners per radio set, the survey shows. Between 9-10 p.m., 3.4 viewers per TV set are reported, as compared with 2.31 listeners per radio set. (See table 2, at right.)

Joe Nelson

Promoted by FCC

Promotion of Joseph E. Nelson to chief of its Television Branch, Broadcast Division, Office of the General Counsel, was announced last week by FCC. Formerly assistant chief of that branch, Mr. Nelson succeeds John E. McCoy, who resigned a fortnight ago to join General Precision Co. as staff and attorney (Broadcasting, Sept. 25). Mr. Nelson has been a member of FCC’s legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and as chief counsel in the Rent Dept. of the Office of Price Administration. A native of New York, Mr. Nelson is 42. He attended New York U. and received his law degree from St. John’s U., New York, in 1930.

**MOVIE TV SYSTEM**

**Innovation Claimed**

NEW THEATRE television system, claimed by General Precision Lab of Pleasantville, N. Y., the manufacturer, to operate at one-fifth the cost of other systems, and to make possible full-screen television in small-town movie houses, was announced last week in Chicago.

The Video Film Theatre Television System, as it is known, uses 16mm film rather than 35mm film without loss of quality in picture or sound, it is claimed. Photographs of incoming telecasts may be made, developed and fed into the projectors within a space of 60 seconds, the announcement said.

**Cadbury-Fry on TV**

Cadbury-Fry Inc. (America), for its Fry’s chocolate cream bar and Cadbury’s Dairy Milk Chocolate bar, will sponsor Wednesday night half-hour television shows on the DuMont TV network.

**TV SELLS THE SALESMEN**

Schenley Holds Mass Sales Meet Via DuMont Closed Circuit

**TELEFEX INC.**

**TV Background Firm Formed**

Telefax, Inc., headquartered at 8746 Sunset Blvd., Hollywood, has been organized to provide image backgrounds for television shows. Miss Donna Fargo, president-general manager, also heads the sales division.

Victor J. Schulman, identified as a San Diego merchant, is vice president with Mrs. Lois Landon secretary-treasurer. Marvin Epp, equipment designer in charge of its maintenance, is chief engineer. Dorcy Howard, formerly art director of KECA-TV Los Angeles, heads the art department. Joseph Paul is director of photography. Technicians include Ernest Lovett, Stanley Schwillia and Joseph Reilly. First client of Telefax is ABC.

Firm also has organized a subsidiary, Telefax Productions, to package and produce radio and TV shows. Its first, Stop, Lock & Listen, a quiz featuring Art Baker, currently is sponsored on KECA-TV by Los Angeles Transport Indemnity Insurance Co. Charles Herbert heads the subsidiary.

**ENCYCLOPAEDIA BRITANNICA**

Chicago, began sponsorship of its first TV show yesterday (Sunday) with The Tales of Captain Britt on WNBQ (TV) Chicago. Series to run for 18 weeks, features Phil Lord as an old sea captain spinning yarns with the aid of slides from Britannica publications and clips from Encyclopaedia Britannica films. Reaction will determine future use of the medium.

**Table 1**

<table>
<thead>
<tr>
<th>City</th>
<th>1948</th>
<th>1950</th>
<th>% Increase 1950 over 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>26.1</td>
<td>28.4</td>
<td>7.1%</td>
</tr>
<tr>
<td>Chicago</td>
<td>17.1</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Detroit</td>
<td>17.1</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>16.8</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>16.8</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

**Table 2**

<table>
<thead>
<tr>
<th>Composition of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
<tr>
<td>New York</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Denver</td>
</tr>
</tbody>
</table>

**Encyclopedia on TV**

**First Fifteen TV Cities**

<table>
<thead>
<tr>
<th>Pre-TV</th>
<th>Radio-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>Broadcast Audience</td>
</tr>
<tr>
<td>City</td>
<td>July-Aug.</td>
</tr>
<tr>
<td>New York</td>
<td>23.0</td>
</tr>
<tr>
<td>Chicago</td>
<td>24.5</td>
</tr>
<tr>
<td>Boston</td>
<td>24.5</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>24.5</td>
</tr>
<tr>
<td>Miami</td>
<td>24.5</td>
</tr>
<tr>
<td>San Francisco</td>
<td>24.5</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>24.5</td>
</tr>
<tr>
<td>Dallas</td>
<td>24.5</td>
</tr>
<tr>
<td>Chicago</td>
<td>24.5</td>
</tr>
<tr>
<td>Detroit</td>
<td>24.5</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>24.5</td>
</tr>
<tr>
<td>St. Louis</td>
<td>24.5</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>24.5</td>
</tr>
</tbody>
</table>

**Table 3**

<table>
<thead>
<tr>
<th>Cities (Radio Only)</th>
<th>Winter-Spring</th>
<th>Winter-Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>38.7</td>
<td>31.2</td>
</tr>
<tr>
<td>Boston</td>
<td>34.3</td>
<td>36.0</td>
</tr>
</tbody>
</table>

**Table 1**

<table>
<thead>
<tr>
<th>City</th>
<th>1948</th>
<th>1950</th>
<th>% Increase 1950 over 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>26.1</td>
<td>28.4</td>
<td>7.1%</td>
</tr>
<tr>
<td>Chicago</td>
<td>17.1</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Detroit</td>
<td>17.1</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>16.8</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>16.8</td>
<td>20.8</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

**Table 2**

<table>
<thead>
<tr>
<th>Composition of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
<tr>
<td>New York</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Denver</td>
</tr>
</tbody>
</table>
HELPING celebrate the dedication of the new Radio Television Center Build-
ing WFTAR-AM-FM-TV Norfolk, Va. [Broadcasting, Sept. 18], at a cock-
tail party and buffet supper tendered by the stations are: (1 to r): Eddie
Whitlock, manager of WRNL Richmond, Va.; H. A. Seville, manager, WCAV
Norfolk; John W. Shultz, president, Virginia Assn. of Broadcasters, WMYA
AM-FM Martinsville, Va.; Eddie Edgar, sales manager, WGN Newport New-
ya; Jack Norfleet, manager, WZAP Portsmouth, Va.; Earl Harper, manager,
WNOR Norfolk; Robert Moody, WRCF (FM) Norfolk and WRVA Richmond.

ZENITH RADIO Corp., Chicago
(By J. E. Brown, Asst. Vice Presi-
dent and Chief Engineer)

WITH a “good possibility” that modi-
cified bracket standards might be
incorporated into new models due
to go into large-scale production
next May 1, Zenith “will cooperate
with the Commission in accordance
with its expressed wishes,” subject
to these conditions:

1. That the switch will not be
   capable of accepting any two fre-
   quencies within the full bracket
   range, but “will select between
   the nearest impinging frequencies
   the Commission has sug-
   gested”—probably with one position
   operating on present 525-line stan-
   dards and the other on either CBS
   455 lines and 144 fields, or 441 lines
   and 16 fields.

2. “That after further engineering
   work is completed we may decide not
to incorporate it in the sets. All of
   the necessary components for the
   switch, provided we find that by use
   of a small separate adapter a saving
   can be made in costs and critical
   parts.”

3. “If the majority of the in-
   dustry is not indicated by Jan.
   1 that they will incorporate such
   switches in their sets, Zenith will
   review the matter and decide whether
   it should or must change its plans.”

Zenith estimated a switch capable of
obeying only present and CBS
standards at $20 list price and require
10% more tubes, resistors and condensers. If
the switch must also select three or four other
channels, “the added complications and cost
would be prohibitive.”

Increasing list price by $30 to $40
“is a severe penalty for the public
who pay,” possibly totaling $200 mil-
lion dollars a year “for a feature
which may never be used.”

For only Zenith to add the switch
would put us at a competitive
disadvantage, due to necessary in-
crease in list prices, in event some other
color system is later chosen. In
that case, “our sets [would be] non-
competitive.” Provision for
easy conversion of sets to UHF,
“much less” expensive than the
proposed bracket switch, already
has penalized “to a certain extent”
since UHF has not yet been opened.

EMERSON RADIO & PHONO-
GRAPH Corp., New York
(By Benjamin Abrams, President)

“GREAT as is our desire to con-
form to the Commission’s re-
quiest” on bracket standards,
Emerson finds “it will be impos-
sible to do so within the prescribed
time limit,” for these reasons:

“(1) Considerable development work
is required to effect the necessary
changes; (2) when such changes are
affected, a period of field-testing is
required; (3) a limited amount of
tooling will be required after engi-
neering is frozen; (4) production
schedules must be matched with the
minimum time cycles manufacturers
are using to regulates production
of materials under present
conditions.”

Emerson has made “good pro-
gress” on bracket switching, he
believes, in addition to previous
work on two-system standards.
But “no less than 80% of our engi-
neering talent has been diverted to
work for the Armed Services” and
pressure is being exerted for as-
ignment of the entire Engineering
Dept. to work on government con-
tacts. Engineering reports show
development work not yet com-
pleted on either bracket standards
or separate adapters. Tooling
time, following development
work and field-testing, must be reckoned
in months, not days. Bracket
standards of course will require
more components, of which there
already is “considerable scarcity.”

Nevertheless, Emerson expects
to “have bracket standard receiv-
ers on the market at least as early
as other manufacturers,” and “is
also prepared to manufacture color
TV receivers on any standards
prescribed by the Commis-
sion ....

HAZELTINE Corp.,
Little Neck, L. I.
(By A. V. Loughren, Vice Presi-
dent in Charge of Research)

HAZELTINE “is doing everything
it possibly can to expedite the de-
velopment of information that
would enable manufacturers to
adopt the proposed bracket stand-
ards. It is not possible at this
time to state categorically whether
this can be achieved within the
time specified by the Commission.”

Preliminary reports were
promptly issued to our licensees
indicating what we believed to be
essential steps to modify present
receivers to bracket standards.
Work is in progress to determine
feasibility of actually adapting a
number of sets currently available
to such bracket standards.

Further studies have been initi-
ated to determine the type and
character of field tests that will be
necessary to assure manufacturers
that their equipment will perform
satisfactorily in the hands of the
public. As this work proceeds,
Hazeltine will advise its licensees.

Hazeltine believes development
should continue on all forms of
color TV and proposes to continue
its own research. Hazeltine engi-
neering believes that “color TV is
just one more proof of radio’s
capability of improving the life of
Americans.”

We are convinced beyond any
question of doubt that when a color
television system is finally accepted
by the American public, it will be
a composite of the inventions of
many independent workers in the
field rather than the results of a
single inventor or a single group.
This has certainly been the history
of every complex electrical or
mechanical device of which we have
any knowledge, and we hope that
the way will be left clear for the
attainment of this goal in color
television.”

TELE-TONE Radio Corp.,
New York
(By S. W. Gross, President)

ALTHOUGH we have been at-
tempting to equip our present sets
with "touch screen" switching and feel
we will have accomplished the engi-
néeering portion of this in the
next two or three weeks, due to procure-
ment and other conditions it will
take four months or more to get
into production.

One matter troubles us, however.
As we understand the Sept. 1 deci-
dion, there is a likelihood of some
other color television system being
approved on Dec. 5, which means

that whatever work has been done
on production of test equipment for
bracket standards and whatever
procurement of materials we have
undertaken might be entirely
valueless, should some other sys-
tem be adopted.” We are “extre-
mely opposed to making ex-
penditures on bracket standards or
on two position switching which
might be entirely valueless under
some system other than CBS and
consequently cause us to fail to
recover the funds thus expended.

“We sincerely urge that the
Commission, at the earliest pos-
sible date, adopt definite standards,
either CBS or RCA or any other
which they consider proper, and
give ourselves and other members
of the radio industry such
time to finish our engineering, field
tests, and material procurement so
that the transition to production
and merchandising can be made in
the most orderly fashion and be
the least harmful to components
manufacturers, receiver manufac-
turers, distributors, dealers and
the consumer.

Our color engineering people
have done some work on two posi-
tion switching for sets made by us
in 1949 and this has been suspended
prior to Sept. 1 decision for either
our old models or presently run-
ning models.

CAPEHART-FARNWORTH
Corp., Fort Wayne
(By Anthony Wright, Vice Presi-
dent in Charge of Engineering)

CANNOT conform with FCC re-
quest for conversation of “our product
life to two position switches” be-
cause no CBS color signals are
available for engineering work and
certain technical difficulties have
been encountered in obtaining pic-
tures of geometric linearity and
brightness on higher frequencies as
well as reduced scanning efficiency
due to return time of horizontal
sweep. Consequently it will take
“from two to three months to do the
initial investigation work required
to produce a preliminary design which in turn com-
prises all of the requirements in-
dicated” by FCC’s Report. On com-
pletion of this work we should be
able to make a final decision. We
estimate that another three months
will be required for the final prod-
uct design and at least two months
must be provided for procurement
of the components.

Engineering Dept. is “actively
engaged in investigating a prelimi-
nary modification of its present
circuit” to incorporate the two
position switch.” Because no CBS
signals are available, “not much progress
has been accomplished which can be
reported.”

HOFFMAN RADIO Corp.,
Los Angeles
(By H. L. Hoffman, President)

HOFFMAN “is happy to cooper-
ate with the FCC to bring color
television to the public” and will
“do our best” but has “to the best of our ability” install
dual switch (monochrome and
(Continued on page 64)
IN MOST cases television is harm-
less to the eyes and it is indicated
"there is no widespread belief
among refractionists that television
is contributing to changes in the
static refraction of the eye, the
status of muscle balance, or to the
development of such disorders as
glaucoma and cataract, or any
general impairment of the function
and structure of the eye."

These findings are reported fol-
lowing a recent poll among 2,125
refractionists by Ohio State U.'s
Institute for Research in Vision.

In a questionnaire prepared by
Dr. Glenn A. Fry and Dr. Arthur
M. Culler, co-directors of the insti-
tute, the refractionists were asked:
(1) What increase in eyecare
is being brought about by television?
(2) What visual differences are
being found which can actually be
transferred to refraction? (3) What
advice and help professional men
can give and are giving to tele-
vision viewers.

The questionnaires were cir-
culated in Ohio, Indiana, Illinois,
Michigan, Pennsylvania, West Vir-
ginia, Kentucky and Maryland, an
area covered by 57 television sta-
tions. The project was financed by
White-Haines Optical Co., Colum-
bus, Ohio, distributor of ophtalmic
supplies.

Dr. Fry and his associates drew
their findings from 556 of the 768
replies received. Those which could
not be used were from areas in
which television sets are too few
and reception too poor to permit
anything more than a report of
duels cases; from respondents who
felt the survey was too premature,
and from medical specialists who
did not feel qualified to answer be-
because of the small amount of eye
work they did.

Refractionists tabulated said
3.41% of their new patients attrib-
uted their visual problems to view-
ing television. They pointed out
that hysteria about TV's effect on
the eyes caused some of these vis-
fits, as well as failure of new vis-
itors to acquire proper viewing
habits. Refractionists also noted
that most of the difficulties ap-
peared shortly after a set was in-
stalled in a home, and tended to
disappear with continued use.

Types of Patients

Persons over 60 years of age
(earners account for 10% in most cases) and viewers suffering
from eyestrain made up the two
types consulting refractionists, the
survey showed.

Refractionists pointed out
that it is difficult to determine
whether eyestrain is a direct result
of television viewing and noted
that television adds three or
more hours work to the eyes
each day. However, they suggested,
it has made many people on the
borderline of needing eye care aware
for the first time of their suscepti-
bility to eyestrain.

 Asked whether they were pre-
scribing special lenses to patients
for TV viewing, 20% of the oph-
thalmologists and optometrists an-
swering this question said it was
necessary, in certain cases, to pre-
scribe different lenses or tint not
prescribed for general use.

Summing up its survey, the in-
stitute stressed the need for addi-
tional research "before anyone will
have full knowledge of television's
impact on eyesight."
Come into the kitchen

11:00 TO 11:30 A.M., MONDAY THROUGH FRIDAY

Here is another example of the pioneering spirit of "The Eyes of the South"—a food and home service program which quickly captured the interest of the Atlanta area's feminine TV audience. Participating availabilities are already scarce, for it is the big program opportunity for selling in the South. For information write direct or contact your nearby Petry man.
Telestatus
(Continued from page 80)
Robert Montgomery on NBC Monday night; CBS' Toast of the Town and NBC's Comedy Theatre (Fred Allen, Martin and Lewis, Eddie Cantor), Sunday evening; Alan Young Show on CBS with Jack Haley on NBC, Thursday night; Ken Murray Show on CBS with Jack Carter-Sid Caesar Show of Shows on NBC, Saturday evening.

There is no solution in having two sets in the home, Mr. Meck said, because competition is between shows appealing to the same members of the family. He said the second set is a help only when parents and children, for example, want to see different shows at the same time.

**ARMS Releases Ratings For Three Cities**

SEPTMBER television program ratings for New York, Philadelphia and Chicago were released last week by American Research Bureau, Washington.

Leading programs for the week, Sept. 8-14, reported as follows:

**NEW YORK**
1. Star Spangled Revue 56.4
2. Tarzan Scouts 44.2
3. Set Night Revue 37.7
4. Philco TV Playhouse 36.6
5. Comedy Hour 34.6
6. Robert Montgomery 22.4
7. Lights Out 22.2
8. Garry Moore Show (Wed.) 21.0
9. Toast of the Town 20.8
10. Children's Hour 18.0

**PHILADELPHIA**
1. Star Spangled Revue 55.3
2. Philco TV Playhouse 50.7
3. Private Eye 49.2
4. Phil vs Boston (9/10) 49.2
5. Children's Hour 47.5
6. Tarzan Scouts 41.5
7. Phil vs Boston (9/9) 40.6
8. Toast of the Town 39.5
9. Lights Out 38.0
10. Mystery Hour (NBC) 37.0

**CHICAGO**
1. Star Spangled Revue 59.5
2. Break the Bank 50.3
3. Great Escapes 39.1
4. Courtesy Hour 38.4
5. Sam Spade Revue 38.2
6. Orig. Amateur Hour 38.0
7. Private Eye 35.3
8. Detective's Wife 34.8
9. T.N.A. American Council 34.3
10. Don McNeill TV Club 34.4

**WTMJ-TV Announces New Rate Card**

EIGHTH rate card of WTMJ-TV Milwaukee, which took the air in December 1947, will go into effect now. It class time provides for one-minute spots at $100; five minute, $125; half hour, $300; full hour, $500, and live participations in What's New, $75.

**KOREAN FILM**

Available to TV Stations

A SIGNAL CORPS motion picture film depicting "The First 40 Days" of the Korean conflict is being made available to television networks and stations throughout the United States, the Defense Dept.'s radio-TV information section announced last Wednesday.

The dramatic documentaries, running 24 ½ minutes in length, will be released to TV stations through Army libraries in the six quarter areas.

Film is a first-hand GI report of early Korean combat days and conditions. Combat footage filmed by armed forces photographers in the area. Some sequences deal with accounts of General Dean during the retreat from Taejon. Film has been previewed before TV network representatives at the Pentagon and the National Press Club in Washington.

Stations may obtain prints by contacting libraries servicing the following areas:

**MAINE**
For Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey and New York:
Address: New England TV News
First Army Headquarters
Governor Island
New York 4, N. Y.
Attn: Signal Officer
For Pennsylvania, Delaware, Maryland, Virginia, Ohio, West Virginia and Kentucky:
Address: Commanding General
Second Army
Fort George G. Meade, Maryland
Attn: Signal Officer
For North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee and Mississippi:
Address: Commanding General
Third Army
Fort McPherson, Georgia
Attn: Signal Officer
For Arkansas, Texas, Oklahoma, New Mexico and Louisiana:
Address: Commanding General
Fourth Army
San Antonio, Texas
Attn: Signal Officer
For Illinois, Michigan, Wisconsin, Missouri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota, Wyoming, Colorado and Idaho:
Address: Commanding General
Fifth Army
Chicago, Illinois
Attn: Signal Officer
For Washington, Oregon, California, Idaho, Montana, Utah, Nevada and Arizona:
Address: Commanding General
Sixth Army
San Francisco, California
Attn: Signal Officer

**KECA-TV CASE**

NLRB Ends L. A. Hearings

DECISION on jurisdiction of television directors and assistant directors at KECA-TV Los Angeles now is pending with NLRB in Washington, following completion Oct. 4 of 15 days of local board hearings [BROADCASTING, Sept. 25]. An approximately 2,000 page transcript of the hearing was sent to Washington headquarters.

Hearings were initiated when Radio and Television Directors Guild, which has been negotiating a contract for TV directors at the ABC station, intervened following a petition to NLRB by Screen Directors Guild for jurisdiction over the same directors. A new element was introduced during the hearings by KECA-TV which entered a petition claiming that TV directors are in a supervisory capacity and hence, under the Taft-Hartley Law, not subject to NLRB ruling. If this contention is accepted by the NLRB, the case would be dismissed and choosing of a bargaining agent for the directors would be left to the network.

Approximately 15 directors and assistant directors are involved at the station, with both guilds claiming 100% membership.

Latter ruling will affect similar upcoming NLRB hearings for TV director jurisdiction at two other local TV stations of ITLA, scheduled for Oct. 18; KTTV, Oct. 24.

**TELENEWS FILMS**

INS Lists Nine Sales

NINE sales have been reported by INS-Telenews of its daily news film service, weekly newsreel review and This Week in Sports.

The daily news film service has been sold to WAFM-TV Birmingham, WSM-TV Nashville, WNPB-TV Binghamton, and WBKB (TV) Chicago. Buyers of the weekly newsreel review included WAFM-TV, WSM-TV and WHIO-TV Dayton, Ohio. The First National Bank of Minneapolis will sponsor This Week in Sports over WTCN-TV Minneapolis. A one show will be sponsored over WHO-TV by the local Zenith distributor.

**WOW-TV Programs**

WOW-TV Omaha has announced it carried approximately 44 hours of live network programming during the first week following the opening of the New York-Omaha cable-microwave relay system last month [BROADCASTING, Oct. 2]. In addition, WOW-TV carried 20 hours of live studio and network program recording and films, bringing the total programming for the first week up to about 66 hours.

**TWO EXCITING DECADES**

of Radio and Television pass in review

you'll read about those epoch-making years since 1931 . . .

if you grew up in radio this is your story . . .

if you're new to broadcasting this is the story of the men who built the business.

BROADCASTING TELECASTING'S 20TH YEAR BEGINS OCTOBER 16

EXTRA COPIES AT 30c EACH. ENCLOSE CHECK OR MONEY ORDER TO COVER HANDLING AND MAILING. ADDRESS: BROADCASTING, NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.
Ever since Og first decorated cave walls, and Homer plucked his bloomin’ lyre... TV is the greatest medium of entertainment information and education that ever wrinkled a low brow... no question about it! But TV isn’t here to stay—unless it’s a sales medium, too!

Getting people to want a program isn’t enough. Getting people to want what the sponsor has to sell—is TV’s real job.

WPIX is doing the job... demonstrating merchandise in detail, and in use... the way only a good salesman can. And WPIX is producing high level sales with low cost programs.

Take $2.98 raincoats, for instance. With 38 participations, and 45 half-sponsorships, WPIX has sold to date more than 50,000 coats—at a sales cost of about 35c per coat!

And raincoats aren’t the only WPIX sales success... Add used cars, watches, vacuum cleaners, television sets, tableware, cosmetics, vacation trips—and a score of other items. Direct sales, with many orders coming to us direct!

With the largest and richest metropolitan market in the world... the market with the highest TV coverage—more than 1,500,000 sets among four million families—WPIX is not only an effective sales medium... but a test field where the national advertiser can learn to use TV properly and profitably... Ask any WPIX representative to show you his successful sales case histories... WPIX, the New York News station, 220 E. 42nd St., New York, MU 2-1234

WPIX - metropolitan showcase
Manufacturers' Replies (Continued from page 59)

CBS in production of receivers. However, Hoffman cannot meet mid-November deadline. "When consideration is given to the engineering, tooling and procurement problems, the time element will be closer to eight months." Full-rate bracket television is in basic research and development stage.

"We sincerely believe that none of the apparatus that has been submitted to the FCC and none of the systems that have been considered by the FCC are commercially feasible." Many conclusions of FCC on color are believed based on information derived from obsolete monochrome receivers.

Since Sept. 1 "our engineering personnel have examined the latest developments of CTI and studied the recent findings of General Electric, DuMont and RCA. We feel that there has been much progress made since the official closing of the hearings. We have personally inspected recent CTI developments in San Francisco and feel that they have made major strides forward in their new Uniplex system..."

"In view of the foregoing, we think that it is highly essential that FCC re-examine these latest developments in order to establish a standard that will give the best framework for forward progress of the art." FCC urged to "retrain from hasty action."

STEWART-WARNER Corp., Chicago
(By E. G. Fousum, Stewart-Warner Electric Div.)

BASED upon our interpretation that the FCC standards covering the bracket switch indicates a variable coverage of all frequencies because of the present standard and the proposed standard, "we do not know at present how this can be accomplished." Thus "we cannot comply with request to produce television sets equipped with color switching device by mid-November of this year." Development of variable switch "is currently in progress and will continue."

SYLVANIA ELECTRIC PRODUCTS Inc., New York
(By Don G. Mitchell)

ON BASIS of engineering studies made to date, it's evident at least three months' intensive engineering effort will be required to design into existing sets the necessary switching arrangements and controls for dual standards. Another three months would be needed for procurement and incorporation of changes in production line sets. Increased retail cost seen as at least $30 per set.

Not prepared now to give an estimate of time or cost required to meet complete bracket standards "but this would be considerably more complicated and costly." Cost of modifying sets now in operation also would be considerably higher and sets would have to be returned to factory or central "service stations."

"It is our earnest hope that the Commission can find ways to extend the time of their requirements so that this matter may be worked out in a proper manner which will be for the long-term advantage of the country as a whole."

MAGNAVOX Co., Fort Wayne
(By Frank Freimann, Executive Vice President)

MAGNAVOX is unable to meet such a request for production this year" since such a switching device "involves the complete redesign of present receivers."

"We do not have facilities for completing such a program in less than four or five months. After this engineering work is completed, we must then go through the process of procuring desired components before receivers can be put into production. At the present time manufacturers are quoting delivery dates of not less than three months and in many cases as much as six months on major components."

"Cannot estimate time required to develop receiver capable of being tuned to some selected frequency within the bracket range. "Our engineers do not know how such a receiver can be built and new techniques must be developed to achieve this end."

TELE-KING Corp., New York
(By Louis J. Pokrowski, Chairman of the Board)

IF THE COLOR system suggested by the FCC is adopted as standard, it is naturally agreeable to us: A. Either put bracket standards on all of our sets. B. Or make it possible to adapt the sets for bracket standards at a later date.

Company believes it would require 20 to 30 weeks to secure necessary parts in view of shortages. Government allocation would provide a total $2.5 billion for next 12-month period.

"It is our hope that some settlement may be made of this highly controversial issue of color, and naturally, it is our desire that the decision be made to benefit the public, because we are simply the servants of those who use television sets."

MUNTZ TV Inc., Chicago
(By Earl W. Muntz, Executive Vice President)

"WE MUST decline your [FCCs'] proposal" for following reasons: (a) Incorporation of bracket switch would increase consumer price to such an extent that only those in the wealthy class could afford them and therefore the demand would be insufficient to warrant their construction; (b) Engineering facilities to perfect usable commercial system operating within bracket standards are not now available and would take considerable amount of time; (c) Systems which could possibly work under brackets would require some degradation in performance in comparison with present television sets.

SENTINEL RADIO Corp., Evanston, Ill.
(By Milton D. Block, President)

SENTINEL is willing to cooperate but believes it will take eight to ten months to provide re-designed receivers, which will cost $35 to $50 more with bracket changes.

However, he does not think buyers of the proposed receivers should be penalized by paying for the added element which will have limited use in only a few areas in the foreseeable future, and because of the degradation of monochrome picture quality it produces. Further, existing receivers and those being currently produced should not be obsoleted because they are not equipped to receive bracket standards pictures, and adoption of such receivers to receive them in the near future may not be practical.

Suggest more time be taken for consideration of the problem as it seems quite possible that a satisfactory compatible color system will be developed in the "not too distant future."

TRANSMISSION Inc., New Rochelle, N. Y.
(By Herbert Suenholts, Secretary)

THE FCC proposals "ask too high a price for color TV" and hence "we are opposed to the standardization of bracket standards..." and feel that the present standards, imperfect as they are, should be retained and serve as the basis for a compatible system at some later date when this appears practical."

TV industry, in the early stages of growth, "can be severely stunted or malformed if at this time some step is taken which will permanently injure an otherwise healthy and powerful industry." Television is a public service and "even with the vast pool of technical proficiency in this country, a compatible color system cannot be introduced without adversely affecting present owners, "we feel that no color system at all should be commercialized."

HAVENS & MARTIN
(WTVR (TV) Richmond, Va.)

HAVENS & MARTIN "the television audience in the Richmond area are naturally interested persons" with respect to bracket standards and hence request appearance in any hearing that may be held on proposal.

Elgin Watch Buys

ALL time signals on WOR-TV New York, 28 daytime and 23 night to be presented every hour, has been acquired by Elgin Watch Co., it was announced last week. The 52-week contract was through J. Walter Thompson Co., New York.
These Exclusive Features put the GPL Video Recorder In a Class by Itself

**ELECTRONIC SHUTTER**—Limits exposure of each film frame to 525-line scanning of tube, with accuracy better than 1% of one line. Stays in adjustment; does not require camera to be locked in synchronization with video signal.

**GPL VIDEOAM—**A gray scale correction amplifier that provides better video pictures than normally possible. In addition, a special deflection yoke provides perfect focus across entire screen.

**GPL FILM GATE—**Permits over 30 minutes of continuous camera operation without film abrasion, emulsion pile-up and consequent difficulties.

**HIGH FIDELITY SOUND** is recorded simultaneously. Essentially flat recording to 7 kilocycles, with low harmonic and intermodulation distortion, gives results comparable to finest 35-mm sound.

This new 16-mm Video Recorder makes possible, for the first time, delayed telecasts that are consistently as good as the original. GPL's exclusive new shutter—electronic instead of mechanical—is coupled with improvements in picture resolution, film gate design, and sound fidelity. The projected recording is markedly better than the picture obtainable on most receivers. Re-telecast with good equipment, the picture looks and sounds like a live show.

The GPL Video Recorder may be used with the GPL rapid processor to produce finished film, positive or negative, less than a minute after the program is received either over a closed circuit or from the air.

WRITE FOR RECORDINGS made on this equipment for study by studios, advertisers, agencies.

**General Precision Laboratory**

Pleasantville

New York

October 9, 1950 • Page 65
## SHIPMENTS

RTMA Reports 3,107,000
For Seven Months

<table>
<thead>
<tr>
<th>State and County</th>
<th>June Year to Date</th>
<th>July Year to Date</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>1,388</td>
<td>1,566</td>
<td>+178</td>
</tr>
<tr>
<td>California</td>
<td>3,815</td>
<td>4,194</td>
<td>+379</td>
</tr>
<tr>
<td>Colorado</td>
<td>273</td>
<td>314</td>
<td>+41</td>
</tr>
<tr>
<td>Connecticut</td>
<td>54</td>
<td>68</td>
<td>+14</td>
</tr>
<tr>
<td>Illinois</td>
<td>3,888</td>
<td>4,008</td>
<td>+120</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>331</td>
<td>351</td>
<td>+20</td>
</tr>
<tr>
<td>Missouri</td>
<td>57</td>
<td>74</td>
<td>+17</td>
</tr>
<tr>
<td>New Jersey</td>
<td>24</td>
<td>28</td>
<td>+4</td>
</tr>
<tr>
<td>New York</td>
<td>1,931</td>
<td>2,091</td>
<td>+160</td>
</tr>
<tr>
<td>Ohio</td>
<td>24</td>
<td>28</td>
<td>+4</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,931</td>
<td>2,091</td>
<td>+160</td>
</tr>
<tr>
<td>Texas</td>
<td>24</td>
<td>28</td>
<td>+4</td>
</tr>
</tbody>
</table>

### Tel-Te

"Hello, draft board? Don't call me, I'll call you!"

<table>
<thead>
<tr>
<th>State and County</th>
<th>June Year to Date</th>
<th>July Year to Date</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania</td>
<td>2,641</td>
<td>2,901</td>
<td>+260</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2,641</td>
<td>2,901</td>
<td>+260</td>
</tr>
</tbody>
</table>

### MOTION PICTURES

**TV No Threat—Goldwyn**

GOOD motion pictures have nothing to fear from television and "as long as you have a good product to sell, you have nothing to worry about," according to Hollywood Producer Sam Goldwyn.

Speaking before a television discussion panel at the U. of Denver last night, the opinion was voiced by the producer in response to mention by General Manager Hugh B. Terry of KLZ Denver that there had been a coincidence of decline in motion picture attendance in the rising rate of TV. Mr. Goldwyn declared "the bad ones (pictures) will suffer."

Mr. Goldwyn declared: "As long as you make a good motion picture product you're all right. You have nothing to worry about."

He also said that television would do away with bad pictures and the double feature, in response to questions proposed by Mr. Terry, Campion Bell and Noel Jordan of U. of Denver and Alex Murphere, Denver Post drafter, "I advise my pictures on television. In fact it's a medium to advertise." The discussion panel was broadcast later on KLZ.

### W. S. MAUGHAM

**Signs CBS-TV Contract**

W. SOMERSET MAUGHAM, British author, signed his first television contract last Thursday in New York at a news conference which calls for him to act as host-commentator on a network television series, "Teller of Tales," sponsored by Tintain (Bymart Inc.).

Program starts Oct. 18 on 48 CBS-TV stations, Wednesday, 9-
30 p.m., and will feature adaptations of Mr. Maugham's own short stories. Show is packaged by the John E. Gibbs Co. Cecil & Pres.

Program starts Oct. 18 on 48 CBS-TV stations, 9-
30 p.m., and will feature adaptations of Mr. Maugham's own short stories. Show is packaged by the John E. Gibbs Co. Cecil & Pres.

### CBS-TV BUILDING

**Gets New Facilities**

CBS has estimated a production cost reduction of about 10% to 15% through the acquisition of a five-story former garage at 403-415 E. 76 St., New York, to be used for scenery and stage prop storage and rehearsal.

Savings will result, CBS believes, because it will be able to store complete sets to be used at any time in the future, rather than rent and build a set each time one is needed.

**INSULINE Corp. of America has issued condensed 35-page catalog describing complete line of radio-TV components now being distributed by corporation.**
Where hair-line ACCURACY counts...

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line accuracy is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

In Maurer VERSATILITY they found accurate registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer DEPENDABILITY they found consistently accurate performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer EXCLUSIVE FEATURES, such as the 235° dissolving shutter, they found fast accurate changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other exclusive Maurer features, write

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California

CABLE ADDRESS: JAMAUER

The Maurer 16 mm., designed specifically for professional use, is equipped with precision high-power focusing and the finest view-finder made. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.
PHONEX MION Test

Zenith Asks FCC For Delay

Zenith Radio Corp. has asked the FCC to postpone the starting date of the Phonex test in Chicago one month, to Nov. 1, because the firm does not have 200 wood film to conduct the test properly for 90 days. This was the first admission of Zenith and its president, Comdr. Eugene F. McDonald, Jr., that the motion picture industry has blocked successfully Zenith's efforts to market the Phonex film for Phonexion.

Comdr. McDonald said his second reason for seeking postponement was "an abrupt change in the situation," which occurred recently when Leonard H. Goldenson, president of United Paramount Theatres, re-issued a letter to Spyros Skouras, president of 20th Century Fox, recommending that movie films be made available for the test of dollar-in-the-slot television.

Mr. Goldenson, said the Zenith president, "was the first major theatre operator to publicly agree that there should be a real test of Phonexion in the interest of all."

Refuse Film

"Most" of the major motion picture companies had refused to rent Zenith film for the test, depriving "us of the type and variety of features we need to make it truly representative," Mr. McDonald said. The test, FCC-approved, was to have started in Chicago Oct. 1, with films going to 300 Phonexion-equipped theatres as typical of the population by a research bureau at the U. of Chicago.

Television and telephone installations were completed before the Oct. 1 date, and test transmissions from the Zenith video transmitter atop the Field Bldg. were called "excellent" by the company president.

Recent developments, in the opinion of Comdr. McDonald, "make it seem likely that by Nov. 1 we will have available a true cross section of Hollywood's feature production, and that station's main studio and will be channelled directly through the station's master control.

Expanded stage and camera platforms have been installed, with a theatre projection booth and all equipment retained to serve as an additional film studio. Space adjacent to the projection booth is to be utilized as a control room. The station plans to move most of the audience participation shows into the theatre, with several new shows added to the regular audience analyzing program planned for showing there.

KTLA STUDIOS

Leases Melvon Theatre

KTLA (TV) Hollywood has leased the 1,000-seat Melvon Theatre, corner of Melrose and Van Ness Aves., Hollywood, at a reported price of $2,000 per month, or 25 cents per physical space, plus $25 monthly. The building, renamed KTLA Studio Theatres, is less than a block from the station's main studios and will be channelled directly through the station's master control.

Expanded stage and camera platforms have been installed, with a theatre projection booth and all equipment retained to serve as an additional film studio. Space adjacent to the projection booth is to be utilized as a control room. The station plans to move most of the audience participation shows into the theatre, with several new shows added to the regular audience analyzing program planned for showing there.

New annex, adjacent to main building, housing workshop and storage space for sets and art materials, added at WAAAM (TV) Baltimore.

Phone test
BECAUSE of FCC's recent ruling on color television in which it attempts to force the adoption by the industry of a non-compatible system, the American public would lose 35% of the present $8 billion it has invested in home TV receivers.

This was voiced Sept. 29 by Ross D. Siragusa, president of Admiral Corp., in an address before the National Assn. of Furniture Manufacturers at Chicago's Edgewater Beach Hotel [Radio Advertising, Oct. 2]. He declared that compatibility, which would enable the television industry to convert all black and white pictures from color telecasts, "was nowhere in the picture" when the FCC ruled in favor of the CBS system on Sept. 1.

Following its ruling, Mr. Siragusa said, the Commission, "with all the subtlety of an order from the Kremlin," asked manufacturers to modify their sets, within 30 days, so that they would be compatible with the CBS system. Unless manufacturers did this, he said, the Commission said it would immediately adopt the CBS system as standard.

Both at the time of the FCC ruling and now there was no set in existence which would meet the Commission's requirements, he said. The Commission's move, he declared, was "as complicated and impractical as trying to convert the gasoline engines in 10 million automobiles now in service to charcoal burners."

Cost Prohibitive

Stating that while it could be done in the laboratory, to do it in the field would be both impractical from operating results and "utterly prohibitive from the standpoint of cost," he observed. "It is my opinion," Mr. Siragusa continued, "that of the 1 million sets which will be in service by the end of the year, not 5% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black and white programs broadcast under present standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

By the Commission's ruling, he said, viewers who wanted to receive only black and white television would be compelled to pay a substantial premium to continue to receive black and white from a color telecast.

He also criticized the FCC's delay in lifting the TV "freeze." Pointing out that the delay is depriving a large part of the country of television, he said the Commission has been considering the matter for more than two years and "if the gestation period goes on much longer, the public may demand a cassecaian."

APEX Electrical Mfg. Co., Cleveland, has prepared an advertising program featuring movie shorts and television films with 13 film programs and six 29-second television program shorts available to Apex dealers throughout the country. Entire cost of producing the films was paid by Apex Mfg. Co. and Cleveland agency, prepared the material under direction of Frank S. Ryan, Apex advertising manager, and the films were produced by Alexander Film Co., Colorado Springs, Col. * * *


Louie G. Snader, president of Snader Teleproductions, Hollywood, will release the first of a series of three to three and a half minute films for TV Nov. 1. He reported that 960 open-end shows will be completed within the next year, at the rate of 20 a week. Films are available on 16 and 35mm prints, with sound, and feature such stars as Peggy Lee, Tex Ritter, The King Sisters, Mel Torme and the King Cole Trio.

FORTY television stations throughout country now carrying KTTV (TV) Hollywood Television Newsfeed. Cameraman Charles de Doria's films of Korean fighting, station reports. Cameraman has been filming battle almost since its beginning for KTTV syndication.

SEVEN past presidents of the Society of Television Engineers joined in celebration of STE's 10th anniversary at a recent banquet in Hollywood. L to r: Harry Lubcke, Don Lee Television; Cameron Pierce, KECA-TV Los Angeles; Phil Goldwater, ABC-TV Los Angeles; Henry Hayes, Hughes Aircraft; M. H. Blederman and Curtis Mason, KFI-TV Los Angeles; Larry Borgerson, RCA.

**Film Report**

**Media Expansion**

(Continued from page 56)

Media Expansion

despite the high cost of sets. "Radio went through a similar rapid development, and in 25 years grew from nothing to acceptance today in more than 85% of all American homes," he recalled. TV's growth is much quicker, he added. Television on a completely national scale should catch up with radio in the next three years, reaching "not sometime in 1955 as originally predicted, but long before that—the latter part of 1953 might be a reasonable guess," according to Mr. Donaldson.

He cited figures based on a quiz of 213 sales managers to indicate that a dramatized program, appealing to both eye and ear, was eight times as effective as an oral message in getting over the same sales point.

Using estimates of Jan. 1, 1951, TV ownership, he showed figures (see chart) indicating that 56% of all American homes will lie within range of a TV station, with 24% of these homes actually owning TV sets or 19% of all U.S. homes.

Just a few days ago, he noted, NBC revised its estimates to indicate 41% instead of 34% of all homes in TV areas having TV sets next Jan. 1, or 23% instead of 19% of all U.S. homes.

In line with Assn. of National Advertisers' campaign to reduce radio rates because of TV, Mr. Donaldson said: "It is an established fact that the average television home uses its set to the virtual exclusion of its radio set."

He showed figures on Ford Theatre telecast, with declining cost per home reached.

He concluded with the statement that the "growth of television is, in effect the growth of a mighty salesman—a salesman which can be used with most gratifying results."

WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLBW-TELEVISION

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of WLBW-Televison's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs . . . Parkview and Alber's Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus. That's the case . . . and that's the reason you should contact the nearest WLBW sales office about availabilities on WLBW-TELEVISION.

**HOME EQUIPMENT**

**TV Seen Standard by '60**

TELEVISION sets will among the standard home equipment wanted by the average family in 1960, according to Robert P. Gerhols, of Flint, Mich., president of the National Assn. of Real Estate Boards.

Mr. Gerhols made the prediction during the convention banquet of the Washington Assn. of Realtors in the Davenport Hotel, Spokane. He based his statement on the results of a NAREB survey in which replies from 1,000 realtors from cities in 47 states and from the District of Columbia were tabulated.
Now color tv for industry!

THE DU MONT TA-164A
CLOSED CIRCUIT
INDUSTRIAL
COLOR TV SYSTEM

Now available! The Du Mont tried-and-proved industrial color television system in a complete, packaged, ready-to-operate form. Designed specifically for industrial applications, the new Du Mont TA-164A Industrial Color TV System provides bandwidth of 18 mc. and picture resolution of 525 lines. Full high-fidelity color from light pastels to deep colors.

Engineered to provide dependable day-in-day-out service required by industry, research, medicine, merchandising and countless other fields. Compact, lightweight, portable units are joined by interconnecting cables utilizing the famous Du Mont "Jiffy" connectors assuring complete flexibility and the Du Mont kind of dependability. May be plugged into power line anywhere. Operates on 110-volt 60-cycle AC.

Details on request

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N.J.
SMPE MEET
List Lake Placid Speakers
PROGRAM topics listed for the forthcoming 69th semi-annual
convension of the Society of Motion
Picture and Television Engineers
[BROADCASTING, Sept. 25] include
engineering subjects such as magnetic
recording, sound, film registration and
color photography. The conve
sion will be held Oct. 16-20 at the
Lake Placid Club, Lake Placid,
N. Y.

Speakers at the Oct. 18 morning ses-
session will include: Loren L. Ry-
der, Paramount Pictures Corp.,
Hollywood; L. T. Goldsmith, SMPE
chairman; G. E. Crane, J. G. Frayne
and E. W. Templin, all of Westrex
Corp., Hollywood; B. H. Ranger, Rangertone Inc.,
Newark, N. J.; M. Rettinger, RCA
Victor Division, Hollywood.

Subjects to be covered at the
Oct. 19 afternoon and evening ses-
sions include papers on film regis-
tration and photography and color.
The following speakers are listed:
Edward Smith, Reeves Sound Studios,
New York; A. E. Murray, Bausch &
Lomb Optical, Rochester, N. Y.; V. T.
L. Carrington, Altec Corp., Holly-
wood; W. V. Wolfe and W. F. Kiel, R.
Research Corp., Inc., Menlo Park,
Calif.; W. J. Badgley and R. A.
Shea, Producers Service Corp., Holly-
wood; G. J. Badgley and W. E. Fraser,
Naval Photographic Center, Washing-
ton; J. A. Nordin, Loucks & Nordin
Studios Inc., New York; G. C. Misner,
American Rink Cinemas, New York;
and E. R. Baskin, Photo Research Corp., Burbank, Calif.

Social events planned for the five-
day meeting include a cocktail
hour followed by the annual ban-
quet, dancing and entertainment in the
Agora Theatre and sightseeing
trips. Reservations are still being
taken directly by the Lake Placid
Club, according to William Kunz-
mann, convention vice president.

Australian Video
BIDS for the erection of Aus-
tralia's first television station have
been called for by the Australian
Broadcasting Control Board. Ex-
perimental in nature, the outlet is
to be built in Sydney. Although
TV, under the present regulations,
is a government monopoly, amend-
ments to the Broadcast Control Act
are expected to enable commercial
stations to telescast.

KFB1 Farm Day
KFB1 Wichita, Kan., and its
farmer director, Lester Weather-
wash, brought state and local
recognition to the out-
let's recently sponsored
"Farm Soil Conservation
Day" when more than 2,000
farmers visited a farm to see
productive miracles, through conservation, about which
Mr. Weatherwash had been
telling them. Speakers at the
event included Governor
Frank Carlson; Hale Bon-
durant, KFB1 manager, and
Dr. H. B. Bennett, chief of
U. S. Soil Conservation Ser-
vise. The Bennett talk was
transcribed and portions of it
later used on ABC's Ameri-
can Farmer program.

his findings with the reminder that
stations reporting no newscasts
either use commercial newscasts or
take network newscasts. In fact,
he found that 60% of reporting
stations said they use commercial
reels, presenting combined new-
cast, station production or a
combination of newscasts.

Over half (54%) of the nation's
TV stations, according to the sur-
vey, do not feel that on-the-spot telescasts will supplant
film coverage of disasters and other unforeseen events, at least
within the next five years. But
the majority (60%) do utilize re-
move telescasts for coverage of
major events on a planned basis.

Little Conformity
Additionally, there is little con-
formity as yet to type of news
presentations, Prof. Lambert
found, pointing to one finding that
there is almost no type of news
program that does not require
some sort of aural explanation. He
noted these statistics:
23% of news announcers present
news with their scripts visible; 28%
add lib news; 15% use a script out-
of-range, and 15% use own notes. Live
interviews are used by 14%, while 18% prefer filmed interviews.

Other findings uncovered by the
Lambert survey:
16% of newswomen now employed in TV
stations were hired directly from jour-
nalism schools; 45% were formerly employed by radio news de-
partments and 24% by newspapers; 9% in photog-
raphy; 3% in newreels and dramas.

TV'S NEWS 'SENSE'
Stymied by Economic Factors, Study Finds

TELEVISION has not yet devel-
oped its own dimension for news,
partly because station operators
have been unable to bridge the gap
between presentations which appeal
to the viewers and current economic
considerations.

Some TV stations, in fact, have
no news staffs at all and others
report they maintain only skeleton
staffs.

These findings are among the
conclusions reached in a survey
completed at the U. of Missouri
School of Journalism by Associate
Professor Edward C. Lambert.
The study was based on 61 returns
received from questionnaire-
sent to 101 TV stations in operation as
March 1.

Results of Study
"One of the most surprising re-
sults of the study," Prof. Lambert
stated, "was the revelation that 19
of the stations have no news staffs
at all, even though they reported
news as staff of only one man
(or his fulltime equivalent). The
average TV newssroom, however,
has two fulltime men and one half-
time employee.

"Over half of the stations in the
news field now employ joint util-
ization of newsmen in AM, TV and
FM operations. As high as 22% of the
newswomen are affiliated with
stations which employ a man or FM
outlet, he noted.

"Station executives returning
completed questionnaires were
asked about even division as to whether
news was severely limiting
their news expansion, according to
the survey. Forty-four percent
said they were plagued by financial
considerations; 41% reported no
economic limitations; and 15% did not
answer the question.

"Those citing a "financial pinch"
feel that the economic problem is the
"worst hurdle," and that "there
would be only small problems to
face in giving really effective TV
news coverage if the cost factor
could be economically solved."

Most of the respondents, Prof.
Lambert reported, have indicated
they would like to offer "more sub-
stantial fare" but are "at a loss as
to how it can be done in a manner
that is both appealing to the view-
ers and yet inexpensive enough to
attract sponsors." Only a few ex-
pressed doubt as to the value of
TV news presentation.

"I do not believe that anyone, as
yet, has solved the problem of
presenting news on TV. The man
who can solve that problem will
become a rich man over night,"

Philip Laskey, vice president and
general manager of KPIX (TV)
San Francisco, felt that "television
will no doubt develop its 'news
sense' as it grows, and as inexpen-
sive techniques are developed . . .
that is likely that the public will
come to depend on this new medium
for its news information."

The Lambert study reported further
that only two of the stations which
were reclassified to a new program
the breakdown: 18 (36%) offer two per
day; 13 (25%), one per day; 11 (19%)
three daily; 4 (8%) four daily. Other
individual stations schedule between
five and nine each day.

Prof. Lambert, who conducts an
advanced course in TV, qualified

October 9, 1950 • Page 71
EXCESS PROFIT

EXCESS PROFIT problem which tax experts on Capitol Hill are studying is that of business firms, such as radio and television station licensees, who operated on the red side of the profit ledger during most of the

base period. If the firm increased its business and was allowed for increased capacity during the period, it was permitted to average its base period on a modified "highest figure."

Such a provision, according to the tax staff, is contemplated for inclusion in the new excess profits recommendation.

That report is expected to be ready for study by the House Ways & Means Committee and the Senate Finance Committee by Nov. 27 when Congress is scheduled to reconvene. The new bill will be reintroduced July 1, 1949.

A resolution to that effect was included in the "interim" tax bill (HR 8920) which passed Congress last month [BROADCASTING, Sept. 41]. It has been signed by the Presidnet.

Would Add $4.5 Billion

Designed to add some $4.5 billion in revenue to 1942 for U. S. defense work, including the Korean situation, the bill also contained provisions to levy a 10% federal excise tax on TV sets on the manufacturer's level.

Other features: Imposes tax on profit making business enterprises of certain educational institutions (including their commercial radio-TV stations); boosts corporation income taxes from which the government would gain some $1.5 billion a year; permits certain special tax incentives and credits to industry retooling for defense production; increases income taxes; provides for increased help for Great Lakes shipping, etc.

If the present plan on the excess profit is followed it may mean that a "lame duck" Congress will be writing tax legislation—which is an unusual procedure but safer politically.

BURNETT EXPANDS

Dodge To Radio-TV Staff

LEO BURNETT Co., Chicago, expands its already extensive radio and TV operations with the addition of Frank Dodge as production manager in radio and TV in the New York office. Mr. Dodge, formerly of NBC and CBS, worked mostly recently as production coordinator on Arthur Godfrey's "New York World-Telegram & Sun.

Ed Keil has been transferred from the radio and TV department in Chicago to the same department in New York. William McIvain continues to handle broadcasting facilities and business matters in New York. In the Los Angeles branch, Wallace Buggs & John Butcher have been hired to assist Broadcasting Manager Wendell Williams.

HERALDING WECB Duluth's "bright new approach" to Duluth and Superior listeners with new program innovations, WEBE's new staff personalities, Rance Valentine (I) and Mark Sheeler, picket the studios on behalf of "Old Man Gloom."

MILLIONAIRE CLUB
WKY Staffer Starts Plan

TAKING his cue from a recent article in True magazine, Sportscaster Jim Hughes of WKY Oklahoma City has started to enlist members in his own "700 Millionaire Club."

The article claimed that 700 Oklahoma millionaires support the U. of Oklahoma football players.

Deciding to go the magazine one better, Mr. Hughes also is making room for Oklahoma A. & M. in forming his club. Fearing that the A. & M. team may become chokes up with jealousy at the sight of the Sooners floating in oil wealth, he wants the Aggies to have an equal number of "millionaire" backers, too.

Mr. Hughes has invited football fans to send in letters, accompanied by $5 cents, naming the football player they believe is most entitled to his own oil well. Aggie fans are to nominate Aggie players, O. U. fans are to nominate Sooners. The A. & M. player and the O. U. player receiving the most nominations in the first 700 letters from each school's backers, will receive oil wells of their own—triumphs with gilded oil derricks.

L. A. CHARITIES

Unified Drive Opens Oct. 18

OPENING CAMPAIGN of Radio-Television-Recording Charities Inc., Los Angeles, non-profit organization formed to combine all charity demands in radio, television and allied fields into one unified drive, will be launched officially Oct. 18, it was announced last week at a special news conference.

Charities covered by the organization include American Cancer Society, American Heart Assn., Community Chest of Los Angeles area, American Red Cross, March of Dimes, Sister Kenny Foundation, YMCA of Los Angeles area. Additional charities will be added from time to time.

Patterned after the Motion Picture Permanent Charities Committee which has functioned successfully for the past several years in the Los Angeles area, the group will cover those in the following industries: Radio, television, recording and allied fields, artists' managers, business agents, radio and TV stations and audience survey companies, advertising agencies and unions.

Group has its headquarters at 1540 N. Vine St. Burt Zinn is executive director. Officers are Sidney N. Stroz, recently resigned as NBC administrative vice president, president; Larry Shea, president, Artists & Products Services, vice president; Donn Tatum, vice president and general counsel, Don Lee network, secretary; Wayne Tis, vice president in charge Hollywood office, BBDO, treasurer.

Charles S. Drane
CHARLES SISSON DRANE, 61, vice president in charge of advertising of Plough Inc., Memphis, manufacturer and international distributor of drug products and cosmetics, died Sept. 25 in Battle Creek Sanitarium, Battle Creek, Mich., after a long illness. He had been connected with Plough Inc. for 20 years. He is survived by his widow and four sisters.

MORE than 30 stations of Quaker network will air campaign speeches originating at key station, WFLP Philadelphia. Network is state wide.

W E R D
Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hoover Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A 26.0%
INDEPENDENT WERD 17.5%
Network Station B 16.8%
Network Station C 13.8%

WERD, America's first and only Negro owned radio station, offers YOU the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:
Interstate United Newspapers, Inc.
NEW YORK • CHICAGO • DETROIT

for "TOPS IN SPOTS"

Contact our nearest office
Chicago 185 N. Wabash Avenue
Atlanta Bowden-Henley Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

Page 72 • October 9, 1950

BROADCASTING • Telecasting
BROADCASTING

CANADA MEET

WAB Discusses Surveys

RECOMMENDATIONS on sales and coincidental survey policies were made at the three day annual meeting, Sept. 28-30, of Canada's Western Assn. of Broadcasters at the Hotel Palliser, Calgary. Directors from the WAB will place the recommendations before the annual meeting of the Canadian Assn. of Broadcasters at Quebec next February.

The WAB recommended, after due discussion, that the Bureau of Broadcast Measurement, Toronto, take over the supervision and administration of coincidental telephone surveys. These are now handled by private organizations, and the BBM in turn arranges to set up by the broadcasters, advertising agencies and advertisers.

WAB also asked the CAB sales advisory committee to study the best and most practical methods of maintaining fair practices and standards throughout the industry. This resulted from a discussion on the per premium system of some radio advertisers.

It was also suggested that a series of programs be produced to tell listeners the importance of privately-owned broadcasting stations, and the work they do for their communities.

Western Canadian broadcast station technicians and engineers are to have their own annual meetings henceforth. It was unanimously decided during the final day sessions of the WAB annual meeting, with stations expected to finance the annual meeting as a way that engineers could exchange views on operation and developments.

E. A. Rawlinson, president of CKBI President, B.C., was elected president. He is also a director of the Canadian Assn. of Broadcasters. WAB directors elected were: F. H. Elphicke, CKWX, Vancouver; H. G. Love, CF CN, Calgary, and Wm. Speers, CKRC, Winnipeg.

A resolution from the City of Winnipeg was presented to the WAB meeting, thanking the broadcasters for their generous services during this year's Winnipeg and Manitoba floods and for the $985,000 raised by the radio stations for the Manitoba Flood Relief Campaign.

Low Power FM

FURTHER assist to noncommercial, educational FM radio was offered by FCC in April, and in May, FCC indicated the present requirement that a licensed operator be present at the transmitter may preclude stations from obtaining a concession from the educational radio field. The Commission concluded, however, that since the 10 w transmitter operations are very efficient and of much value, remote operation under certain conditions should be permitted. Comment on the FCC's proposal must be filed by May 3 and replies thereto by Nov. 13.


Of BROADCASTING-TIMELIGHTING, published weekly at Washington, D.C., for October 9, 1950.

District of Columbia—Before me, a notary public in and for the District aforesaid, personally appeared H. Long, who being by me duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TIMELIGHTING and that the following is true to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above schedule, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1948, embodied in section 407, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
   Publisher: E. A. Rawlinson, 1377 19th Ave., Vancouver, B.C.
   Editor: Carl Lam, 1377 19th Ave., Vancouver, B.C.
   Managing Editor: A. Taishoff, Washington, D.C.
   Business Manager: H. Long, 1377 19th Ave., Vancouver, B.C.

2. That the owner is: (If owned by a corporation, its name and address and principal place of business must be shown and also the names and addresses of each stockholders owning the greater of 1 per cent or more of the total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given."

MULTIPLEX FM

Rules Change Asked

MULTIPLEX Development Corp., New York, which has reported successful testing of multiplex FM operations using the facilities of the former WGYV (FM) New York [Broadcasting, Aug. 14, 1956], has petitioned FCC to amend its rules to allow multiplexing of aural and other programs in addition to the presently authorized limited facsimile multiplexing.

Since a rule-making proceeding would be involved, it is believed the Commission may be inclined to review the entire FM field relating to transmitting, storing, etc. and the various proposals now before FCC. Muzak Corp., petitioned FCC for authorization of its subscription FM plan a fortnight ago [Broadcasting, Sept. 11, 1956].

MULTIPLEX requests authorization of unlimited multiplexing by FM stations of facsimile and various aural services with standards calling for no degradation of the regular FM program below 15,000 cycles. Great potential aid to civil defense was cited as well as frequency conservation and new revenue for FM outlets. Petition was filed by Seymour Krieger and Norman Jorgensen, Washington radio counsel.

MULTIPLEX FM

Rules Change Asked

MULTIPLEX Development Corp., New York, which has reported successful testing of multiplex FM operations using the facilities of the former WGYV (FM) New York [Broadcasting, Aug. 14, 1956], has petitioned FCC to amend its rules to allow multiplexing of aural and other programs in addition to the presently authorized limited facsimile multiplexing.

Since a rule-making proceeding would be involved, it is believed the Commission may be inclined to review the entire FM field relating to transmitting, storing, etc. and the various proposals now before FCC. Muzak Corp., petitioned FCC for authorization of its subscription FM plan a fortnight ago [Broadcasting, Sept. 11, 1956].

MULTIPLEX requests authorization of unlimited multiplexing by FM stations of facsimile and various aural services with standards calling for no degradation of the regular FM program below 15,000 cycles. Great potential aid to civil defense was cited as well as frequency conservation and new revenue for FM outlets. Petition was filed by Seymour Krieger and Norman Jorgensen, Washington radio counsel.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

How Many & How Much?

1949 BMB

Daytime

BMB Radio Families

50-100% 19 Counties 101,680 517,587 279,752
25-100% 27 Counties 157,110 814,186 452,784
10-100% 36 Counties 216,220 1,115,996 610,207

1949 BMB

Nighttime

10 Counties 72,050 360,853 232,657
25-100% 22 Counties 128,350 654,711 373,006
10-100% 31 Counties 188,540 972,052 538,598

Retail Sales Figures, "1949" omitted from FN 1949 "Survey of Buying Power"
WBT OBJECTIONS

NLRB Recommendations Hit WBT

OBJECTIONS to a trial examiner's recommendations that WBT Charlotte, N. C., reinstate 8 of 10 technicians it dismissed last year during the heated of its dispute with IBEW Local 1229—and to other preliminary findings—have been filed with the National Labor Relations Board by legal counsel for Jefferson Standard Broadcasting Co., licensee of the station.

The exceptions to recommendations of Examiner Alba Martin (BROADCASTING, Sept. 4, Aug. 28), it was understood, sharply protested:

(1) All reinstatements on grounds the employees had made false and improper references to the company.

(2) Finding that station had refused to bargain after April 30, 1950.

(3) Charge that the company “restrained and coerced” the technicians by giving them “unsatisfactory” endorsements in its communications with FCC.

Referred to Handbills

The WBT brief, filed Sept. 22, apparently referred in part to handbills allegedly distributed by the technicians, which described WBTV (TV) video operations as “second-class” and which contained other adverse comments. Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV, previously has charged that the employees had done their “best to tear down and bankrupt our business.”

In its brief, filed by the law firm of Prince & Blakeney, the company claimed that it dismissed the men “for cause”; that the trial examiner “erred” in charging it with unfair labor practices; that the company’s signal was “vague and indefinite,” and should have been dismissed.

WBT said it was not obliged to bargain with IBEW after April 30 on grounds that the union had lost its majority status for proper representation.

With respect to Sterling Hicks, IBEW Local business manager and station technician, who was convicted of a “misdemeanor” involving charges of conspiracy to dynamite the station’s transmitting tower, the station maintained it had “good grounds” for giving him an “unsatisfactory” technical endorsement. Furthermore, the station questioned whether Mr. Martin should have ruled on the Hicks phase since it had not been included in the original complaint.

Mr. Martin did not recommend reinstatement for Mr. Hicks, unless his conviction should be reversed, but suggested the station review his technical qualifications and so advise the FCC as to its endorsement.

KNUZ Aids SPCA

TO help the local SPCA Shelter find homes for “orphanned dogs,” KNUZ Houston, in cooperation with the National Biscuit Co., has devoted 10 hours weekly as a public service. Indicating phenomenal response by listeners, KNUZ reported finding homes for over 100 dogs since Sept. 1, the date the feature began.

STEWART TO FCC

In Organization, Methods Earl C. STEWART, formerly with the Bureau of the Budget, has been named by FCC as planning officer in charge of the Organization and Methods Division. He succeeds Charles Kobliants, who resigned to join the management consulting firm of Booz, Allen & Hamilton [CLOSED CIRCUIT, July 22]. Mr. Kobliants, before leaving FCC, supervised pre-organization surveys which led to creation of the Common Carrier and Safety-Special Services bureaus.

Three appointments also have been announced by FCC: Robert W. Cox, budget officer, has been promoted to assistant executive officer, while Richard Solan, personnel assistant, has been promoted to administrative assistant to the executive officer, W. K. Hall, Sydney L. O’Guin, acting chief, named chief of the Atlanta field office of the Commission’s Common Carrier Bureau.

MORE AUDIENCE — MORE MAIL

MORE ADVERTISERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Teletasting
SATURATION
WHAM Rochester, N. Y., sponsoring all-out campaign including air, newspaper and direct mail. Twenty newspapers ads and direct mailings were built around station's local and network newscasts. Pictures of newscaster were used. Mailing went to 30,000 telephone homes, with additional distribution obtained through Welcome Wagon hostesses.

FIRE PREVENTION WEEK
WWDC Washington, Oct. 9-14, will broadcast all fire alarms reported in District area. When fire company is called out fire alarm headquarters will report to station and give details. Programs will be interrupted by sound of fire siren; announcer will then give location of general area of fire, also will bring out that week is Fire Prevention Week.

FAN TURNOUT
WLW Cincinnati's Ruth Lyons took her Morning Matinee and Fifty Club about to Columbus for "Ruth Lyons Day." Shows are simulcast over WLW (TV) Columbus, WLWD (TV) Dayton and WLWL (TV) Cincinnati. Matinee show was held in downtown theatre, for which reportedly over 15,000 listeners bought tickets. Fifty Club originated in WLW studios. Police-escorted downtown cavalcade and visits to hospitals completed day. Similar trip to Dayton scheduled for Oct. 15.

WCCO 'SCOP' WCCO Minneapolis, Sept. 26, through alertness of Ralph Moffatt, disc jockey, scored local news "beat." Mr. Moffatt noticed ambulances while on his way to work, and called WCCO news department. Following ambulances, Charles Sarjeant and newscaster Jack Haston found school bus which had been forced off highway in collision with car while en route to ball game. Six children had been hospitalized. On-the-scene report was radioed to station from mobile unit and used on Cedric Adams Nighttime News show.

EGG TIMER
WBW Topeka, Kan., sends trade time postcard with three-minute egg timer attached by brads. Card reads, in part, "WBW turns time into greater sales for you!" Similarities between dependability of timer and station's programming are brought out. Card is attached by which additional timers, station's availabilities or Dr. Whan's survey of Kansas radio listening may be ordered.

PAPER'S SHOW
KNBC San Francisco, Mapping the News, Sun., 12:10-12:30 p.m. Discussion and analysis of week's news, sponsored by San Francisco Chronicle. Show is handled by two members of Chronicle editorial staff, Gene Forbes and Ed Radenzel. References to maps in Chronicle tie-up two media.

POSTCARD CAMPAIGN
WCP Boston conducting eight-week postcard campaign, lasting through October. Photograph postcards, showing WCP artists at work, sent to trade. Back of each postcard carries simulated handwritten message from star pictured on front, urging reader to make use of station's popularity.

NEW LOCATION
WTAG Worcester, Mass., July 11, Johnny, Morning chatter show, now aired from Town Room of Hotel Sheraton in Worcester. Listeners who write for tickets are seated in special roped-off section, and interviewed. Others occupy remainder of room's 200 seats. Hotel's guests are invited to take part in program by cards left in rooms.

SIMPLE ADDITION
MBS sends trade large paper-bound book containing grey, yellow and white illustration of "Mister Plus" from its current campaign. Net-work's symbol is seen in various costumes and situations pointing up coverage, low cost, flexibility, etc. Letter from Robert A. Schmid, vice president, typed in form of plus sign, accompanies book.

CENTENNIAL celebration of Manchester, Iowa, gave Tait Cummins (r), sports director WMT Cedar Rapids, an opportunity to use this covered wagon. Wagon had been won by WM T in a CBS March of Dimes contest two years ago. Banner reads, "Follow the Iowa Hawkeyes with Iowa's Favorite Sportscaster Tait Cummins."

LEGIONNAIRE REPORTS
KSTP-TV Minneapolis, Sun., 10:15-10:30 p.m. Bob Conn, Commander of 5th district of American Legion in Minneapolis, reports on Korean war, drawing on background of two years in Korea during last war. As well as giving well integrated reports on current progress, Mr. Conn inserts items of interest concerning customs and habits of Koreans.

...programs promotion premiums...

HOWARD J. MCCOLLISTER COMPANY
PAUL W. MCCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, AHERTON, CALIF. • DAVENPORT 3-3261
Shows with a Hollywood Heritage • Member NAB...

THE CURRENT SITUATION...
Respects

(Continued from page 48)

turning point in his radio career, he might well say: "I left home
for New York and ended up in Minneapolis—a statement over-
simplified but literally true.

The WCCO executive was born in
Chatanooga, Tenn., June 21, 1917. His father was employed in
the wood box manufacturing business in Chatanooga where
he attended high school.

Young Wilkey cultivated an em-
bry's interest in the radio art
while still in college. He was
instrumental in organizing a radio
unit of six members "four (of
whom) are engaged in the radio
business today. Two are network
announcers and the other is with
a clear channel station in the
south."

At the U. of Chatanooga, Mr.
Wilkey also supplemented his ac-
tivites with teaching at a military
prep school. When illness struck
him down for a year, he turned
to radio for his recreation and
found himself interested in the
medium.

Upon recovery he returned to
the university and continued his
studies, receiving a B.A. degree.
During those college days, Mr.
Wilkey dabbled at various jobs
enabling him to continue his edu-
cation. These assorted duties
 ranged from selling women's shoes
to driving a delivery truck for
a Chatanooga florist.

But such uninspired duties were
not for Gene Wilkey, who turned
to WDDO Chatanooga, a CBS
affiliate for employment as a
general handyman. "It was a job and
not a position," Mr. Wilkey mused,
recalling those post-college days.
"In fact, there are more jobs than
positions in every station I have
seen." Successively, he was night
telephone operator, assistant pro-
ducer, and "extra" announcer. He
left WDDO in 1944 while station
program director.

A. E. Joselyn, CBS operations
manager on the West Coast, was
responsible for one of Columbia's
patented famous "fast transfers." Mr.
Joselyn was enthused when he
joined CBS New York's production
department when "Joe," then
manager of WCCO, just happened
along on the scene at the CBS
network department in Manhat-

an.

To Minneapolis

When he purused Mr. Wilkey's
personnel records, Mr. Joselyn
decided even then that Mr. Wilkey's
Tennessean was just the man
WCCO was looking for. Thus Mr.
Wilkey went to Minneapolis as as-
sistant program director.

The union of the present CBS
network marked the turning point
of a career that was to assure Mr.
Wilkey a firm place in the hearts
of the Minneapolis populace and
trade.

Thereafter he served as produc-
tion manager and program direc-
tor, assuming broader responsi-
bilities until, in 1948, he was named
WCCO assistant general man-
ger. His duties mounted with his
appointment as general sales
manager of the station the follow-
ing year. When Wendell B. Camp-
bell ascended to the post of western
sales manager for CBS in Chicago
last Feb. 16, young Mr. Wilkey
stepped in as general manager.

It was perhaps inevitable that
Mr. Wilkey, who served under Mr.
Joselyn and, later, Merle Jones,
should assume the general man-
ger's duties of the CBS-Minneapolis
station—perhaps just as
inextricable as the fact that Mr.
Jones rejoined Mr. Joselyn on the
West Coast as director of KNX
Los Angeles—as part of the net-
work's realignment early this year.

Post-War Readjustments

Those six short years marking
his rise to the management of
WCCO, his associates emphasize,
were spent in complete with personal
and sales problems growing out of the
war and the post-war adjustment
period. But Mr. Wilkey set out
on a policy of developing outstand-
ing radio names, among them
Cedric Adams, who developed un-
der the Wilkey aegis from a local
newscaster to a radio and tele-
vision star heard coast-to-coast five
days weekly.

Bob DeHaven, Larry Haeg and
George Grim, other WCCO per-
sonalities, also became household
names through the nation's bread-basket of the nation.
Recent additions include Stew Mc-
Pherson and Ralph Moffatt, who

 Selling Guests

WITH the cream of women commen-
tators in town for the
District 10, Assn. of Women
Broadcasters meeting, Sept.
23, Betty Wells, KRNT Des
Moines, proved an opportu-
nism. She invited to her pro-
gram Doris Murphy of KMA
Shenandoah, Iowa, and
KMTV (TV) Omaha, Dist-
trict 10 chairman, Mary
Louise Marshall, WOC-AM-
TV Davenport, Iowa state
chairman; Martha Bohlsen,
WOW-AM-TV Omaha, Ne-
bradish state chair; and
Sandra Lee, WIBB Kanas-
City, Mo., Missouri state
chairman. Then to prove
their selling powers, Miss
Wells had each of her guests
give a commercial on the air.

were coaxed over from Europe.
Under his guidance, WCCO per-
sonalities became stronger and
stronger, and WCCO almost
increased, and the station's for-
mula, "Good Neighbor to the
Northwest," expanded with all-out
participation in such community
activities as the March of Dimes,
Miss Minnesota State Fair and the
Columbia's Aquennial radio shows,
and coast-to-coast each summer.

Mr. Wilkey also had a significant
hand, under the management of
Mr. Jones, in formation of a series
of human relations programs
(Neither Free Nor Equal. As
the Twig Is Bent) in which CBS
has specialized. He worked with Sig
Mickelson and Ralph Backl, now
with CBS in New York.

The WCCO executive's record in
the programming and sales fields
should qualify him to know where-
of he speaks when expressing con-
victions on the future of radio.
When confronted by alarmists and
TV enthusiasts, Mr. Wilkey lets
it be known that "radio . . . good
radio will not suffer materially
from the so-called inroads of tele-
vision." He feels good radio will
become bigger and better, but
quips that the foundation of
"good radio" is good program-
ing and smart selling which utili-
ize all the force that radio can
muster.

To that end Mr. Wilkey has con-
tributed much to WCCO's strong
annual summer sales pitches ("Sell
'em While They're Hot" etc.), de-
signed to counteract that occupa-
tional radio bogey, the hiatus, when some advertisers prefer to
sit it out advertising-wise.

Aside from his responsibility of
maintaining WCCO among the top
in Twin City broadcasting circles,
Mr. Wilkey also serves as general
chairman of the Hennepin County
chapter of the National Founda-
tion for Infantile Paralysis, and
as radio chairmen of the county
chapter of the American Red Cross.
He also serves on the board of di-
rectors of the Minneapolis Aqua-
tennial Assn., and as a member of
the Rotary Club, Minneapolis
Athletic Club and Minneapolis
Club.

His principal hobby according
to his friends, is his job, but Mr.
Wilkey does manage to do some
fishing or play an occasional round
of golf.

One other proof of Mr. Wilkey's
sales talents—on April 5, 1947 he
married the former Emeele Kremer of
Minneapolis.

When asked about his future
plans, the Tennessean usually
smiles and, recalling his Chat-
anooga experience, replies: "To
avoid teaching school."

ANDERSON NAMED

Radio News Club President

DAVID ANDERSON, NBC Holly-
wood news broadcaster, has been
elected president of the Radio News Club of
Southern California. He
succeeds Al Gordon, KFWB Los An-
geles news editor.

Bob Garred, ABC newscaster,
and Beery Jenny, freelance news
writer, were named vice president
and secretary treasurer, respec-
tively of RNC. Besides Mr. Gor-
don, new board members include
Chet Huntley, CBS news analyst;
Hank Weaver, ABC newscaster,
and Al Downs, assistant manager,
NBC Western Division news and
special events department.

WTIC Hartford carried direct tele-
phone-recorded report on total eclipse
of moon, Sept. 26, from Observatory
at Yale U.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash
income of from $200 to $1,000 per week,
Wire, Call or Write
Edgar L. Bill
Merle V. Watson
NATIONAL RADIO PERSONALITIES
Peoria, Illinois
Phone 6-4607
We originated sponsored Radio Personality 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.

Page 76 • October 9, 1950
PACIFIC AAAA
Radio-TV Oct. 8-11 Agenda

TWO TOP agency executives will discuss the role of radio and television in relation to the problem of how West Coast advertisers can expand their horizons to keep pace with West Coast industry, at the annual meeting of the Pacific Council of American Assn. of Advertising Agencies which opened yesterday (Sunday) at the Hotel Del Coronado, Coronado, Calif., and will run through Tuesday.

J. C. Cornelius, executive vice president in charge of western offices, BBDO, Minneapolis, will take up "Problems Regarding Radio and Television Rating Services" at one of the main sessions. At another, Richard E. Francis, vice president and manager of the Hollywood office, Campbell-Ewald Co., will discuss "What's the Latest Regarding Television on the West Coast?"

Other speakers include:
Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York; Clarence B. Goshorn, chairman of board, Benton & Bowles, New York; Fairfax Cone, chairman of board, Foote, Cone & Belding, Chicago, and national AAAA chairman; Thomas Dillon, vice president and account executive, BBDO, Los Angeles; Louis N. Brockway, executive vice president, Young & Rubicam, New York; Frank H. Graf, A. C. Nielsen Co., San Francisco.

Innovation at this year's convention is the inviting of advertisers to sessions. Approximately 300-400 agency and advertising people are expected to attend the four day meet.

Rosene Named

MARVIN ROSENHE, salesman for WIND Chicago who has been active in the Midwest Baseball Network controlled and originated by the station, has been named general manager of KIOA Des Moines. KIOA was taken over Oct. 1 by Ralph L. Atlas, general manager of WIND, and several associates.

THE OLD SEA-HORSE SAYS:

Have YOU checked the WVMI—Area? Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI
Biloxi Mississippi
Serving the Entire Mississippi Gulf Coast
1000 WATTS • 570 KILOCYCLES

BROADCASTING • Telecasting

NEW officers of the New Jersey Broadcasters' Assn. getting together after their election at the annual meeting Sept. 29 at Asbury Park, N. J. [Broadcasting, Oct. 2], are (l to r): Fred Weber, WFPG Atlantic City, member of executive committee; Ronald Compton, WKDN Camden, vice president; Maurice E. Mitchell, new general manager of Associated Program Service, who addressed convention on radio sales; Carl Mark, WTTM Trenton, president; Harry Goodwin, WNJR Newark, member of executive committee; Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer.

BETTER ADS AAAA Central Council Theme At Meeting in Chicago

ADVERTISING AGENCIES' "number 1" job this year is to create better ads, and this goal was taken as the theme of the annual Central Council Meeting of the American Assn. of Advertising Agencies (AAAA) in Chicago last week.

An estimated 250 advertising executives met at the Drake Hotel Thursday and Friday to hear nationally-known agency men back up the theme of the sessions. Central Council meetings scheduled for all day Friday were preceded by a closed management meeting Thursday afternoon and evening, when AAAA President Fred Gamble and BBDO moderated panel groups discussing general management problems of the industry.

Panelists included Fairfax Cone, chairman of the national board; Louis N. Brockway, vice chairman, executive vice president, Young & Rubicam; John P. Cunningham, J. Davis Danforth, Winthrop Hoyt, Abbott Kimball, George Weber, Earle Ludgin, Albert W. Scherer, John L. McQuigg, Ralph L. Wolfe and Wesley Echoll.

Henry Haupt, Central Council chairman, vice president at the Chicago office of BBDO, arranged for speakers to appear at the Friday clinics. They, with their topics, were: Mr. Gamble, "The State of the Industry"; Mr. Cunningham, executive vice president of Cunningham & Walsh, New York, "The Headwork, Footwork and Penwork of Copywriting." and Julian L. Watkins, executive at J. Walter Thompson, New York, "Inspiring Copy Makes Great Advertisements."

A morning television session concerned production problems, reduction of costs, and video research. Members of the panel were Clarence Goshorn, chairman; Benton & Bowles; Mr. Brockway, Hugh Davis, executive vice president, Foote, Cone & Belding; Mr. Hoyt, R. J. Scott, president, Schwarmer & Scott, and J. L. Stolzoff, vice president, Cramers-Krasselt.

Clifton Utley, NBC radio and TV news commentator from Chicago, discussed "The World Situation" at the Friday luncheon, after which Sam Gale, vice president and director of advertising and public service for General Mills, spoke on "Someone's Listening" at the afternoon session.

Other speakers—Ted Patrick, editor of Holiday magazine, "An Editor Looks at Advertising"; Andrew Armstrong, Leo Burnett agency, Chicago, "New Trends in Art"; John Caples, vice president of BBDO, New York, "Best Pulling Ads"; Mr. Brockway, ethics as a factor in the creation of better advertising.

Mr. Cone, board chairman of Foote, Cone & Belding, concluded the day's activities with his explanation of why "Copy Is Still Our No. 1 Job."

THE OLD SEA-HORSE SAYS:

Have YOU checked the WVMI—Area? Only WVMI can offer "So Much For So Little"—May we tell you more?

WVMI
Biloxi Mississippi
Serving the Entire Mississippi Gulf Coast
1000 WATTS • 570 KILOCYCLES

BROADCASTING • Telecasting

October 9, 1950 • Page 77
DISTRICT 10 DELEGATES at NAB meeting in St. Louis [BROADCASTING, Oct. 2] arc (1 to r): Seated, S. H. McGovern, KSO Des Moines; Fred Albertson, Dow, Lawhes & Albertson; NAB President Justin Miller; Ralph Evans, WHO Des Moines-WOC Decor; Art Poppenberg, INS. Back row, George Smith, KFOR Lincoln, Neb; Ernie Saunders, WOC Davenport; George Kercher, Edward Petry & Co.; Paul Clark, RCA; Carl Haverlin, BMI; Bill Newens, KOIL Omaha.

Look at the North Jersey Picture!

Smiling Mike announces the appointment of Dewney and Company 335 Fifth Avenue, New York as National Representatives

WMTR NOW 1,000 WATTS MORRISTOWN, N. J.

BROADCASTING • Telecasting

DISTRICT 10 DELEGATES at NAB meeting in St. Louis [BROADCASTING, Oct. 2] arc (1 to r): Seated, S. H. McGovern, KSO Des Moines; Fred Albertson, Dow, Lawhes & Albertson; NAB President Justin Miller; Ralph Evans, WHO Des Moines-WOC Decor; Art Poppenberg, INS. Back row, George Smith, KFOR Lincoln, Neb; Ernie Saunders, WOC Davenport; George Kercher, Edward Petry & Co.; Paul Clark, RCA; Carl Haverlin, BMI; Bill Newens, KOIL Omaha.

Look at the North Jersey Picture!

Smiling Mike announces the appointment of Dewney and Company 335 Fifth Avenue, New York as National Representatives

WMTR NOW 1,000 WATTS MORRISTOWN, N. J.

**BMB FUTURE**

* * *

**Flaherty Queries NAB At Dist. 10**

**WHAT’S HAPPENED to the Broadcast Measurement Bureau?** Eugene T. Flaherty, general manager of KSCJ Sioux City, raised the question toward the end of NAB’s District 10 convention Sept. 29 in St. Louis. Other members and non-members of district sessions in the Chase Hotel also seemed anxious to know if the association intends to preserve BMB.

Mr. Flaherty addressed his query to Charles C. Caley, member of the NAB board’s five-man BAB committee, following Mr. Caley’s endorsement of an enlarged and strengthened Broadcast Advertising Bureau [BROADCASTING, Oct. 2].

“Would it be possible for the new BAB to embrace BMB, which is needed to round out the association’s sales promotion activities, and which advertisers and agencies like have sought for so long?” he asked.

As others echoed the question, Mr. Caley replied that the NAB board has given much thought to the continuance of BMB and hopes some day to re-establish the bureau as a separate adjunct of NAB. He asserted, however, that the association has no plans to incorporate the measurement service within the sales agency.

**Pointed Up**

The increasing threat of multiple sponsorships was pointed up by Lyle De Moss, WOW Omaha, who told of a group of three food processors who are now advertising a cereal-coffee-tomato juice package on the air, known as a “hot-quick breakfast.”

“This seems like a hot-quick way for these three advertisers to keep from spending more money in radio,” said Mr. De Moss. “Soon we’ll be having beer-and-pretzels, as well as ham-and-cheese, in the same announcements.”

E. K. Hartenbower, KCMO Kansas City, asked if stations desiring to join BAB would feel required to keep up NAB memberships, especially since BAB is to be set up separate and apart from the parent association.

**District Director William B. Quarton** expressed the hope that NAB memberships would not suffer due to BAB’s proposed divorce from the association. He detailed the wide range of services which NAB offers outside the sales field and predicted these sales activities would increase in effectiveness once BAB starts functioning under its own power. Mr. Quarton stressed the importance of the association divorcing BAB “so that the sales bureau may attract many members in interests outside broadcasting.”

**BAB’s Place**

When Ralph Evans, WOC Davenport, asked whether super-BAB discussions would be included in the agenda at future NAB district and national meetings, he was assured by Mr. Caley that BAB “will have its place at our conventions more than ever before.”

An added feature during the final day’s sessions was the luncheon talk of Col. Cornelius P. Van Ness, USMC, assigned to the St. Louis area. Discussing the national emergency, Col. Van Ness termed radio “the greatest of media,” and recalled that the military has made great use of it, thanks to the generosity of the broadcasters.” He stressed the importance of “broadcasters never again succumbing to the smile of the (Russian) bear.”

The District’s resolution urging the industry to ask for “special relief” under the proposed excess profits tax law [BROADCASTING, Oct. 2] was inspired by a letter written to delegates by Ray E. Dady, vice president of KWK St. Louis. The letter noted that the American broadcaster, “with an almost unparalleled willingness to make sacrifices on behalf of public service, to abandon ‘business and profits as usual’ whenever the national welfare is concerned, should be one of the last to ask for special consideration from the lawmakers of the United States.”

**Levy Seen Severe**

“However, in the interest of fairness,” he continued, “this letter advances the thought that any excess profits levy which may be written into law during the next Congress, is likely to be a severely penalizing, if not confiscatory, enactment unless broadcasters give voice to their unique problem and urge the Congress to provide unique relief.”

Predicting that earnings in 1947, 1948, and 1949 “will be averaged out and used as the base earning period,” Mr. Dady’s letter asked, “What are the major industry has lived through the post-war years with two revolutionary technological developments—FM and TV—either one or both of which might make unprofitable the continued operation of one’s existing productive plant; huge capital risks; building consumer FM and TV demand from scratch.”

**ASTATIC Corp., Connectct, Ohio, produces CACJ crystal cartridge for high quality performance of LP records.**

52-50 watts of full time pushage

Into homes of half Monto’s population.

Gives to your advertising message

The needed propulsion for consumption.
LEVITY PREVAILED as this group was caught at NAB District 10 convention (11 to 12): Seated, Chet Thomas, KXOK St. Louis; Robert Convey, KWMV St. Louis; William B. Quarant, WMT Cedar Rapids, district director; George Burback, KSD St. Louis; William Wee, KST L St. Louis. Back row, Woody Woods, WHO Des Moines; Charles Church, KMBC Kansas City; Harry Burke, KFAB Omaha; Karl Koerper, KMBC Kansas City.

10TH District Registration List


KANSAS City: Sharpe, Virgil, KOIL Omaha; Shepard, KNOM Longview, Mo.; Sian, S. E. "Art," KXSL St. Louis; Smith, George X., KFBR Lincoln; Spring, William, KXIO Omaha; Timebuying; Blumberg, R. L., KSTL St. Louis; Tech, W., KFDK St. Louis; Thomas, C. P. (Chee), KXOK St. Louis; Thompson, Bill, BROADCASTING, Chicago; Timmen, John, W. W., KGW St. Louis; Van Nostrand, Lew, WOC Cedar Rapids, Varum, A., RCA Kansas City, Vic, John O., KOLE Clinton, IA; Veiger, George, KXKI Muskogee, IA; Ward, C. Pearson, KFTS Springfield, Ware, Les, N. W., WHO Des Moines; Yeldell, Guy, KSD-KTV St. Louis; Yeomans, C. E. W., KSIM Sikeston, Mo.; Zehr, H. J., KKW St. Louis.

WMOD STARTS

Moundsville Daytime on Air

WMOD Moundsville, W. Va., owned and operated by Radio Moundsville, went on the air Oct. 1. Owner and general manager is James D. Sinyard.

In addition to Mr. Sinyard, personnel includes: Bob Clark, program director; Harry Heshkes, commercial manager; Jerry Boles, chief engineer, and Bill Hawley, chief announcer. WMOD is licensed for 1 kw daytime on 1470 kc.

MEDIA CLINIC

Agenda Set for Chicago Meet

FIVE Chicago radio and television executives will outline methods of the broadcast media Oct. 25 and Nov. 1 to enrollees in the media clinic of the 1960 Advertising Workshop co-sponsored by the National Federated Advertising Club and the Women's Advertising Club.

Radio will be discussed Oct. 25 by Louis J. Nelson, media director, Wade Advertising, who will answer "Is Timebuying Scientific?" and James L. Stirtorn, general manager and sales manager of ABC's Central Division, on "Radio Network and Spot Sales." Three speakers will talk of television. They, with their subjects, are Russell W. Toole, television director, BBDO, "Television Timebuying;" George Harvey, sales manager, WGN-TV, "The Latest Developments in Television," and Norman C. Lindquist, television director, Atlas Film Corp., "Television Production."

Six other clinic sessions will consider creative advertising, sales promotion, advertising art, production, research and direct mail.

MISSISSIPPI Broadcasters Assn. presenting trophy to player chosen as "most outstanding" in Miss. annual high school all star game.

WWDc EXCLUSIVELY!

One of America's great chains chooses

WWDC EXCLUSIVELY!

24 Newscasts daily

WWDC is the greatest radio buy in Washington. See your Forjoe man today.
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.

Grants: Antenna conditioning, ERP-effective radiated power, STL-studio-transmitter link synchronizer, brand-modification, N-night-midnight, W-number of principal hours.

WJRJ Baltimore Junior College, Baltimore-Granted CP new non-commercial FM station, 88.1 mc, Ch. 30, 10 w.

By Examiner Elizabeth C. Smith

WTMJ Milwaukee, Wis.-Granted CP to expand station to substitute for new engineering report relative to spectral coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

KPAR Laredo, Tex.—Ordered that further hearing on matter of revocation of license of KPAH is scheduled to be held Oct. 27 at Washington.

October 2 Applications

ACTION ON MODIFICATIONS

By Commissioner Jones

KWFL Springfield, Ill.—Gandert new license to expand station to substitute for new engineering report and that of Kenyon Brown, Tulsa, Okla. by License Examination, N.Y.—Granted new station to Village of South Central Bank, Ga.-Granted continued operation of South Central Bank, Ga. from Oct. 2 to Oct. 11.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continued operation of hearing scheduled Oct. 2 for proceeding re application; ordered hearing shall commence Dec. 8 in Washington, D.C.

By Examiner Elizabeth C. Smith

WMTJ Milwaukee, Wis.—Granted CP to expand station to substitute for new engineering report relative to spectral coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

KPAR Laredo, Tex.—Ordered that further hearing on matter of revocation of license of KPAH is scheduled to be held Oct. 27 at Washington.

October 2 Applications

ACTION ON MODIFICATIONS

By Commissioner Jones

KWFL Springfield, Ill.—Gandert new license to expand station to substitute for new engineering report and that of Kenyon Brown, Tulsa, Okla. by License Examination, N.Y.—Granted new station to Village of South Central Bank, Ga.-Granted continued operation of South Central Bank, Ga. from Oct. 2 to Oct. 11.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continued operation of hearing scheduled Oct. 2 for proceeding re application; ordered hearing shall commence Dec. 8 in Washington, D.C.

By Examiner Elizabeth C. Smith

WMTJ Milwaukee, Wis.—Granted CP to expand station to substitute for new engineering report relative to spectral coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

KPAR Laredo, Tex.—Ordered that further hearing on matter of revocation of license of KPAH is scheduled to be held Oct. 27 at Washington.

October 2 Applications

ACTION ON MODIFICATIONS

By Commissioner Jones

KWFL Springfield, Ill.—Gandert new license to expand station to substitute for new engineering report and that of Kenyon Brown, Tulsa, Okla. by License Examination, N.Y.—Granted new station to Village of South Central Bank, Ga.-Granted continued operation of South Central Bank, Ga. from Oct. 2 to Oct. 11.

By Examiner Leo Resnick

WAGA Atlanta, Ga.—Granted continued operation of hearing scheduled Oct. 2 for proceeding re application; ordered hearing shall commence Dec. 8 in Washington, D.C.

By Examiner Elizabeth C. Smith

WMTJ Milwaukee, Wis.—Granted CP to expand station to substitute for new engineering report relative to spectral coverage and interference conditions for engineering report now associated with application, and for removal of application, as amended, from hearing docket.

KPAR Laredo, Tex.—Ordered that further hearing on matter of revocation of license of KPAH is scheduled to be held Oct. 27 at Washington.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Washington, D. C.
Member AFCCE®

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Member AFCCE®

A 45-year background
Established 1920—
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE®

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. Di. 1319
WASHINGTON, D. C.
PORTER BLDG. Lo. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE®

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE®

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE®

Mcintosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE®

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE®

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE®

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE®

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE®

KEAR & KENNEDY
1703 K St., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE®

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Fox Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.
Member AFCCE®

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE®

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6446
Washington, D. C.
2913 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5831 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2152
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE®
Your Nearest AVERY-KNODEL
office has all the facts on

**WIPA**

Madison, WIS.

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIPA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY

5000 Watts on 1310 ... NBC
corps representatives) also dove-
tails into the electronics production
picture.

The Electronics Industry Advis-
sory group has designated 11 sub-
committees to look into problems
surrounding component parts sup-
ply, and will report to the Mun-
tions Board periodically. Originally
scheduled to meet Oct. 17, industry
and government officials now plan
to convene again late in November.
Once the board has in its hands
the BIA report, it will consult with
Commerce Dept. and NSRB officials
to evaluate military and civilian
needs in terms of availability of
such items as tubes, transformers,
and condensers, a Munitions Board
official explained last week.

Meanwhile, there is speculation
that NPA will issue shortly a new
regulation giving military output
priority on critical materials, and
setting forth civilian priorities
under a sliding scale of essential
activities. Another plan reported to
being readied envisages addition of
other commodities to the present
list of 32 scarce items under NPA's
inventory control power.

BLUME CITED

By Losing Applicant

COMPLAINT against FCC Hear-
ining Examiner Jack F. Blume has
been filed by Gretna and Lower
Coast Broadcasting Corp., loser in
initial rule
ning made by the examiner to
grant WJMR New Orleans switch
from 250 w daytime on 990 kc to
250 w fulltime on 1450 kc.

By New Orleans attorney
Maurice B. Gatin, petition re-
quested FCC to reinstate the
initial decision on the ground that Ex-
aminer Blume "was so inefficient,
incapable and so obviously biased that
his 'decision' Oct. 17, industry
inability to help the Commission in de-
ceiving the issues here involved."
Petition also attacked as unethica
and "slanderous" Mr. Blume's find-
ings that Gretna and Lower Coast
was "careless, inept and unbusi-
ness-like."

Meanwhile last week Acting FCC
General Counsel Harry Potkin
petitioned the Commission to strike
portions of the complaint as "sham
and scandalous."

MORE AUDIENCE — MORE MAIL
MORE ADVERTISERS

* See Centerpread This Issue *

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.R. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

‘RED CHANNELS’
Defended By Rep. Harrison

IN DEFENSE of Red Channels, the
anti-Communist booklet re-
ceiving wide reading and cause of
heated dispute in radio-television
circles, Rep. Burr P. Harrison
(D-Va.) has stated, "No individual is
called a Communist in this book.

"The record is offered for evalu-
ation by the general public. The
basis for each association attrib-
uted to an individual is given,"
continued Rep. Harrison in his
statement appearing in the Sept.
20 Congressional Record.

While it was understandable that
Red Channels "should provoke
bitter attacks from the Communist
Party organs and leftist newspa-
said, "it is difficult to comprehend
. . . the joiner in this hue and
cry on the part of conservative
newspapers."

The congressman declared that
there was no intent of "blacklist-
ing" or to "police the airwaves" by
the book's publishers. Rep. Har-
rison then entered a statement by
Ted C. Kirkpatrick, managing
editor, Counterattack (anti-Com-
munist newsletter which published
Red Channels).

Referring to Mr. Kirkpatrick's
statement, "no individual has the
right to 'absolve' or convict anyone
or in out of radio of pro-Communist
leanings." The public, he said, has
the right to decide the issues. But
the policy of the newsletter, he said,"is
to help and induce individuals
involved in the conspiracy to break
with it." If any person, who has "un-
innocently or otherwise aided the
Communist cause," wants to set the "rec-
ord straight," the publication "will
gladly aid that person in every way
possible."

"Red Channels" was not pub-
lished to classify anyone. It is as its
title indicates, a report of Com-
munist influence in radio and TV,"
Mr. Kirkpatrick said in his denial of
"blacklist" or alleged attempt
to "police the airwaves" [BROAD-
CASTING, Sept. 18].

EQUIPMENT and Service Co., Dallas,
Tex., announces lightweight outlet
box which provides five interruption-
proof all-weather outlets from one
inlet.

MANPOWER

Defensive Office Is Set Up

CREATION of a Defense Man-
power Office patterned after the
World War II Manpower Commis-
sion was announced Sept. 29 by
Secretary of Labor Maurice Tobin.
The new office is expected to de-
velop plans and policies for meet-
ning needs of defense industries and
essential activities. Mr. Tobin will
work touching on the electronics manufac-
turing and radio broadcast fields.

An executive director will be
named by Secretary Tobin to head
the agency which was authorized
by President Truman's Sept. 9
order giving him jurisdiction over
the civilian manpower program for
the defense effort.

The announcement followed reve-
lations by radio station operators
in NAB Districts 9 and 11 that
they were losing an alarming
number of employees to military
service and that a manpower short-
age has begun to develop (BROAD-
CASTING, Oct. 9, p. 29).

The Labor Department, already has set
up a list of "critical occupations" for
use of the Defense Dept. in
expanding the armed forces. The
listing covers many professional and
related occupations, and those ad-
judged to be "skilled," and includes
electrical engineers. The Com-
merce Department has placed "radio
broadcasting" (AM-VHF networks,
stations, manufacturers of military
equipment, telecommunications
firms) in the category of "essential
industries." [BROADCASTING, Aug.
7].

Secretary Tobin set up (1) an
inter-departmental committee on
defense manpower comprising
heads of government departments
and agencies with interests in
civilian manpower; (2) a manage-
ment-labor advisory group; (3) a
women's advisory committee.

Secretary Tobin will call for rec-
ommendations from advisors on
what critical defense occupations
should be exempt from the military
draft, and for statistical studies
necessary to "assemble and ana-
yze information on labor produc-
tivity, employment, labor require-
ments for defense, and other es-
ential activities, and manpower
resources."

The labor secretary also urged
use of the federal-state Public Em-
ployment Service to help meet de-
fense and civilian production needs
and to plan for expanding and
mobilizing the civilian labor force.

Indian Show

CLAIMING a "first" in its
schedule, WBRD Ft. Lauder-
dale, Fla., has launched a
public service program de-
voled exclusively to the Sem-
inole Indians. Every Friday
morning from 11 to 11:15 a.m., Rev. Sam Tommie of
the Seminole reservation at
nearby Dania presents news
to the Indians in their native
language—Muckosokee. Fol-
lowing each broadcast of The
Seminole Speaks, a brief
English translation is given
for other listeners.

PACKAGE MERGE

PRB, Gainesborough Join

PRB Inc. (Picksford, Rogers, Boyd)
and Gainesborough Assoc., Inc., New
York, both radio and TV package
firms, have merged forces to build a
cost-to-cost production com-
pany.

With offices in both New York
and Hollywood, the two packagers
will produce shows originating in
two talent centers. However, each
company remains autonomous, hav-
ing issued no new stock or ex-
changed any stock between each
other.

JOPLIN, MO.

The small map above shows
airline miles to nearest met-
ropolitan centers, assuring unduplicated CBS service to
the KSWM audience.

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

October 9, 1950 • Page 83
Help Wanted

Manager

Manager wanted for 250 watt AM and FM network station, newspaper owned, in competitive market; only station in city, newspaper and mail order selling and service is on clean competitive basis; applicant must have had complete management experience, capable of setting or being able to convince us that he can set complete management; salary plus percentage of profit, will consider sending interested to right man; tell all about yourself in letter. Include age, experience, salary requirements, habits, fanatical love of sending photo and of radio advertising. You need not hesitate to answer this ad and your reply will be held in strictest confidence. Box 506G, BROADCASTING.

Wanted—Manager not interested in titles and glory, but good pay for sober business. Prefer complete management, radio experience, capable of selling. Box 604G, BROADCASTING.

Opportunity for sales organization manager to take charge of a new western network station station experience necessary. 1000 watt fulltime up-state New York station going 50G. Write full qualifications. Box 576F, BROADCASTING.

Salesman

Man for his own owned M/G outlet, 15,000 Nebraska town. Prefer good experience, not necessarily with radio, but able to fully experience. Will share profits with man willing to work for permanent position. Box 610G, BROADCASTING.

Wanted: Experience radio man to take charge production and advertising departments. All local, full time, full selling, local fulltime station
ing growing eastern coast. Must have complete confidence to buy interest requiring 5-6 thousand. Reply fully in confidence. Box 503G, BROADCASTING.

Profitable fulltime independent, major market in Massachusetts seeking commercial manager. Successful selling, experience vital. Liberal salary plus operating expense. Permanent position. Box 615G, BROADCASTING.

Opportunity to invest in and manage 250 watt station midwest $15,000. Prefer good experience, not necessarily with radio, but able to fully experience. Good deal for right man. Box 620G, BROADCASTING.

Salem

Texas ABC station desires aggressive, experienced salesman. Permanent position. Immediate. Telephone number. Box 410G, BROADCASTING.


Progressive local station wants aggressive young salesman to take man. Must have car. Salary and commission. Each local ad a sell. Desire the best. Highest percentage of local calls and picture. Box 69G, BROADCASTING.

Regionai salesman, knowing his own territory and traveling it regularly known to all local advertisers. Salaries range from $4,000 to $10,000, depending upon properties of growing transcription products, capacity of salesman. All will receive 30% commission. No ad- vance, no draw. We do not demand experience, but full references, photo, list other properties sold. Inquire: Box 140F, BROADCASTING.

Established FM station adding AM. Need salesman, announcers, combination ad

Person in charge of time sales, disc. Send photo and letter. Give photostats of all work that you have handled. Call you. WCFC, 203 Reservoir Road, Beckley, W. Va.

Help Wanted (Cont'd)

Sales promotion position open. Must have distribution and merchandising. Display advertising necessary. Must be capable of handling the people. Air mail details and photo to Promotion Manager, WNAX, Yankton, S. D.

Illinois 1000 watt seeks hard working salesman to cover entire territory. WMX, Litchfield, Illinois.

Salesman with car to sell radio time for L. J. radio station. L. J. resident only. Salary, write details to Box 219, Hempstead, L. I.

Announcers

Network affiliate Rocky Mountain area. Desires experienced, experienced announcer. Send transcription and full details with photo and letter. Box 809F, BROADCASTING.

Announcer, capable of producing own material. Excellent opportunity to join growing network of stations in south. Must be rain-Proof, must have a clear voice. Must pay comfortable salary to start, with possibility of increased pay with ability. Box 566G, BROADCASTING.

 Experienced announcer-engineer, 750,000, small city, fulltime network affiliate, detail complete information with all. Must sell radio and television experience necessary. Box 639G, BROADCASTING.

Woman commentator, some air work. Prefer experience but consideration given to newly graduated. J. B. McNutt, KADB, Athens, Texas.

Opening now for copy man. Some an- nouncer work necessary. Apply to Capital Broadcast Station, WAYB, Waynesboro, Virginia.

Punch writer. Well paying position available to trained writer. Box 589G, BROADCASTING.

Situations Wanted

Manager

Wanted: Excellent records, experience, and money. Box 149G, BROADCASTING.

Man to run profitable station, all phases. Box 100G, BROADCASTING.

Music talent. Will work anywhere, but must travel. Box 105G, BROADCASTING.

Disc jockey for large west coast station. Box 102G, BROADCASTING.

Salesman

Situations

Situations Wanted (Cont'd)

Manager

Wanted: Excellent records, experience, and money. Box 149G, BROADCASTING.

Man to run profitable station, all phases. Box 100G, BROADCASTING.

Music talent. Will work anywhere, but must travel. Box 105G, BROADCASTING.
Situations Wanted (Cont'd)

CASTING.

Engineer, experienced, first phone, FM transmitters. Same or similar experience. Own car. Box 585G, BROADCASTING.

Unmarried veteran, 23, trained in AM, FM. Excellent CVG, broadcast experience. Work anywhere. Available immediately. Box 595G, BROADCASTING.

Engineer, first phone, 1 year service experience. Prefer. Box 600G, BROADCASTING.

Wanted: Lifeline job. Engineer, single, 26. Experience: 3 years AM, FM. Only. Duties include disc, studio, recording, tape and disc recording. Box 610G, BROADCASTING.

Am single and over 25. Want to become first class engineer. Have 3 years experience, practical. Wanting correspondence course from College of Radio Engineering. Interested. Am willing to start on low salary. Will be sensitive. Box 640G, BROADCASTING.


Network play-by-play essential. Midwest or far west preferred. Graduate ex-engineer. Box 646G, BROADCASTING.


Announcer. Strong on news, commercials, DJ. Operate complete. Two years college, veteran, married, will travel. Dependable, hard worker. Prefer small AM, FM. Box 685G, BROADCASTING.

St. Peter. 918 W. Buena, Chicago, Ill. 60610.

Program manager, staff and topflight air talent. Prefer commercial, full-time. Box 686G, BROADCASTING.

Announcer, staff announcer, play-by-play experience, versatile, experienced in commercial announcing. Contact Mike Foley 370 Columbus Ave., NY, phone 40-9717.

announcer, ten year man, four years in Pennsylvania Penn Traffic broadcast. 1 year straight man on audience how. Versatility for 8 years, complete experience. Available Oct 15. Box 690G, BROADCASTING.

Production-offerings, others.

Continuity writer. Capable of intelligent, literate, commercial copy, destination with small progressive organizations. Preferably, preferably no announcing. Box 695G, BROADCASTING.

Technician full 10 kw radio. Excellent references. Answer Box 696G, BROADCASTING.

Woman's program director; formerly worked CBS Affiliate. Experienced in all phases of radio, major networks; vocal, writing. Box 697G, BROADCASTING.

Excellent continuities writer, women's commentator, single. 25 can be an assistant. Presumably employed. College graduate. Radio school background. Interested. Box 698G, BROADCASTING.

Top station announcer, all phases, four years commercial experience. Married. Box 700G, BROADCASTING.

Practically a walking encyclopedia of TV and advertising. B.B. Call for varied job with opportunity to increase that knowledge. Inexperience, diligence, salesmanship, ability all packaged in attractive exteriors. Box 701G, BROADCASTING.

Electrical engineer invites correspondence regarding broadcast engineering opportunities. Excellent, readily experience in all phases engineering and technical. Draft proof. Ready for TV or R.C.

Engineer, 3 years experience. Presently chief of 250 watt station. Doingombo work, 25 years, married, one child. Has car. Box 646G, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted: 16" overhead recording mechanism, and cutter for use in direct- ing studio shows. Ability to handle men and cooperate in a team spirit. *WANTED.
RADIO 'difficult to work with Mr. Riley's character.'

Two years experience in script writing.

He has wide experience in promotion work and knows the radio business. Oh, yes, Mr. Riley is an American citizen.

Yours sincerely,
Radio Station GCCH
E. Finley MacDonald
Manager

Alternate progressive stations and agencies. After two years absence, Stanley Vailich—former star WBCO coast-to-coast network program "Dr. J."—announced he will return to his own station. The station is known as WJCA, and he plans to continue his program of progressive thinking.

Dumont television receivers designed for educational and recreational programming. The station is located in the heart of the educational community, providing a unique blend of entertainment and learning.

Mobil TV Unit

Attention TV stations: Here's your chance to buy an ACP-priced but completely equipped for use as a television studio with 4,000-watt transmitter. The unit was designed and built by an experienced engineer, cross-country, as a method of reaching the consumer by trap door. Excellent timing and sophistication are claimed. Driven less than 20,000 miles since completed in April, 1948, by WLYW-Telecast. There are two other mobile units at this one is no longer needed. No technical equipment included. Call W. R. McDonald, WLW, Cincinnati 2, Phone 662.

Mobil TV Unit

Attention TV stations: Here's your chance to buy an ACP-priced but completely equipped for use as a television studio with 4,000-watt transmitter. The unit was designed and built by an experienced engineer, cross-country, as a method of reaching the consumer by trap door. Excellent timing and sophistication are claimed. Driven less than 20,000 miles since completed in April, 1948, by WLYW-Telecast. There are two other mobile units at this one is no longer needed. No technical equipment included. Call W. R. McDonald, WLW, Cincinnati 2, Phone 662.

Miscellaneous

Radio Accounting Services

Complete Operations Coverage

Includes all required FCC and income tax information and reports.

J. B. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

Executive 9728

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in connection with FCC application filed with FCC in August 1949.

The NABET petition contended WKJG's licensees, Northeastern Broadcasting Co., incorrectly told FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and required the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND HIGH Frequency Measurements Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards — has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency range, sometimes with the extremely high-frequency regions, authorities reported, but "some interesting video measuring techniques" will also be disclosed. It will be “the first scientific gathering of national scope to be brought to Washington in 1951 in celebration of the semi-centennial of the National Bureau of Standards," spokesperson said.

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in connection with FCC application filed with FCC in August 1949.

The NABET petition contended WKJG's licensees, Northeastern Broadcasting Co., incorrectly told FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and required the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND HIGH Frequency Measurements Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards — has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency range, sometimes with the extremely high-frequency regions, authorities reported, but "some interesting video measuring techniques" will also be disclosed. It will be “the first scientific gathering of national scope to be brought to Washington in 1951 in celebration of the semi-centennial of the National Bureau of Standards," spokesperson said.

WKJG LABOR

NABET Files Complaint

COMPLAINT against WKJG Fort Wayne, Ind., has been filed with FCC by George Maher, executive secretary of the National Assn. of Broadcast Engineers and Technicians. He charged WKJG failed to report a pending labor suit in connection with FCC application filed with FCC in August 1949.

The NABET petition contended WKJG's licensees, Northeastern Broadcasting Co., incorrectly told FCC there was no "suit or proceeding" which might be affected by the transfer. The petition explained that in January 1949 the National Labor Relations Board reported a complaint charging the station with unfair labor practices and that subsequently a trial examiner found Northwestern guilty of the charges and required the station to "desist therefrom and take certain affirmative action."

NABET told FCC that in March 1950 the examiner's ruling was upheld by NLRB and the station was ordered to comply. NABET charged, however, that WKJG has "failed and refused to comply with said decision." WKJG is assigned 5 kw on 1380 kc.

HIGH FREQUENCY

Meet Set for Jan. 10-12

THE SECOND HIGH Frequency Measurements Conference — sponsored jointly by the American Institute of Electrical Engineers, the Institute of Radio Engineers, and the National Bureau of Standards — has been scheduled to be held in Washington next Jan. 10-12.

Most of the papers to be presented during the sessions will deal with measurements in the high-frequency range, sometimes with the extremely high-frequency regions, authorities reported, but "some interesting video measuring techniques" will also be disclosed. It will be “the first scientific gathering of national scope to be brought to Washington in 1951 in celebration of the semi-centennial of the National Bureau of Standards," spokesperson said.
**FCC Actions**

(Continued from page 80)

**Applications Returned**


**AM 1210**

- Prairie Bectz, Co., Beaver Dam, Wis.—new CP filed for AM 1210 in Beaver Dam, Wis. AM 1210 is AMENDED to request 1300 kw plus 1 kw fulltime.

**License for CP**

KPRS, Gloster, Miss.—license to cover CP 1300 kw fulltime.

**AM 960**

WKCT Bowling Green, Ky.—License to cover CP 1050 kw fulltime.

WTOB Winston-Salem, N.C.—Same.

WSFB-AM Atlanta—License to cover CP 900 kw.

WLAG-AM La Grange, Ga.—License to cover CP as reinstated new CP station.

**License Renewal**

License renewal applications filed by: BROADCASTING, Sept. 13, by George A. Ceffterspread, Romoland, Calif., and Doran Zwygart, Kansas City, Mo., for WKOV-AM and WQXO-AM, both in Iowa, are now pending.

**AM 1530**

Prairie Bectz, Co., Beaver Dam, Wis.—new CP filed for AM 1530 in Beaver Dam, Wis. Am 1530 is AMENDED to request 1300 kw plus 1 kw fulltime.

**Non-Docket Applications**

FM GRANT

Mt. Vernon, Ohio—Mt. Vernon Co., the licensee of WMFM-FM, Channel 221, has filed its application for a new grant of a frequency.

**Docket Applications**

**AM Stations**

1210 WMJZ, Middletown, Ohio—filings were made by three interested persons who desire to acquire control of the station (October 12).

**FCC Roundup**

**SUMMARY TO OCTOBER 5**

Summary of Authorizations, Stations on the Air, Applications, Etc.

<table>
<thead>
<tr>
<th>Class</th>
<th>Total Applications</th>
<th>CPs</th>
<th>Conzioni in Grand</th>
<th>First Call</th>
<th>License Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,189</td>
<td>2,151</td>
<td>174</td>
<td>288</td>
<td>137</td>
</tr>
<tr>
<td>FM</td>
<td>677</td>
<td>121</td>
<td>57</td>
<td>67</td>
<td>51</td>
</tr>
</tbody>
</table>

**NUMBER OF STATIONS ON THE AIR**

Total stations on the air on October 11: 1,450.

**Box Score**

**Dotas**

WBIR Knoxville, Tenn.—Granted extension of temporary authority to operate WEDV, prospective effective date November 16, to make application for further extension of its temporary authority. See (See this issue).

INITIAL DECISIONS

Stansbury County, N.M.—Grant of license to Ed. R. Evans, in New Mexico, for WSNR, a daytime station in Las Cruces, N.M., was granted (October 12).

Brazoria County, Texas—Freeman County, Texas, was granted permission to file for a new AM station on 1450 kw in 1950 (See this issue).

Prairie Bectz, Co., Aberdeen, S.D.—Same.

**Non-Docket Applications**

FM GRANT

Mt. Vernon, Ohio—Mt. Vernon Co., the licensee of WMFM-FM, Channel 221, has filed its application for a new grant of a frequency.

**Deletions**

*APRIL 27, 1950*

WPB-FM Bakersfield, Calif.—Permit to delete WQAM-FM Bakersfield, Calif. (October 12).

**New Applications**

**AM APPLICATIONS**

Metaline, Wash.—Edward E. Bowers Jr., 990 kw, in 250 watts; estimated power of current license for New Bowers Medical Center in Metaline, Wash. Requests facilities of WJMR FM and WJMN FM. See also WJMB-FM

KIRO-AM Seattle, Wash.—Want to switch to 250 kw fulltime on FM 99.5.

**AM 1250**

- WQAM-AM Bakersfield, Calif.—Want to switch to 1300 kw fulltime on FM 99.5.

**AM 1350**

WSW-AM Oklahoma City, Okla.—Same.

**AM 1450**

WJWA-AM Fishers, Ind.—Same.

**AM 1530**

- WGN-AM Chicago, Ill.—Same.

**AM 1560**

Washington, D.C.—Same.

**AM 1630**

KCLI-AM St. Louis, Mo.—Same.

**AM 1700**

Carlisle, Pa.—Same.

**AM 1710**

- WPGF-AM Pittsfield, Mass.—Same.

**AM 1740**

- WQAM-AM Birmingham, Ala.—Same.

**AM 1750**

- WATC-AM Atlanta, Ga.—Same.

**AM 1790**

- WCCU-AM Chicago, Ill.—Same.

**AM 1850**

- WCCU-AM Chicago, Ill.—Same.

**AM 1940**

- WCCU-AM Chicago, Ill.—Same.

**AM 1950**

- WCCU-AM Chicago, Ill.—Same.

**AM 1970**

- WCCU-AM Chicago, Ill.—Same.
FM's Pulse Beat
(Continued From page 88)

sales premise that it can deliver listeners, a sales approach every agency and advertising executive understands. Now the problem is to acquire more listeners and establish the premises.

When all the pros and cons of FM are weighed, it seems AM—television, too—are lined up there still stands out one figure that can't be ignored. It's simple this:

There are 6,000,000 FM radios in U. S. homes (some claim as many as 7,000,000).

Had it not been for television's simultaneous birth, FM might have captured the public's fancy with its high-fidelity and static-free claims, many of its friends insist. Certainly the glamour of visual radio has held the postwar spotlight in the populous parts of the nation, with FM unable to stir violent public response to its claims.

Two key questions arise in an effort to reachFM situations. First what is FM's actual audience and financial status today? Second, what are its hopes for the future?

Few FM Facts

Both questions are stumpers. The first is tough because few facts have ever been collected from FM stations. The second is even tougher because it enters the realm of philosophy for those who are engaged in past FM prognosticating.

The quickest way to appraise FM, therefore, is to wring out the claims of some of its enthusiasts and blend them with actual facts of business life.

Today's FM industry consists of 886 operating stations, of which 118 are AM- only; 137 are clearly FM-only; and 631 are AM-FM stations that augment their income from transit, functional and storecasting sideburn.

Some of the approximate 575 FM stations operated in conjunction with AM carry the AM outlet's entire program schedule. Others carry just part of the AM schedule because they operate fewer hours. Still others are programmed jointly part of the time and separately part of the time. Some carry completely different programs, though these aren't too numerous aside from the transit-functional-storecasting operations.

Finally there are many FM stations whose affiliates are daytime-only and are carrying the entire AM's with nighttime service via FM.

FM's protagonists, now quite modest in their claims, take the view that FM's popularity is an island of depression in a field of plenty, but now things are improving rapidly, to quote Everett L. Dillard, WASH (FM) Washington, one of a hardy group of FM pioneers. WASH now has over 50 advertisers buying time in a city having 14 AM, 13 FM and four television stations.

Another FM—only operation—WEAW (FM) Boston, with 102 sponsors, according to Edward A. Wheeler, its operator. He adds these claims: Better rural coverage than 90% of AM; FM homes include 53% more families in the well-to-do income group; Chicago has 290,000 FM homes; FM listeners use their sets an average of 106 times a day; 49% of all FM homes own FM; satisfied sponsors, including two with 3½-year records.

Tucked away in that list of claims is 42% FM ownership figure for Evanston, one of Chicago's better suburbs. That is one of the medium's better concentrations but by no means the best and by no means an isolated case.

Further to the south, Central Illinois has at least as high concentration, according to an AM-FM operator, Merrill L. Ingersoll, of WLS. He says an AM or FM outlet WSOY can serve only a restricted area at night on its local channel. The FM signal, with its high fidelity and wherabouts of the tune, goes out 70 miles and greatly extends nighttime service, says Mr. Lindsay. He adds that Central Illinois, after four years of FM service, now has "around 50% FM set ownership," and the station's greatly improved MBM night rating can be credited to FM.

Furthermore the 70-mile coverage in daytime has been an important factor.

Card Rates Up

Quick checks with a number of typical AM-FM operators show that in general cases the card rate has been raised on the basis of FM coverage.

The increased audience provided by FM is typified in the case of another FM pioneer, Cecil D. Martin, WNBF-AM-FM-TV Binghamton, N. Y. Last spring Mr. Martin was losing interest in his FM station. After a series of announcements dismissing its shortcomings, and of this fact, he found he had 622 quick replies, mostly from points 25 to 50 miles away where listeners said they had no satisfactory AM service at any time.

Of the 627, 431 said they used FM exclusively day and night; 65 used FM at night; 179 complained of AM "hash"; 63 wanted CBS serials; 49 asked for home advertising; 39 asked for button questions; 9 urged discontinuance of AM.

Elliott M. Sanger, head of WQXR-AM-FM, New York Times operation, points out that a Pulse survey taken during the same period New York homes had FM sets last July compared to 19.9% last April and 6.5% in July 1948. That's an increase from 210,800 to 688,200 sets in two years. On local accounts. "I keep my operations separate and we have been making money for two years," he said.

WKO (FM) Columbus, Ohio, claims 100,000 sets in an area extending some 50 miles out. WJFD-AM-FM Benton Harbor, Mich., found in a school survey last June that 37% of students had FM in their homes.

Robert J. Dean, KOTA-AM-FM Rapid City, S. D., said about 20% of homes in the area have FM.

In New England FM ownership is probably heavier than in many parts. According to an opinion of Craig Lawrence, WCOP-AM-FM Boston, who recently issued a new rate card specifying rates for simultaneous FM and broadcast- ing. He said audience comment and mail response have been given, not only in the Metropolitan Boston area but also in Maine, Rhode Island and New Hampshire.

"We are seeing definite evidence of new listenership to WCO programs via FM, particularly in the areas beyond our AM service," he said. In New York, he said, FM "is probably heavier than I expected. In opinion it is today worth the additional operating expense in that respect." The entire 19-hour AM schedule is duplicated on FM.

Many of the FM-only stations, catering especially to semi-classical and classical music lovers, have loyal followings who buy programs and magazine subscriptions. At WMCO-AM-FM Philadelphia, WMCP (FM) Baltimore and many others, the paid subscription lists run into the thousands.

The WXRT Story

Robert O. Miller, WXRT (FM) Chicago, said the station's program magazine has 10,000 paid subscribers.

WXRT would be in the black right now if it hadn't been for the manner of location according to Mr. Miller. He is one of the many FM-only operators who are convinced FM's future lies in programming not now available elsewhere.

The foregoing examples of FM circulation indicate that in a number of cases FM is substantial if not often profitable. To the FM booster they indicate a thriving young medium that doesn't yet know its own strength and certainly isn't appreciated by those who buy time.

From a network standpoint, FM presents a spotty but active picture. WQXR-FM has a "hookup" in the East, and is offering good music programs and news over a wide area through affiliates that pick the signal off the air. WQXR and Rural Radio have a joint operation that started last July 1.

There are a number of other hookups. The key is a station of Continental Network, operating out of Washington. Hookups are found in several southern areas, Indiana, Wisconsin, Oklahoma and the Far West, to mention a few.

Networking costs are trivial, aside from selling. They are grad-
ually picking up business, but progress is not rapid. This is typical of all FM operations.

The receiving set problem drives FMers wild. Even with 6,000,000 (or 7,000,000, depending on the count) sets in the country, manufacturers aren't turning out enough to meet the demand, according to Ed Sellers, NAB FM director.

But FM stations aren't going to take this lying down, and a new five-man FM industry committee will meet in a few days with high officials of Radio-Television Mfrs. Assn. to talk about what can be done.

Set makers argue an FM receiver is hard to make because of its precision factors, and it can't be sold at a high price in any quantity. Moreover, with a little more work, bigger box and picture tube a manufacturer can turn out a highly profitable TV set that retails at many times the price to a buying public that is wild about television.

FM Campaign

The industry committee is headed by Morris Novik, New York radio consultant and director of the CIO FM Manufacturers Association. If manufacturers won't step up their FM output, FM stations threaten to start barrages of announcements that "A set without FM is only one-half a modern radio" or "If you buy a new radio or TV set without FM, you are buying an obsolete set."

The committee is also concerned because only a fraction, probably less than 25% of all receivers include switches that tune the FM-station band (88-108 mc) despite the fact that the band lies between TV Channels 6 and 7.

Those complaints against set makers dominated the Aug. 7 FM meeting at NAB headquarters [Broadcasting, Aug. 14]. FM stations are disposing of a report of the meeting transmitted by Ben Strouse, WWDC-AM-FM Washington, who is chairman of the NAB's FM committee.

Another complaint centered around difficulty of getting affiliations with the nationwide AM networks. A touchy subject with both parties, the question may get an airing one of these days at the FCC judging by occasional twitchings among investigation-minded members of the regulatory body. Right now the Commission is ensnared in television allocating, however.

FM adjuncts of AM stations are permitted by networks to carry their signals via duplication but others can't get anywhere when they try to tie into the big hookups. What's more, it isn't easy to sell time opposite some of the popular network programs.

Mr. Lindsay works up FM's problems this way, "The biggest obstacle to FM sales is the fact that timebuyers live in the big cities. Big cities have TV. FM offers little to buy because they already have excellent AM coverage. By and large, big cities have so much AM service that FM offers no extra program service.

"We built our FM audience on the basis of programming they couldn't get regularly elsewhere. It's a tough fight to goose people into spending money for an FM set. People won't buy an FM set for better tone quality, or to minimize static; they may eventually buy for those reasons, of course, but we couldn't wait that long. If our FM programs had been available on AM we would have had a tough time selling FM sets fast. Today our merchants still seem to sell all the FM receivers they can get from the factories."

When such FM stalwarts as WTMJ-FM Milwaukee, WMIT (FM) Winston-Salem and WMAR-FM Baltimore gave up gas in early September the cry was heard on all sides that poor FM was breathing its last. FM's boosters, however, said many of the deceased stations were costly experimental operations and others had been started in the first place either because of FCC nagging or fear that AM would last only a few more years while FM was getting under way.

Haana Opinion

A veteran AM-FM operator, Michael R. Hanna, of WHCU Ithaca, who manages the 11-station Rural Radio Network, told the assembled FM operators last August, "It is ridiculous to assume that the closing of a relative handful of FM stations across the country symbolize the failure of FM. This is not the case. Some broadcasters have failed to realize its possibilities."

So, where is FM headed?

A careful scanning of available audience and commercial data leads inevitably to facts no observer can ignore:

1—FM is holding its audience—a loyal audience—and in many cases the audience is increasing.

2—FM is holding its sponsors surprisingly well—so well that even managers are afraid to believe their own accountants. And the response of FM sponsors is increasing, it should be noted.

This cursory cross-section of some of the scant factual material dealing with FM as an entertainment and advertising medium merely highlights the industry's current status. It does not touch the growing list of success stories that satisfied sponsors are telling. And lines up from a few several sets of facts that FM's advocates insist will provide a thumping negative answer to the question, "Is FM a dead duck?"

They ought to know!
FCC TV Plan
(Continued from page 1)

FCC action over two weeks after FCC revealed it was considering similar proposal suggested by DuMont in connection with negoti-ations for allocation of coaxial-cable time among networks [TELECASTING, Sept. 25]. If proposed rules are adopted, they would effec-tively settle complaints filed by both DuMont and ABC against cable allocation plan finally adopted by AT&T [TELECASTING, Oct. 2].

FCC noted that of 40 interconnected communities on Sept. 30, 37 had fewer stations than there are networks. Situation will improve with future FCC aid, but added: ...any unbalanced competitive advantage among television networks arising out of, or aggravated by, programming practices fac-ing networks of course will have a serious and deleterious effect upon the long-range development of art and the growth of sound networks capable of meeting the public's need in the public interest.

Based on "informal survey" for one week in May, FCC said it found one network—NBC-TV—"furnished more network programs to the 17 communities it listed than did the other three networks combined." Survey also showed NBC dominant in two and three-station markets, though to lesser degree. Even so, FCC said:

... one of a total of 18 stations (in 1-station markets), 16 carried only one network during the afternoon/commercial hour; the two remaining stations in six different cities carried the same network referred to above about 70% of the time. Of evening network time during the week, and since there are six separate and distinct cities carried another network almost exclusively, the other two network-were competing for one station in three of the cities.

Survey was based largely on newspaper logs and affiliation contracts, and FCC invited corre-spondence of any inaccurate or misleading state-ments in either its notice or accompanying summary charts. These showed, for one week in May:

Seventeen stations in one-station communities—Betweem 34.7% and 48.4% of DuMont 3.7% remaining was NBC. Six stations in six different cities carried the same network referred to above about 70% of the time. Of evening network time during the week, and since there are six separate and distinct cities carried another network almost exclusively, the other two network-were competing for one station in three of the cities.

Survey was based largely on newspaper logs and affiliation contracts, and FCC invited corre-spondence of any inaccurate or misleading state-ments in either its notice or accompanying summary charts. These showed, for one week in May:

Seventeen stations in one-station communities—Betweem 34.7% and 48.4% of DuMont 3.7% remaining was NBC. Six stations in six different cities carried the same network referred to above about 70% of the time. Of evening network time during the week, and since there are six separate and distinct cities carried another network almost exclusively, the other two network-were competing for one station in three of the cities.

FCC rule notice also indicated rules presently are silent on rebroadcasting of foreign origina-tions while specific on rebroadcasting of U.S. origination, hence need for further imple-mentation of Sec. 325 (a) of Act in this area.

TV production problems covered at AAAA meet

AGENCIES should hold reins on TV produc-tion but get most manpower outside because of costs, panelists at radio-TV session, Central Council, American Assn. of Advertising Agen-ties, agreed Friday morning (see earlier story page 77). Speakers, introduced by Moderator Clarence Goshorn, president, Benton & Bowles,

Jerry Stolzoff, vice president, Kramer-Kasselt, felt agencies "getting far away from their basic functions" if go too heavily into TV production proper. Louis Brockway, executive vice president, Young & Rubicam, said more video schedules will be bought like magazine space, 13 and 60-day, for example, be-cause of high costs. Jack Scott, president, Schwimmer & Scott, felt trend will continue for smaller agency handling sectional and local accounts and show to do own production.

Radio sales names two

APPOMNTMENT of Hugh J. Stump as AM sales manager and Lamont L. Thompson as TV sales manager of San Francisco office of CBS Radio Sales, announced Friday.

RED SKELETON's new contract with MGM gives comedian right to do television shows after October 1951. He is first MGM name star accorded such permission.

Closed Circuit
(Continued from page 4)

through its SPAC committee, had been matter of network compensation to TV affiliates.

WITHIN hours of FCC's announcement on equalization of network-TV time, there were repercussions from telecasters, as well as networks. Even though proposed rule would be temporary, curbstone opinion was that pro-posal would constitute improper invasion of pro-gramming operation of stations, through direct application to networks, which are not licensees. It would restrict ability of stations to provide audience with best programs obtainable, several former FCC members said, and constitute another instance of "back door" regulations.

GENERAL FOODS will buy 3:30-4 p.m. pe-riod on NBC-TV to present its Louis G. Cowan Inc., package program featuring Bert Parks starting early in November. Young & Rubi-can, New York, is agency.

COLOR "drum" may replace color wheel in CBS color TV system, if current project works out. CBS working on drum arrangement as possible means of removing disc's limitation on picture size, considered by FCC's Color TV Report to be one of principal ques-tions involved in CBS system. It's also reported to CBS, hopes if FCC gives its system go-ahead, to have some color sets on market by Christmas, and may buy or back going manufactur-ing plant if necessary.

COPYRIGHTS in Italian music field are being carefully observed by copyright owners, who are being of-fered all disproportionately high figures in some quarters, according to recent experience of one folk-music station. "If you don't have absolute clearance, don't play it," was belated admonition to industry by manager concerned.

NEWSPAPER STATION ISSUE
AIRIED BY NAB DIST. 3

SOFT-PEDALING of some NAB activities because of fear that newspaper stations will be offended was criticized at NAB District 3 meet-ing, which opened Friday at Bedford Springs Hotel, Bedford, Pa. George D. Coleman, WGBI Scranton, Pa., district president, pre-sided at session, attended by 125 broadcasters.

Dr. George W. M. Krasselt, WQYK Cleveland, said NAB-raised newspaper point. NAB President Just-in Miller and Ralph W. Hardy, director of government affairs, explained this type of criticism would do nothing but help NAB's efforts to solve some NAB structure. They promised NAB would maintain its integrity although it might cost memberships and recalled that NAB had lost some important stations because of energetic BAB salesmanship under ex-director Maurice B. Mitchell, now with Associated Program Service.

Clair McCollough, WGAL Lancaster, Pa., said BAB provided best answer to whole situation, and predicted proposed super-BAB would successfully meet competition of Bureau of Advertising, American Newspaper Publishers Assn.

Mr. Kapel said BAB was most important single thing ever done for small stations.

Friday's speakers included Judge Miller; Sidney M. Kaye, BMI vice chairman and gen-eral counsel; Messrs. Krasselt and Richard Doherty, NAB director of employee-employer relations.

BOTHWELL NAMES KENYON


BROADCASTING • Telecasting
THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively and Economically

The KMBC-KFRM Team's leadership in the Kansas City Primary Trade territory has been proved conclusively in Conlan's recent coincidental survey of 146,000 calls.

With a full-time Farm department, plus complete news, sports, educational and women's features, and the largest and finest talent staff in the Midwest, it's not surprising that The Team leads the parade!

For better results buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM, or any Free & Peters "Colonel" for full information.
radio stations everywhere

FOOTBALL TRYOUTS TODAY

but only one...

WSM NASHVILLE
Basic NBC Affiliate

Want to make a sales touch down in the Central South? It's simple. Just send in Triple-Threat WSM and watch the way your sales message drives straight through to the pocket books of one of America's fastest growing regions. WSM has the power (50,000 Cleared Channel Watts) the talent (over 200 strong) and the production experience (now originating 17 network shows weekly) to put any product over the Central South goal line. Want case histories? Ask Irving Waugh or Any Petry Man.