IN THIS ISSUE:

Truman Praises Audible Journalism
Page 21

Violent Reactions To Color Decision
Page 23

NARBA Conference Fate in Balance
Page 25

Two Exciting Decades
Page 59

TELECASTING Begins on Page 175

THIS IS THE FIRST of hundreds of advertisements that WOR has run on the covers of BROADCASTING Magazine during the past 19 years. It is an original indication of WOR's faith in all advertising and was one of the station's first steps in its strong and continuing support of the total radio industry.

This advertisement and others that have carried the WOR call letters are, we feel, greatly responsible for WOR's position today as the station that sells more for more people to more people than any other station in the United States.
Hmph!

Just a recruit!

So you think you're an old sea-dog adding another hash mark. Well, Broadcasting, when you've put in 28 years in radio . . . twice 10 doesn't look like much. Long before you tied your first square knot the U.S.S. WHAS had finished its shakedown cruise and joined the fleet.

But—all kidding aside, you're 4.0 Sol. You've made the fo'castle a better place to live and you've passed along the scuttlebutt like a CPO. Lay alongside anytime you're in Louisville. We'll have a cup of jamoke together.
MANPOWER WITH PROVEN EXPERIENCE

11 Years Radio Station Representatives
New York and Chicago
Manager Radio Station WTOL
Advertising Agency Account Executive

HEADLEY-REED COMPANY
Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD • NEW ORLEANS

Before week is out RCA will appeal FCC final decision adopting color standards. It's expected it will go to Federal District Court in New York, and will seek injunctive relief on grounds of irreparable injury.

Final report on KJBS San Francisco proposal for showdown of audience rating techniques to be made in mid-November by Dr. Kenneth H. Baker, chairman of impartial committee evaluating idea. Baker report, with suggested studies, to be ready in time for first board meeting of new Broadcast Audience Measurement, BMB successor.

Shortly to be finalized is expansion of H-R Representatives Inc., which will take over national representation of fast-moving Transit Radio Inc. Frank E. Pellegrin, sales vice-president of Transit in New York, and Carlin French, Transit manager in Chicago, will become stockholder vice presidents of H-R Representatives, joining President Frank M. Headley, Executive Vice President Dwight S. Reed and Secretary Paul Weeks.

Carl Byoir & Assoc., public relations firm, retained by RCA for color-TV fight. CBS public relations counsel is Ben H. Sonnenberg.

Portents of better days for FM: WHO Des Moines about to program FM separately part of time and issue separate rate card. Major network reportedly will offer affiliation to major market FM-only station.

You can hear rumbles of Congressional investigation of FCC because of color decision almost anywhere around Washington. Prior to its adoption of CBS color last Wednesday, FCC was besieged by high political places, to defer decision or reopen hearings, to which it returned 5-2 vote (see story page 23).

ONE FCC school, it's known, favors consideration of color as condition precedent to renewals of licenses or original grants, following pattern of Blue Book as between commercial and sustaining. Fixed percentage approach, spawned in Law Bureau, derives legal base from rules on minimum hours of operation for all classes of stations.

FCC Comr. Robert F. Jones, who has completed 2½ years of his seven-year appointment, in past few months has rejected several offers from private industry—all outside radio-TV fields.

In some FCC quarters, thawing TV freeze is now regarded as academic. It's argued that even if freeze were lifted promptly, few new stations could go on air because of serious equipment shortages. Iconoscopes, used in TV cameras, are particularly scarce with military absorbing part of limited output, it's said.

Upcoming

Oct. 16-18: Assn. of Independent Metropolitan Stations, Lenox Hotel, St. Louis.

(Other Upcomings on page 12)

Bulletins

Ruthrauff & Ryan querying stations for clearance on three-minute radio commercial for undisclosed client. Program, slated for Christmas market, will be extensive and probably include 75 markets.

NAB District 2 Votes Disaster Network Plan


At least fourth of small market stations indicated in a survey they plan to raise rates in near future.

NBC O&O Meeting

NBC owned and operated stations will hold meeting of their own at Greenbrier Hotel, White Sulphur Springs, W. Va., at end of affiliates convention this week. Main convention begins Oct. 18 and ends Oct. 20. O&O meeting begins Oct. 20, rules the Thursday. James M. Gaines, NBC vice president in charge of owned and operated stations, will preside.

Board Defers Report

Deadline for President Truman's Temporary Communications Policy Board's report and recommendations on U. S. frequency uses and communications policies has been moved from Oct. 31 to Feb. 17 with President's approval, it was announced Friday. Headed by former FCC Commr. Irvin Stewart, board met last week, will convene again Oct. 24-25.

Southern Pines Merger

Merger of two daytime 1 kw outlets in Southern Pines, N. C. (pop. 4,500), reported in transfer bids. WEEB, MBS outlet on 1360 kc owned by J. S. Younts and Grace Lines, buys WPTS, independent on 990 kc, from Frank L. Baber for $25,000. Mr. Baber and W. E. Horner, publisher, Sanford, N. C. Herald, buying WWGP Sanford (1050 kc, 1 kw day) for $40,000 from Alma Louise Gregory (50%) and W. W. and Gerald C. Primm (each 25%). Application to be filed today (Monday). Transactions handled by Blackburn-Hamilton Inc.

Business Briefly


Radio Set Production Double 1949 Rate

Production of radio sets in September (five-week month) doubled that of September 1949, reaching 1,317,295, judging by estimates for entire industry made Friday by Radio-Television Mfrs. Assn. Output of RTMA-only manufacturers for same month year ago was 532,468 radios. All-industry figures not compiled last year.

Television production by entire industry in September totaled 831,857 sets, easily an all-time record and comparing with 224,582 TV sets turned out in September 1949 by RTMA-only manufacturers.

'compatible' color system foreseen by sprague

"very slow growth indeed" for color "as presently selected by FCC" seen by "most informed person" in industry, Robert C. Sprague, Radio-Television Mfrs. Assn. president, said Friday.

Vast majority of engineers and scientists believe compatible commercial color system will be available within "reasonable" time, he said, pointing to recent "enormous strides."

Reeves To J-W-T Board

George C. Reeves, vice president of J. Walter Thompson and head of the Chicago creative staff, named to board of directors. Four Chicago members, selected vice presidents. They are J. Mark Hale, Norton O'Meara, Clarence S. Lund and Burke Herrick, all account executives.

Barrett Drive Proposed

McCann-Erickson, New York, has recommended spot radio campaign to Allied Chemical & Dye Corp. (Barrett roofing), in southern markets. Firm currently uses only WAPI Birmingham, three times weekly.

Agencies Change Buyers


'Big Story' To Be Weekly

Pall Mall's television show The Big Story currently heard alternate weeks on NBC-TV scheduled to go weekly beginning in March. Agency is SSC&B, New York.

Broadcasting • Telecasting
What Makes KRLD-TV “TICK”

Programing for Everybody

KRLD-TV leads the sports parade with TWO FULL HOURS OF FOOTBALL EACH SUNDAY AFTERNOON... plus a galaxy of other top stars and events.

All SMU games with Head Coach H. N. Rusty Russell... all Detroit Lions games... DALLAS and HIGHLAND PARK HIGH SCHOOL games direct from the playing field.

Pre-game commentators include "Rusty" Russell... Jimmie Stewart, "Jimmie Dudley, Game of the Week," Harry Winster and others. Wrestling direct from Dallas Sportatorium and the matches from the Internation Amphitheatre, Chicago; the Big Fights from Madison Square Garden... "Greatest Fight of the Century."


Women's interest shows present "Variety Fair" with Gerty Johnson, "Package from Green's (Dress Maker's Salon), Martha McDonald Kitchen, Look Your Best, Fun With Food, Mrs. Herbert Emery's Book Reviews.

KRLD-TV leads the sports parade with TWO FULL HOURS OF FOOTBALL EACH SUNDAY AFTERNOON... plus a galaxy of other top stars and events.

All SMU games with Head Coach H. N. Rusty Russell... all Detroit Lions games... DALLAS and HIGHLAND PARK HIGH SCHOOL games direct from the playing field.

Pre-game commentators include "Rusty" Russell... Jimmie Stewart, "Jimmie Dudley, Game of the Week," Harry Winster and others. Wrestling direct from Dallas Sportatorium and the matches from the Internation Amphitheatre, Chicago; the Big Fights from Madison Square Garden... "Greatest Fight of the Century."


Women's interest shows present "Variety Fair" with Gerty Johnson, "Package from Green's (Dress Maker's Salon), Martha McDonald Kitchen, Look Your Best, Fun With Food, Mrs. Herbert Emery's Book Reviews.

KRLD-TV is the CBS STATION for DALLAS and FORT WORTH
Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stamped the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks and demanded masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

Sensational Promotion Campaign--- run from buttons to gimmicks--- is breaking traffic records! This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational Low-Priced Western

That Should Be On Your Station!
This is a ladle of molten steel. It is a handy thing to have around in peace or war... a slight change of formula and the steel that would have been your car is ready to become a tank, or a gun or a ship.

This ladle is in an American steel mill, but an Iron Curtain ladle would look much the same. We have more steel mills in America than there are anywhere else, but the difference between the U.S. and the Reds is not in equipment. It is in ideas.

Communists, socialists and even our own "social-planners" miss the whole secret of real industrial production. Yet, the smallest businessman in the tiniest factory in America knows how it is done... Hustle is the word. Turn Americans loose to compete and they roll up production totals that stagger the world. The steel business is an example. Competition has made it big and strong and husky... handy to have around right now, because it can outproduce Russia and her satellites 3 to 1.

**COMPARISON OF STEEL CAPACITY**

<table>
<thead>
<tr>
<th>U.S.</th>
<th>100,000,000 NET TONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iron Curtain countries</td>
<td>33,000,000 NET TONS</td>
</tr>
</tbody>
</table>

**AMERICA’S STEEL INDUSTRY**

More than 200 companies make up the free and independent steel industry of America.
Just for fun, look now at the "Weather in Other Cities" section of your newspaper. How are those varying conditions affecting consumers' buying impulses . . . and the "sell" you put into your commercials?

As many leading agencies know, "Spot Radio may be more trouble and work, but it's a lot more effective." May we tell you the steps F&P takes to reduce the trouble and increase the effectiveness?

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives
Since 1932

Atlanta     New York      Chicago
Detroit     Ft. Worth    Hollywood

San Francisco
PEORIA ... AND SAN ANTONIO?

**EAST, SOUTHEAST**

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

**MIDWEST, SOUTHWEST**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City/Region</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>NBC</td>
<td>10,000</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFAB</td>
<td>Omaha</td>
<td>CBS</td>
<td>50,000</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KSD</td>
<td>St. Louis</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFDM</td>
<td>Beaumont</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
<td>1,000</td>
</tr>
<tr>
<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KTSO</td>
<td>San Antonio</td>
<td>CBS</td>
<td>5,000</td>
</tr>
</tbody>
</table>

**MOUNTAIN AND WEST**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City/Region</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
MARY POLOSON named timebuyer at Henri, Hurst & McDonald, Chicago. Was assistant in department. Succeeded by LAURA EGGLESTON, C. E. Hooper, N. Y.

EMERSON FOOTE, president Foote, Cone & Belding, N. Y., resigns. Has been inactive due to illness since last spring. DON BELDING, president West Coast office, will continue to oversee N. Y. operations as he has done during Mr. Foote's leave of absence. FAIRFAX M. CONE, chairman of board, will continue to operate Chicago office.

WILLIAM J. WATTS, Cecil & Presbrey, N. Y., to media department Sullivan, Stauffer, Colwell & Bayles, N. Y.


THURMAN L. BARNARD, vice president and director Compton Adv., N. Y., elected executive vice president. With agency since December 1945.

FREDERICK C. ADAMS, Allied Chemical & Dye Corp.; RICHARD D. FARRELL, Transradio Inc., and JOHN M. POOLE, Phila. freelance copy-

on all accounts

MARY POLOSON named timebuyer at Henri, Hurst & McDonald, Chicago. Was assistant in department. Succeeded by LAURA EGGLESTON, C. E. Hooper, N. Y.

EMERSON FOOTE, president Foote, Cone & Belding, N. Y., resigns. Has been inactive due to illness since last spring. DON BELDING, president West Coast office, will continue to oversee N. Y. operations as he has done during Mr. Foote's leave of absence. FAIRFAX M. CONE, chairman of board, will continue to operate Chicago office.

WILLIAM J. WATTS, Cecil & Presbrey, N. Y., to media department Sullivan, Stauffer, Colwell & Bayles, N. Y.


THURMAN L. BARNARD, vice president and director Compton Adv., N. Y., elected executive vice president. With agency since December 1945.

FREDERICK C. ADAMS, Allied Chemical & Dye Corp.; RICHARD D. FARRELL, Transradio Inc., and JOHN M. POOLE, Phila. freelance copy-

in 1980 a successful Wall Street broker advised Dan Rivkin's relatives to get him out of radio advertising at once, it was nothing but "a novelty that would disappear in a few months . . . a ridiculous thing . . . a racket . . . people wouldn't stand for advertising messages invading the privacy of their homes." Dan Rivkin didn't take the advice.

Dan was born in Hartford, Conn., Aug. 2, 1899. He served in the First World War, enlisting at the age of 17. He returned from overseas in 1919 and entered the mail order field where he remained for 10 years, with a brief sortie in real estate. In 1929 the Dan Rivkin Advertising Agency was formed in Philadelphia.

The agency is unique in that it boasts of its "smallness" in an age that has become accustomed to "the largest of its kind" braggadocio. Dan operates from one small office without any staff. Outside artists and script writers are used as needed. This low overhead enables a successful operation for clients with limited budgets. Frequently clients are surprised by Dan Rivkin's recommendation that they decrease rather than increase their budget.

About half of all the Rivkin accounts are radio advertisers—several using radio exclusively with great success. These accounts are primarily local and include Berg Brothers Clothing, Ford Optical Co., John Kohler Clothing, Richards Clothiers, Royal Shoe Stores, Schulte Optical Co., and Spire's Ladies Apparel. The commercials, mostly transcribed announcements, usually are one-minute or twenty-second spots. "In spite of television, radio continues to click for these clients," according to Dan.

During World War II Dan had a share in the voluntary war efforts of individual agencies. Immediately after Pearl Harbor, advertising men throughout the country were approached by Washington officials to put out much needed war effort publicity until such time as the government was better organized to produce its own. Dan stepped forward at once and with the cooperation of clients who gave free air time, supplied broadcast patriotic messages and discussions.

No amazing success stories appear in Dan's history in the advertising field. He does not offer his clients a "message" that will sweep (Continued on page 52)
writer, to Kenyon & Eckhardt, N. Y., in copy department.

TAYLOR STRAWN, California Novel-Art, S. F., to research department Foote, Cone & Belding, S. F.


MARIANN ANDERSON, KRON-TV San Francisco program department, to L. C. Cole Co., S. F.


LAWRENCE E. KELLEY to West-Marquis Inc., Long Beach, Calif., as account executive.

DUANE BOGIE to Foote, Cone & Belding, Chicago, as producer of video shows and commercials from director WNBQ (TV) same city.

JACK L. BRUMBACK, radio-TV network representative for ABC in S. F., to Goldthwait-Smith Adv., S. F.

JOHN S. CROSBIE, general manager Canadian Advertising Agency, Montreal, to senior executive J. Walter Thompson Co., Toronto.


MARY GRINNAN transfers from production staff, Brisacher, Wheeler & Staff, L. A., to media director replacing LEE TOOD, resigned.

JAMES A. McGARRY, assistant to president of BBDO, N. Y., named chairman radio committee 1950-51 N. Y. campaign of Arthritis & Rheumatism Foundation.


Catching up on 1950’s advertising scene at the recent Central Council meeting of the American Assn. of Advertising Agencies in Chicago are (l to r): Louis N. Brockway, executive vice president, Young & Rubicam, New York; Hugh Davis, executive vice president, and Fairfax Cone, board chairman, Foote, Cone & Belding, Chicago; Clarence Goshorn, board chairman, Benton & Bowles, New York, and Jerry Stoloff, vice president, Cramer-Krasselt, Milwaukee. All of these pictured, except Mr. Cone, appeared on a TV panel conducted by Mr. Goshorn.

2 Great Shows Starting Today—

"Hollywood Matinee"

Monday thru Friday — 2 to 3 PM

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus—

"The Modern Woman"

Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. Advertisers’ products to be completely demonstrated by one of TV’s most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday — 3 to 3:30 PM

Call ABC Spot Sales for availabilities

Congratulations to BROADCASTING on twenty years of constructive service to the broadcasting industry!
**NAB District Meetings**

**Upcoming**

Oct. 16: District 6, Roosevelt Hotel, New Orleans.

Nov. 3-5: District 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 4-10: District 5, Ansley Hotel, Atlanta.

Oct. 18-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N.Y.


Oct. 18-20: Board of Directors, Canadian Assn. of Broadcasters, Mount Royal Hotel, Montreal.

Oct. 22-24: 10th District convention, Advertising Federation of America, Amsillo, Tex.


Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.


Nov. 15-17: NAB Board, NAB Hqrs., Washington.

Nov. 15-25: Inter-American Assn. of Broadcasters Second General Assembly, Sao Paulo, Brazil.

Nov. 16: AAA Michigan council meeting, Hotel Statler, Detroit.


Nov. 27: Congress resumes.

SENTINEL of radio and television as potential means of warning and aiding the American people in the event of atomic attack was aired at the Radio Executives Club luncheon in the Waldorf-Astoria Hotel Oct. 5. Gen. Lucius D. Clay, chairman of New York State Civil Defense Commission, delivered the keynote address before prominent network officials. L to r: Seated, Comdr. Mortimer W. Loewi, director, DuMont TV Network; Gen. Clay; Robert Saudek, ABC vice president and president of REC; Frank White, MBS president. Standing, John Karol, sales manager of CBS and past president of REC; Seymour Siegel, director, WNYC New York; Ralph Weil, general manager, WOV New York, REC vice president; William S. Hedges, NBC vice president; Mark Woods, ABC vice chairman of the board; Edgar Kobak, part owner of WTWA Thomson, Ga.; Joseph H. Ream, CBS executive vice president.

**John Jefferson Injured**

JOHN JEFFERSON, CBS correspondent, has been listed as injured in a plane crash Oct. 12 in Japan. The Air Force reported that the plane crashed while attempting a pre-dawn landing at an air base in southern Japan.

**W-I-N-D FIRST IN CHICAGO**

**OUT-OF-HOME AUDIENCE**

**JULY-AUGUST, 1950**

6 a.m. - Midnight 7 Days a Week

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Average Minimum Cost of Announcements SOURCES: Pulte of Chicago Out-of-Home Survey and Standard Rate and Data.

SALES DEPARTMENT * 400 N. MICHIGAN AVE. * CHICAGO 11, ILLINOIS * WHITESIDE 4-2170

KAIZ AGENCY, INC. 

BROADCASTING * Telecasting
WTCH Helps Shawano Evening Leader Reach The Northeastern Wisconsin Market

WTCH serves more than 150,000 families in northeastern Wisconsin. It is a 1000 watt daytime station operated in conjunction with the Shawano Evening Leader, Shawano, Wisconsin. The 240 foot Truscon Tower with 52 x 48 Truscon Ground Screen assures an excellent signal.

"We are very well satisfied with our Truscon Radio Tower" says WTCH Manager, D. W. Hodgins. "Recently the tower withstood 80-mile-an-hour winds with no damage and no loss of operation. It has also withstood heavy sleet storms and other adverse weather conditions which we in northern Wisconsin experience, especially in the winter."

Truscon Radio Towers have a world-wide reputation for "staying in business" under all types of topographical and meteorological conditions. Each installation is engineered to the particular requirements of the job.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM TOWERS
TRUSCON COPPER MESH GROUND SCREEN
DIAL THIS NUMBER TO REACH THE RICH, NEW ORLEANS MARKET!

- Available for Spot Participation

- There's certainly nothing "phone-y" about the results sponsors get from this radio "number". Every afternoon for 25 minutes, versatile OLLIE CAIN asks the questions—correct answers by the listeners earn valuable prizes. Better get details right away!

- Write, wire or phone your JOHN BLAIR Man!

**NEW BUSINESS**

SINCLAIR REFINING Co. (Super Power Sinclair gasoline), using local TV, local radio programs and spot announcements to supplement its fall campaign. Company has bought radio programs in 17 markets while 3,876 spot announcements are being used in 19 cities. TV spots are sponsored in Washington, Phila., Chicago and Detroit. Agency: Morey, Humm & Johnstone Inc., N. Y.

FLINCO Inc., Salt Lake City (motor oils, gasoline, tires, etc.), appoints Ross Jurney & Assoc. to direct advertising. Wilby M. Durham, account executive, buying quarter-hour strips on Intermountain Network stations.

TELEVISION INSTALLATION SERVICE Assn. (service companies), names Marvin Gordon & Assoc., Chicago, to direct advertising and promotion. Plans for all media being formulated.

CLUETT, PEABODY & Co., N. Y. (Arrow menswear), planning TV spots in 10 key cities to begin after first of year. Agency: Young & Rubicam, N. Y.

TEXSUN CITRUS EXCHANGE, Weslaco, Tex., names Tracy-Locke Co., Dallas, to direct advertising. Radio may be used.

PHILIP MORRIS, (cigarettes), expanding TV spots from 32 markets to 42 markets starting this month. Spots are one-minute films and station breaks. Agency: Biow Co., N. Y.

SMOKED FISH Co., S. F., appoints Ad Fried, Oakland. TV will be used.

ASHER Bros., N. Y. (Scotty Pops candy), names Manhattan Adv. to direct TV and other advertising.

EGGO FOOD PRODUCTS, San Jose, appoints Benet Hanau & Assoc., same city. Radio will be used.

Network Accounts...

P. LORILLARD & Co. (Old Gold cigarettes) to sponsor second segment Queen for a Day, WBS, 11:45-12 p.m., EST, Mon.-Fri., effective Jan. 1. Agency: Lennen & Mitchell, N. Y.

PABST SALES CO., Chicago (Pabst beer, ale), sponsoring International Boxing Commision bouts on CBS, Wed., 10 p.m., in addition to sponsorship IBC matches over CBS-TV. Agency: Warwick & Legler, N. Y.

ROMA WINE Co., S. F., signs for sponsorship Party Time at Club Roma, half-hour variety TV program, on approximately 30 NBC-TV stations. Show, produced and emceed by Ben Alexander, is first network TV show to be created in S. F. Willat & Diner, S. F., will film program for distribution by NBC-TV, N. Y. Agency: Foote, Cone & Belding, S. F.

Adpeople...

HARVEY M. BOND, advertising manager Helbros Watch Co., N. Y., to Benrus Watch Co., N. Y., as advertising manager.


ROBERT R. MATHEWS, vice president of American Express Co., to General Foods in new position of assistant director of advertising. WILLLARD P. BROWN Jr., assistant to HOWARD CHAPIN, director of advertising, becomes assistant to CHARLES G. MORTIMER Jr., vice president in charge of marketing. RICHARD WHIDDEN, assistant to division manager personnel department, becomes assistant to Mr. Chapin.
Westinghouse WOWO in Fort Wayne now brings NBC Network Programs to its ever-growing audience.

Effective October 15, WOWO carries a gala line-up of star-studded NBC Network shows... maintaining, at the same time, the traditional Westinghouse local programming that has put WOWO way out front in ratings for both Fort Wayne itself and a 49-county BMB area. For a better-than-ever buy in coverage of this rich market, consult WOWO or Free & Peters!

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • KEX • WOWO • WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
feature of the week

Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute 'phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

strictly business

EDDY ALLEN

Trying to sell something new in the selling field is a hard nut to crack. That's the problem licked by Budget Pack Inc., Los Angeles, armed with radio in one pocket and Eddy Allen, general manager of its sales department, in the other.

Ever since Eddy joined the firm as a salesman in 1933, Budget Pack has been aggressive, waging one battle after another to promote its cellophane package as the commodity most likely to sell goods from the grocer's shelf. When radio entered the picture during World War II, Budget Pack had a new and different problem — that of replenishing an already scarce material in the grocery store.

It was one of those moments in radio history when the medium sold its usefulness.

As the man who helped engineer Budget Pack's sales success, Eddy Allen also is an individual with a personal history which could match Horatio Alger in the best of tradition.

Born in New York City, Eddy (Continued on page 34)

once upon a time...

a fellow wrote a song... it went something like this...

"The longest way round is the sweetest way home"

That's alright for certain cases... (we know about the birds and the bees, too)

but...

in radio, it's a little different.

To get the most out of your advertising dollar, the shortest and quickest way into the prospective buyers' home is, by far, the "sweetest" way to the advertiser.

In the rich Wyoming Valley Market WBRE is a sure bet to do the best job for you.

It is definitely
the FIRST station
in Pennsylvania's
FOURTH
largest marketing area.

WBRE

WILKES-BARRE, PENNA.

Page 16 • October 16, 1950
SOLD ON BILL MAYER
... both listeners and Watkins Furniture Company of Cleveland! Watkins says that Mayer's sincere presentation has helped in direct sales and in doing an institutional job of selling their stores. Watkins has just signed Bill to a new daily quarter-hour period in addition to their two-year-old morning segment. This is the result of sales results through WGAR.

PROMOTION ON THE RIGHT TRACK! More than 800 persons boarded a WGAR-sponsored special train to the Ohio State Fair at Columbus. They were entertained en route by WGAR personalities and were given conducted tours to the exhibits. When those who attended think of good times... they think now of WGAR. Wise timebuyers do likewise!

in Northern Ohio...

WGAR

the SPOT for SPOT RADIO

Write for helpful radio presentation: "A Six Billion Dollar Picture".

MAX ROSENBLUM... "daddy of the sandlots"... organized the Cleveland Baseball Federation which provides sports equipment and medical aid for the city's youngsters. His proteges have reached the top in many fields. He is founder of Rosenblum's... a department store now in its 40th year... and one of WGAR's oldest advertisers. Pictured here is Ted Boynton of WGAR and Mr. Rosenblum signing his 16th yearly renewal!

RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR... Cleveland... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company

SWING SHIFT IS BACK... and more and more listeners are shifting to Morgan's Musical Inn... where genial proprietor, Hal Morgan, does the unusual. This late evening show is now available for sponsorship. For sales results, ask about the Hal Morgan Show on WGAR and get into the swing!
The meaning of "RADIO HEADQUARTERS"

The activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, Inc.
ENGINEERING PRODUCTS DIVISION
Camden, N. J.
There's an RCA Broadcast Equipment Specialist ready to aid you with your problems. Get in touch with him at the RCA office nearest you.

NEW YORK 20, NEW YORK
36 West 49th Street
Telephone: Circle 6-4030

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 1-3450

CHICAGO 11, ILLINOIS
666 N. Lake Shore Drive
Telephone: Delaware 7-0700

ATLANTA 3, GEORGIA
522-533 Forsyth Building
Forsyth and Luckie Sts., N. W.
Telephone: Walnut 5946

DALLAS 1, TEXAS
1907-11 McKinney Avenue
Telephone: Riverside 1371, 72, 73

HOLLYWOOD 28, CALIFORNIA
1560 N. Vine Street
Telephone: Hollywood 9-2154

SAN FRANCISCO 3, CALIFORNIA
1355 Market Street
Telephone: Hemlock 1-8300

KANSAS CITY 8, MISSOURI
221 West 18th Street
Telephone: Victor 6410

WASHINGTON 6, D. C.
1625 K St., N. W.
Telephone: District 1260

Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
You get a lot for a little*

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE FAMILIES-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE
RADIO (and TV)

President Truman, just prior to his departure for his Pacific rendezvous with Gen. Douglas MacArthur, reiterated his faith in a free American radio, on equal footing with the press.

In a letter to Broadcasting-Telesaing on the occasion of the beginning of its 20th year of publication, the Chief Executive described both radio and television as the media that constitute "audible journalism." The letter, toSol Taishoff, editor and publisher, urged the continued espousal of "free, competitive radio institutions in the established American tradition."

[Full text of letter is reproduced as the frontispiece of "Two Exciting Decades" special section of this issue which begins on page 59].

It was the second time since his assumption of the Presidency more than five years ago, that Mr. Truman paid tribute to radio. Like his radio-minded predecessor, Franklin D. Roosevelt, he underscored radio's importance to the national welfare and its indispensability to our free democratic institutions.

Hoover Lauds Radio

Former President Herbert Hoover, the only living ex-Chief Executive, also commended radio for its progress as "a mighty entertainment and moral force" in a letter to Broadcasting-Telesaing commemorating the anniversary. He was President when Broadcasting was founded in 1931, and he too recognized in those days that our American Plan "has preserved free speech in this country."

[Mr. Hoover's letter is reproduced on page 63].

From others in public life and in industry Broadcasting-Telesaing received letters ushering the magazine into its third decade. They appear in the "Two Exciting Decades" section, which also presents a running story, with contemporary art, of broadcasting events since 1931.

In his Oct. 11 letter, written just prior to enplaning for Missouri and thence to the Pacific, Mr. Truman recalled that five years ago he had written Broadcasting-Telesaing, admonishing that radio, with the press, "must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and government." Then he said these observations are "just as valid today as we resist the enemies of democracy and liberty."

The letter of July 3, 1945, was prompted by radio's 25th anniversary.

"American radio is in good hands," the Chief Executive then wrote. "... The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."

- Roosevelt Cites Faith

On June 17, 1935—two years after he entered the White House to become the first Chief Executive to use radio as the means of bringing government to the people via the " Fireside Chat"—President Roosevelt pronounced his faith in American radio. In a letter to Broadcasting preceding the 13th annual NAB convention, he said:

Radio continues to play an increasingly important role in our daily life. Radio broadcasting has contributed much to the cause of national recovery. I have previously expressed my very great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and cannot invade the ether lanes. It is not the American way.

A year later—on June 16, 1936—Mr. Roosevelt first indicated his approval of radio on a parity with the press. This letter, wishing broadcasters a successful 14th ann-

NBC POLISHES AGENDA

NBC executives last week put the finishing touches on an agenda they hope will dazzle the some 400 representatives of affiliated radio and television stations convening this week for the network's annual convention at the Greenbrier Hotel, White Sulphur Springs, W. Va.

There will be plenty to talk about and plenty to see.

- Among other surprises that network chieftains have been trying to save for unveiling before the affiliates are at least two top executive appointments.

In his speech to the stations Joseph H. McConnell, NBC president, is expected to announce the elevation of William F. Brooks, vice president in charge of news, special events and international relations, to the staff-level post of vice president in charge of public relations [Closed Circuit, Oct. 3].

Mr. McConnell also reportedly is prepared to announce a successor to Easton C. Woolley, NBC director of AM station relations, who resigned several weeks ago to join KDYL-AM-FM-TV Salt Lake City as executive vice president and board member.

Carleton D. Smith, director of television operations, was authoritatively reported to have been picked for the radio station relations job.

Mr. Smith moved to New York headquarters as television operations chief several years ago after

For Stations Meet
NBC Polishes Agenda
(Continued from page 21)

serving in the network's Washington offices.

There was speculation that Mr. McConnell would also announce the appointment of John Herbert, former Hearst magazine and newspaper executive who joined NBC as assistant to the president recently, as chief of radio network sales, replacing Harry C. Kopf, vice president in charge of radio network sales, who reportedly is slated to head KNBC San Francisco, NBC owned-and-operated station.

John K. Elwood's retirement as general manager of KNBC has already been announced.

Tentative agenda of the three-day meeting is:

Wednesday, Oct. 18: Welcoming address by Niles Trammell, NBC chairman of the board; report on the Stations Planning & Advisory Committee by Chairman Clair McCollough, president and general manager of the Steinman stations; report on AM by Charles R. Denny, NBC executive vice president; report on AM sales by Harry C. Kopf, NBC vice president in charge of radio network sales; report on radio programs by Charles B. Barry, vice president in charge of radio programs. Mr. Brooks, in his present capacity as chief of the department, will report on news.

TV Sessions Set

Thursday will be devoted to television. The session will begin with an address by Sylvester L. (Pat) Weaver Jr., vice president in charge of television, and will include a report on production by Frederic W. Wille, director of television production; report on facilities by Mr. Smith; report on sales by George H. Fray, director of television sales, and a report on the economics of television by Edward D. Madden, vice president.

Much of the television discussion is certain to be devoted to the recent FCC proposed rule governing the amount of time TV stations may take from any one network [Broadcasting, Oct. 9]. It is considered likely that plans developed by NBC and its TV affiliates at the Greenbrier meeting will form the basis of its action against the FCC's proposed rule.

The network already has announced it will vigorously oppose such a rule, and it is understood the effort will be made to get the Greenbrier meeting to line up station support for its position.

The Friday morning session will be confined to affiliates, with Mr. McCollough presiding. After lunch Friday NBC executives will join the station men for discussion of points brought up at the morning session.

A full schedule of entertainment has been arranged. Norman Blackburn, television production chief in Hollywood, has been at New York headquarters lining up talent for what is intended to be the biggest show ever presented to an affiliate convention.

Last year when NBC affiliates met at the Greenbrier, the only entertainment imported for the occasion performed at a banquet on the last night of the three-day meeting. This year there will be a production every night.

Stars To Entertain

The full lineup of the stars who will appear this week was not available as this story went to press, but it was known that Mr. Blackburn will fly the choral line from New York's plush Copacabana to the Greenbrier to take the affiliates' minds off other figures.

Dinah Shore reportedly was set to entertain, and a host of stars under contract to the network are expected to be on hand.

About 500 NBC executives and representatives of NBC stations are expected to attend.

"Well, that's one car where they weren't listening to their radio!"

SDX Meet

RADIO flavor will be added to this year's Sigma Delta Chi national convention slated for Nov. 9-11 at Miami Beach, Fla. Delegates to the honorary journalism fraternity meeting will hear an array of speakers from the journalism, diplomatic and military fields.

A professional program will highlight a panel moderated by Lourida S. Lerner, curator of Harvard University's Neiman Foundation. John Crosby, New York Herald Tribune radio-TV critic, heads the list of panel speakers which includes Robert Ruark, United Features Syndicate, and Inez Roch, INS. A press panel, moderated by John S. Knight, editor and publisher, Knight Newspapers (WIND Chicago, WQAM Miami), will include Frank Starzel, AP general manager; Fairfax Cone of Foote, Cone & Belding, New York, and a fourth member to be announced later.

The U. of Miami's radio department plans to tape record the Lyons panel talks, using the material later for clinical work in radio-TV classes.

Lee Hills, managing editor, The Miami Herald, is chairman of the convention committee. SDX President Carl Keeler will preside at business sessions.

Key speaker at a banquet winding up the convention on Armistice Day, Nov. 11, will be Pakistan's Foreign Minister Sir Mohammad Zafrulla Khan, leader of Pakistan's delegation to the UN Security Council. Introducing him will be Rep. George Smathers (D-Fla.), U. S. Senator-elect.

Other speakers include: Lt. Gen. Alfred M. Gruenther, Deputy Chief of Staff for plans; Ralph McGill, editor, Atlanta (Ga.) Constitution, and McGregor Smith, president, Sana & Light Co. On Nov. 16 delegates will be guests at a buffet supper at the Coral Gables Country Club and will attend Miami-Louisville football game at Miami's Orange Bowl.

Radio to Grace Nov. 9-11
Miami Beach Sessions

Chevrolet Opens Series

STARS gun for the 210 sports events to be telecast over WPIX (TV) New York, from Madison Square Garden, was fired yesterday (Sunday) at 8:25 p.m., with the Gene Autry Rodeo, under the sponsorship of the Chevrolet Dealers Asn. of New York, New Jersey and Connecticut.

Chevrolet has paid one half of the $50,000 bill for the series which will last until the end of March, and is joined in sponsorship by Webster Tobacco Co., (Webster cigars) and Standard Brands (Instant Coffee-Cheese Coffee) who each have contributed for a quarter of the gross billing, for 60 events.

Following the rodeo, the WPIX TV cameras will focus on the complete home schedules of the Rangers and Rovers hockey teams, and starting Oct. 31, on six sessions of the horse show. Other widely famed events to be seen by TV sports fans are the Westminister Kennel Club Dog Show, track meets, college and professional basketball, the Golden Gloves and the Silver Skates.
VIOLENT REACTIONS TO FCC ORDER

(See Color Decision story page 177)

The threat of injunctive proceedings was hurled at FCC last week almost as soon as the ink dried on its order adopting the CBS color TV rates (See page 178), while first reactions elsewhere were almost as violently adverse.

While CBS was making plans to get color programming started—and put the networks' interest outside businessmen in backing a $50 million manufacturing and distributing company — Webster-Chicago Corp., Tele-Tone Radio Corp., Hallcrafters Co., and Colomat Corp. were among the first to announce plans to market color converters and adapters at an early date.

It was too early to appraise the public's reaction. In Washington, however, one service company announced it is ready to equip television sets for color broadcasts for about $70, and said it had been "besieged" with calls from customers. In Brooklyn, Kinescope Corp. said it could adapt sets at about $25 retail.

Isidor Goldberg, president of Pilot Radio Corp., New York, said Pilot "very definitely" plans to seek approval for a "color" station to be called "Pilot." Sarnoff, long a supporter of color telecasting, said his company would "very definitely" plans to seek to adopt the color "SPOT" system.

The threat to exercise his company's option on the "color years" away, and said his company will continue to make its present models "indefinately." President Ernest Alscher, Sentinel Radio Corp., added that "full color" is "very definitely" considered the decision premature.

President E. F. McDonald Jr. of Zenith Radio Corp. felt there will be no "commercial color telecasting for a material length of time" and that accordingly "we have no intension of halting or slowing up the production of the black-and-white receivers." John Craig, vice president and general manager of Avoe's Crosley Division, said his company would hold off until the second half of the year.

Another executive, S. W. Gross, said his company would begin full scale deliveries of converters priced "surprisingly low" about the first of January.

Cerf, president of Hallcrafters, attacked the FCC decision but said his company will make receivers adaptable to color, though they would be costly and few.

CBS President Frank Stanton reiterated his statement to FCC that if manufacturers do not make color models, the FCC will be "quick to service company an-

VIOLENT REACTIONS TO FCC ORDER

For CBS Color

SPOT GROWING UP More Emphasis in TV Rates

**SPOT TIME** is getting more attention on the TV station's rate card than it was six months ago, according to Weed Co., New York, radio-television station representatives.

The trend toward classifying spot time is noted by the company in releasing its October survey of 107 TV stations operating in 30 markets. Analysis of the stations' rate cards was made by Peter B. James, manager of Weed & Co.'s television department. It is based on the color in the broadcast service.

Classification was made according to circulation figures. Weed's rate card survey shows 60 stations with an overall rate for a minute or less; 35 stations listing two costs to cover the 1-minute, 20-second and 8-second spot; 11 stations with three rates categories; 1 minute, 20-second, and 5-second spots. Seven stations, it finds, will furnish rates for the 8-second announcement application.

Cite Weed Survey

As further evidence of the move to spot classification, the company points to a similar Weed survey made by its television department last May which reported only 23 of the 103 stations then operating separate rates for the "under-a-minute" spot.

Also noted by the survey: Rates for the hour and half-hour time segments are "fairly standard" between 10,000-35,000, 35,000-100,000 and 100,000-200,000 circulation areas. Above that level, Weed reports increases more sharply.

BROADCASTING • Telecasting

October 16, 1950 • Page 23
IN REVIEW...

MRS. ELEANOR ROOSEVELT last week undertook a new venture, a daily radio program which promises to be of larger benefit to her son, Elliott, than to her.

In his mother's first show, Elliott turned out to lend a fillip if not particularly helping hand. Among other things, he delivered the commercials.

If Elliott's future performances follow the pattern of his first, his mother's new series will provide meticulous detail about the shopping habits of the Roosevelt family.

It was possible to learn from the first program that the Roosevelts all drink Flamingo orange concentrate, use Emerson radio and television sets, will not touch a meal unless the first course is Manschewitz soup. Elliott, speaking for all the Roosevelts, endorsed each of those products.

Without specifically saying that his family used them, he also said that "we recommended" the other products sponsoring the program, McKitrick - Williams dresses, Acousticone hearing aids and Bobbi, a pin curl home wave.

The endorsement of merchandise or grocery items by the family of the late President of the United States, is, to say the least, in questionable taste. It certainly adds nothing to the dignity of the President's widow, who has been called, not without reason, the First Lady of the World.

Unless Elliott can make some more sympathetic contribution, he ought to stay off his mother's program.

First Program Guests

Mrs. Roosevelt herself was charming and articulate. Her intense concern for world affairs was evident in the selection of guests on her first program. Dr. Ralph Bunche, who won the Nobel Peace Prize for mediating the Palestine dispute, and Brig. Gen. David Sarnoff, RCA chairman of the board, who made a plea for expansion of the Voice of America, were interviewed.

This sort of fare is somewhat heavier than is found on most daytime programs that are directed primarily at the female audience, and it ought to add substance to a lot of housewives' days.

A lighter moment in the program was supplied by Fred Allen who, these days seems to be a roving comedian who is apt to pop up anywhere around NBC. Mr. Allen, who was reminded by Elliott that Mrs. Roosevelt was making her radio debut on her 66th birthday on a station that was 660 on the dial, thought that a fortunate coincidence. Obviously, said Mr. Allen, she could not, at her present age, go to work for WCBS. Its frequency is 660.

While Mrs. Roosevelt, Gen. Sarnoff, Dr. Bunche and Mr. Allen were performing, the program had character. The distracting notes were entirely provided by Elliott, both in his reading of commercials and in chit-chat with his mother.

The contribution that Mrs. Roosevelt can make to daytime radio is to bring intelligence and dignity to it. No parts of her show should deviate from those principles.

Mrs. Roosevelt occupies a unique position not only in the U. S. but also throughout the world. It would be a pity if the producers of her new radio program insisted on compromising her position by the unnecessary commercialization of her family name.

Milani Spots

STIPULATION agreement where-by Louis Milani Foods Inc., Maywood, Calif., heavy radio spot user, will cease certain advertising claims, has been approved by the Federal Trade Commission. Firm has agreed to stop representations that the formula for 1890 French Dressing was originated "by a Frenchman or in France," according to FTC. Milani Foods also has used TV spot announcements.

MARGARET McBRIEDE moved to a new address last week and was met by a welcoming committee that was too heterogeneous ever to have been assembled for any lesser cause. In this instance they were all brought together by common adoration of Mary Margaret.

Robert E. Kintner, president of ABC, assured Miss McBride that she was a "woman of great integrity."

Paul Whiteman advised her: "We all love you!"

Ben Gross, the discriminating radio critic of the New York Daily News, issued a considered judgment. "I think you are the greatest woman in radio," he said.

Jane Froman sang the "Missouri Waltz"—"Just for you, Mary Margaret." Miss McBride is a native of Missouri, an origin she takes pains not to conceal.

Other tributes were delivered by Norman Brokenshire, the veteran announcer; Ole Olsen, of the Olsen & Johnson comedy team, and Denise Darcel, the French actress. Miss Darcel, at the time of the switch was bewitched by doing a new series of the same title. She alluded with Gallic fervor, only added to the program's nearly suffocating atmosphere of love, love, love.

Miss McBride's maiden appearance on WJZ New York was also distinguished by perhaps the most astonishing recital that has been broadcast since the passage of the NABC Code. Assisted by others at times when her voice threatened to give out, she read a list of her 17 sponsors and gave a commercial message for each.

This exercise, by charitable timing, took nearly 13 minutes and was uninterrupted except for a one-minute eulogy that Miss McBride accorded to Stella Karna, her curator.

Miss McBride neither was struck dumb by the flattery of her guests nor deplored by her own rigorous soliloquy in praise of Birds Eye to Yuban. She had enough voice left to chat in her usual random fashion on a variety of unrelated topics.

At one point she expressed pleasure at the lovely things ABC was doing for her. "Imagine! They're putting me in advertisements in the New York Times. And my picture makes me look just beautiful!"

At another point she referred to "Omar and Mary Bradley," catching herself to explain, in case others in her audience were not on such good terms with the great, that she meant the general and his lady.

Nearing the end of her program, she had up a full head of conversational steam and had to be reminded by the announcer that "even on WJZ you have to get off the air." Ignoring the warning, she continued. As the switch was flipped to accommodate the ensuing WJZ schedule, Miss McBride was still going strong.

Possibly the most accurate description of Miss McBride's radio style was once given by one of her guests, whose identity with this reviewer has regrettably forgotten. He said that appearing on her program was like swimming in oatmeal.

Glug.

CAB Directors Meet

AGENDA for the annual meeting next February, report on meeting of the Western Assn. of Broadcasters, and a new method of comparative listenership with newspaper circulation figures, are to be presented at the Canadian Assn. of Broadcasters directors meeting to be held at the Mount Royal Hotel, Montreal, Oct. 18-20. New method of "radio circulation" was unveiled by Pat Freeman, CAB sales director, at the WAB meet in Calgary last month, and will be dealt with in more detail at the CAB directors meeting before being presented at the CAB annual meeting. Internal problems and plans for the annual meeting also will be discussed at the three-day session.
NARBA FATE

Conference Success In Balance

THE FATE of the NARBA Conference hung in the balance last week as its success or failure due to be decided today (Oct. 16) or tomorrow.

With efforts to work out an acceptable solution in the North American AM allocations plan stalemated by U.S.-Mexican differences and with U.S.-Cuban problems still unresolved, the Steering Committee indicated late Thursday it could see little purpose in continuing the present session unless some assurance of basic agreement is evident by early this week.

Edwards Backs Plan

This course was advocated by Commander C. P. Edwards of Canada, chairman of the conference which opened in Montreal a year ago, finally recessed because of U.S.-Cuban difficulties and rerouted to Washington Sept. 6 after unsuccessful interim negotiations for U.S.-Cuban accord.

The Mexican delegation has served notice that its funds will permit it to stay no longer than Oct. 25, and the Cuban delegates also have made clear that they feel they must return home soon. The other foreign delegations—Canadian, Bahaman-Jamaican, and Dominican—are in the same mood.

Despite the generally bleak outlook that prevailed throughout the week, a spark of hope was seen by some delegates early Friday as the U.S. and Mexican groups prepared to make a last-minute attempt to overcome their fundamental differences.

In the face of seeming stalemate, the possibility that some delegation might propose a reduction in channel separations from the present 10 kc to 7½ or 9 kc was canvassed within the U.S. group at one point. But FCC officials of lengthy consideration did not favor the plan, and the subject was not officially mentioned in the conference.

Recess Possibility

If such a proposal were made and adopted, a recess of the conference would possibly result in order that complete studies of its possible effects could be conducted.

Once before—in advance of the opening NARBA sessions at Montreal—the threat of band-narrowing proposal raised in reports from Latin broadcasters might advocate it [Broadcasting, Aug. 29, 1949], but the subject has since remained quiescent.

Hope that the U.S. may yet achieve agreement with Mexico was expressed by some observers Thursday night. They felt it may be possible to reach an accord in which Mexican broadcasters would substantially clear-channel rights she seeks on two additional channels, plus 540 kc, in return for which she would give up rights on one and subscribe to strict engineering standards for adequate protection to U.S. interests.

Two Channels Covered

Two channels on which past speculation centered in this respect are 660 and 880 kc—clears used by WNBC New York and WCBS New York, respectively—but it was thought that some other frequencies, as yet not specified, would be substituted instead.

Earlier in the week Mexican delegates had signified a desire for two U.S. channels and had made an offer to combine two with Mexico City. A limited service to Mexican nationals in the border areas may provide a workable compromise. Negotiations between the U.S. and Cuba still stand at approximately the point reached in the unsuccessful bilateral discussions between the U.S. and Havana early this year. Both have re-submitted substantially the same proposals which were mutually rejected in Havana, and most observers feel that hope of agreement between the two countries lies somewhere between these two offers [Broadcasting, Sept. 25].

DON LEE STOCK

Hoffman-WOR Bid 'Accepted''

NATIONAL GUARD

New Spot Series Nov. 1

NATIONAL GUARD will again take to the airwaves Nov. 1 with a series of spot announcements over 200 stations, calculated to swell its forces by an additional 200,000 recruits, it was disclosed last week. The service will allot approximately $38,000 to radio.

Guard Plans

NG is planning to use three one-minute spots per station, all in the 5 kw or under category, throughout the 48 states over a three-week period. Additionally, the service is supplying outlays with package kits containing public service and other material, according to Major Ernest L. Smith, chief of the NG information office. Class A time has been ordered on each.

It also was revealed that the National Guard will embark on a new recruitment campaign, presumably of similar magnitude in lieu of Congressional approval of NG's requested overall media budget of $38,000. Funds cover fiscal 1951, or the period running until June 30, 1951.

Spring Allocations

If the spring campaign materials are as presently contemplated, radio's share will exceed the top ceiling of $50,000 allocated for the past fiscal year. The new $38,000 will represent a present estimated two-week emergency campaign of six one-minute spots over some 190 stations last month. Information obtained by the weekly radio expenditure of $15,000, giving the medium over $50,000 early in fiscal 1951. September's drive, launched primarily to bring NG divisions to "alert" strength, was described as highly successful.

Schechter Vacates Vice Presidency

A. A. SCHECHTER, MBS vice president in charge of news, special events and publicity, resigned last week.

Although reasons for his resignation were not disclosed, it was understood he would announce a new association soon.

Mr. Schechter, one of radio's outstanding news executives, joined Mutual in 1945 after Army service which included an assignment as radio chief of Gen. MacArthur's public relations section. Lieutenant colonel, he was awarded the Legion of Merit for arranging press and radio transmission facilities for coverage of the Philippine campaigns.

Frank White, MBS president, said it was with sincere regret that he is acceding to Mr. Schechter wishes to leave Mutual.

The MBS president added that Mr. Schechter had "contributed greatly to Mutual's success and leadership in the field of news, sports and special events broadcasting."

Before joining the Army, Mr. Schechter was director of news and special events for NBC. He entered radio as a writer for Lowell Thomas and before that was an editor of Associated Press, a reporter on the New York World and the New York Times. It is known that Mr. Schechter has had a number of outside offers during the past year in and out of radio. About a year ago, it was learned authoritatively, he rejected proffer of a high-level job with one of the nation's largest business establishments.

Mr. Schechter HIGH bid of $11,200,000 for all stock controlling Don Lee Broadcasting System and KTLA (TV) Los Angeles—made Oct. 6 by H. Leslie Hoffman in behalf of Hoffman Radio Corp., Industrialist Ed- win W. Paulay, Blythe & Co., representing a group of Pacific Coast bankers and businessmen, and WOR Networks—was accepted last Monday by Public Administrator Ben H. Brown.

One of two received, the Hoffman bid acceptance is subject to confirmation by the probate division of Los Angeles Superior Court. With the petition filed by Mr. Brown last Tuesday, decision is expected in from 10 days to three weeks. It was said that Probate Court hearing is set for Oct. 20. Amount offered by the Hoffman group is for 5750 shares of stock in Thomas S. Lee Enterprises Inc.

General Tire & Rubber Co., which owns Yankee Network, was the second bidder. Offer of $10,655,000 was made through First National Bank of Akron, acting as trustee for the retired plan of salaried employees of General Tire.

Open Bidding

Although Mr. Brown, acting as special administrator for the estate of former Du Pont executive S. Lee Hoffman, made the bid, should there be another offer made in open bidding in Probate Court of at least 10% more than that made by Hoffman Radio combine, it would have to be accepted under law. There is question if General Tire will try to outbid the Hoffman group, but indications were that it would not.

It was said that Hoffman Radio Corp., said he would not sell any of the property should the deal go through and stock will be owned "100% by the Hoffman Radio Corp." He pointed out that Edwin W. Paulay, WOR, Blythe & Co., investment brokers and Bank of America are participating only as underwriters. He said his company now operate the radio and TV stations and that there are no plans to break up Don Lee Network into separate components. It would be used.

"We plan to utilize the splendid organization of management and personnel that has made Don Lee Network the greatest regional communications system in the nation," he said. "We have great respect for the fine programming the Don Lee Network has achieved."

If the Hoffman offer is accepted and a mutually suitable arrangement can be worked out, it appeared likely that Lewis Allen Weiss, Don Lee board chairman who tendered his resignation last (Continued on page 52)
THE TIDE has turned for FM despite the fact that "important people radio-wise in the era of Ancient Modulation dropped out of the FM picture." Gerald Harrison, president of WMAS-AM-FM Springfield, Mass., told more than 100 broadcasters during the opening day session of the NAB District 1 meeting at the Hotel Somerset in Boston Oct. 9-10, Paul W. Morency, WTIC Hartford, presided as district director.

Mr. Harrison recalled the period at the end of last year and early this year when FM CPs and licenses were being turned back to the FCC. But many things have happened since then, he declared, and continued, pointed out that the FCC has paid more attention to AM as well.

He referred to The Boston Herald and other newspapers which are now giving equal prominence to the listing of AM as to FM on their radio pages and quoted from numerous editorials and columnists who lauded FM and pointed up TV's salutory effect on the medium "since TV sound is FM."

Mr. Harrison also stressed that "too many surveys convinced too many broadcasters that too many people owned FM sets for them to want to throw away part of their audience if they were duplicating AM on FM. These same surveys convinced broadcasters who had FM stations only that FM would be profitable if they held on.

Rhode Island Example

"For example," he continued, "in Rhode Island as of June 1959, there were over 57,000 FM sets according to a survey conducted by WPJB (FM) Providence and 57,000 families can't be ignored." RTMA figures for June, he went on, showed an output of over 100,000 FM sets, an increase of 151% over the June output of FM sets in 1958.

Earlier, the New England broadcasters heard Sydney M. Kaye, vice president and general counsel of BMI, review the accomplishments of the music licensing firm. He told them that the combined cost of ASCAP and BMI license fees in the past 10 years has been $65 million less than the industry would have had to pay ASCAP alone there had been no competition.

Mr. Kaye reported that in 1950 there will be 21 million radio performances of BMI-licensed music, an increase of 10% over last year.

Rounding out the morning session Robert K. Richards NAB director of public affairs, gave a color slide presentation depicting NAB services and reported on government relations.

The afternoon meeting was devoted to "Operating in the Profit Interest" by Richard P. Doherty, NAB director of employee-employer relations.

Mr. Doherty discussed a 10-point profit program for stations, emphasized the controlling of operating costs, and outlined new patterns in employee-employer relations problems.

A number of resolutions were adopted aimed at strengthening the NAB and proposing that future meetings, nationally and on the local level, be held.

The New England broadcasters recommended that the NAB convention in 1951 be programmed largely with workshop meetings planned to appeal to particular varieties of broadcasters; that District 1 meetings hereafter include roundtable discussions for small market stations; that a TV bureau patterned along the lines of BAB and dealing with problems directly concerning TV to be formed under NAB, and that the local district attempt to increase full membership by non-member stations in its area.

Support BAB Plans

The group supported the new BAB plan for bigger and better sales and, on the subject of free time for charitable causes, recommended that this be continued but that it be allocated based on the basis of equitable treatment to all media by those seeking such time.

Chairman of the Boston Committee on arrangements for the meeting was Craig Lawrence, WCOX Boston.

The Tuesday morning sales session was opened by Lee Hart, BAB assistant director, who presented the strip film "How to Pick a Winner."

Principal speaker at a luncheon meeting held in conjunction with the Boston Radio Executives Club was Justin Miller, NAB president. The group was addressed briefly by Harold E. Fellows, general manager of WEER Boston and REC president.

Judge Miller described the country today as being in an "interim state, neither under martial law nor at war," and said that under such conditions, freedom guaranteed by the Constitution could more easily be lost.

A. D. (Jesse) Willard Jr., WGAC Augusta, Ga., and NAB board member, outlined plans for the new BAB. He said the organization would serve AM radio "since TV doesn't need super promotion and also because its high costs are largely being borne by those in AM."

A television seminar concluded the meeting, with Linus Travers,

[nonatomic]
executive vice president and general manager of WNAC-AM-TV Boston, acting as chairman. Also on the panel was Vincent Callanan, WNHC-AM-TV New Haven, Charles A. Batson, director of television, emphasized that the difference between TV operating costs and income is steadily diminishing.

In answer to questions from the floor, he stressed that radio on the average has suffered from TV. In New York, he said, where advertisers last year spent $5 million locally, radio business was up by approximately 1%; in Los Angeles the increase was 7%, and in Detroit 9%.

Other resolutions by the New England delegates paid tribute to the late John Shepard 3d, former head of Yankee Network, and expressed appreciation to Mr. Moroney and Mr. Lawrence; to Mr. Willard for his report on the BAB project, and to BMI and Carl Haverlin, its president.

A further resolution noted the group's regret at the resignation of Mr. Fellows, former District 1 director, and recorded its hope that barriers which had caused industry groups to leave the NAB might soon be lifted.

The resolutions committee included Carleton D. Brown, WTVL Waterville, Me., chairman; Paul Martin, WMAS-AM New York; William McGrath, WHDH Boston; Joseph Close, WKNE Keene, N. H.; Warren Greenwood, WERI Westerly, R. I., and Glover Delaney, WTRIT Hartford.

TAKING TIME out at NAB District 1 meet (l to r): Seated, George H. Jasper, WCCM Lawrence, Mass.; Cedric Foster, Yankee-Mutual Network; William F. Malo Sr., WDRC Hartford; William Malo Jr., WNHC New Haven. Standing, Daniel W. Kops, WAVY New Haven; Frank Lyman, WTAQ Cambridge; Maxes; Gerald Harrison, WMAS Springfield, Mass.; Elmer Kettell, Kettel-Carter, Boston; Richard P. Doherty, NAB.

Taking time out at the NAB District 1 meeting were the following:

2. Standing from left: Daniel W. Kops, WAVY, New Haven; Frank Lyman, WTAQ, Cambridge; Maxes; Gerald Harrison, WMAS, Springfield, Mass.; Elmer Kettell, Kettel-Carter, Boston; Richard P. Doherty, NAB.

Chicago Case Continued

CBS CHICAGO's petition for a temporary injunction against W.E. Long Co., Chicago agency, and three CBS Chicago performers, as well as its suit against the advertising agency for $1 million, were continued until Friday morning (Oct. 13) in Superior Court.

Initial complaint was brought by CBS Oct. 4 [Broadcasting, Oct. 9] and presented in Superior Court last Monday, at which time Judge Joseph Graber continued the case until Friday.

In the cable brief, presented by Attorney Arthur Morse, it was charged that the W.E. Long Co. used three CBS performers—Fakey Flynn, Elaine Rodgers and Jim Conway—who are signed to an exclusive CBS-WBBM Chicago contract.

Attorney Morse sought a temporary injunction restraining Long "from soliciting and inducing CBS performers to work for the agency, and enjoining the performers from working for Long."

Jablons to FCC

Is Hennock Special Asst.

MIKE JABLONS, vice president and partner in Gainsborough Assoc., New York radio and television production firm, has resigned to join the FCC as special assistant to Commissioner Fred D. Walrath, who became chairman in March 1947 to help form Gainsborough Assoc. together with N. J. Rudich and Jack Gaines.

When Mr. Gaines resigned from the firm in 1948 to become chief of production for the State Dept. Voice of America, Mr. Rudich and Mr. Jablons became co-owners. Gainsborough Assoc. recently merged with PRB Inc., owned jointly by Mr. Gainsborough, Bud Rogers and Mal Boyd, to produce radio and TV programs originating in New York and Hollywood.

Gainsborough Assoc., with Mr. Rudich as president and head of the New York office, will continue to be associated with PRB Inc., with Mr. Boyd heading the Hollywood office.

Mr. Jablons, 28, is a native New Yorker and was graduated from New York U. in 1942. He produced and directed The Liberal Party's radio-TV campaigns of 1946 through 1949 and in the latter year also did work for Sen. Herbert H. Lehman (D-N.Y.).

October 16, 1950 • Page 27
A PLAIN-SPOKEN reminder that radio sponsors or their products must be clearly identified on the air was issued by FCC last week.

Prompted primarily by complaints about the commercial messagings of various radio stations, FCC said the plain intent of the Communications Act’s sponsor-identification requirement (Sec. 317) is “to prevent a fraud being perpetrated on the listening public by letting the public know the people with whom they are dealing.”

“Therefore,” the Commission continued, “responsibility must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor.”

“This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods.

The sponsor-identification law “applies with equal force to political broadcasts,” the Commission added.

Referring to commercial messages, FCC’s notice said: It is apparent that under the Act and the Commission’s Rules (See Sec. 3.289(b), 3.689), the sponsor or his product must be identified by a distinctive name and not by one which is characteristic of the type of business or product.

Thus, “Henry Smith offers you,” or “Smith Stove Co. offers you,” or “Alex. H. Smith brings you . . .” would be sufficient, as would reference to a registered brand name (“Rino,” “Lucy Strike,” “Pu”)), however, “Write to the Comb Man,” “Send your money to Nylons, Box . . .,” “This product is sponsored by the Comb Man” or words of similar import which are merely descriptive of the product sold and which do not constitute the name of the manufacturer or seller of goods, or the trade or brand of the goods sold would not comply with Sec. 317, and are therefore noncomplying.

This is true even where such descriptive terms have been adopted by the selling agency as a convenient method for direct radio merchandising of the products of any company. In all cases the public is entitled to know the name of the company it is being asked to deal with, or, at least, the recognized brand name of his product.

FCC said it “must insist upon full compliance” with Sec. 317 “at all times,” and that “any station which is paying not fully complying with the requirements of the rule . . . should take immediate steps to bring its announcement in line with this directive.”

*Must Disclose Identity*

“All licensees are requested to make certain that in making station announcements of sponsored programs that these announcements fully and fairly disclose the true identity of the sponsor or his product,” FCC asserted.

With reference to identification of sponsors of political broadcasts, the Commission noted that reports of the comments are spelled out in Secs. 3.189(b), 3.288(b), 3.689(b), and 3.789(b), which apply to AM, FM, TV and international broadcast stations respectively.

The notice quoted Sec. 3.189(b), “which is substantially identical with the other sections”.

In all programs or any political program or any program involving the discussion of public controversial issues for which any records, transmissions, talent, time, line or services of any kind are furnished, whether directly or indirectly, or to a station as an inducement to the broadcasting of such programs, an announcement shall be made both at the beginning and conclusion of such program of which such records, transmissions, talent, acrips, or other mate- rials or services have been furnished to such station in connection with the broadcasting of such program. Provided, however, that no such announcement need be made in the case of any such program of five minutes’ duration or less, which announcement may be made either at the beginning or the conclusion of the program.

Another subsection of the rule, it was pointed out, provides that: “In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, association, or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, association, committee, or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, or other unincorporated group shall be made available for public inspection at one of the regular broadcasting times.

FCC said “the announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case, but should be so worded as to be understood and to be clearly complied with.”
EMPLOYMENT REPORT  Covets Radio Workers

BROADCASTING industry employment in 1949, as measured by the week ended Oct. 15, 1949, totaled 43,208 persons (fulltime) who received $3,344,950 in weekly wages, according to a Dept. of Labor analysis covering four nationwide networks, three regionals and 2,016 stations. Data are based on figures gathered by the PCC.

The 1949 labor totals compare with 1948 figures showing 39,672 fulltime employees a total of $3,003,111. In 1949 the 8,816 part-time employees received $519,158 for the week.

The fulltime employees worked a total of 1,650,822 hours during the week, an average of 40.49, compared to an average of 40.27 hours the year before. These figures do not include working hours of general executive officers and assistants.

Average weekly pay of fulltime employees in 1949 was $72.62 compared to $71.22 the year before. Average weekly pay of the seven networks and their key stations was $92.32 in 1949 compared to $92.44 in 1948, according to the Labor Dept. study. At the 2,005 other stations average weekly pay was $58.06, compared to $70.02 in 1948.

About half the stations reported 16 or more fulltime employees (including the networks) and had 34,000 employees who received $2,805,381 during the 1949 week.

Station (1,045) with fewer than 15 employees had 9,208 persons on their payrolls fulltime in 1949. They received a total of $559,569 in compensation.

Employment figures in the Labor Dept. survey are broken down into classes of employment, size of community, and class and time. Figures include personnel working on FM stations but many licensees said they were unable to segregate personnel for jointly operated stations.

Complete data covering all reporting stations and networks (fulltime employees with hours and compensation) are reported in the attached tables. The figures cover actual hours worked and actual pay received, including overtime payments. On the average the total weekly work came with $68.72 compared to actual pay of $72.62.

ROBERT BURTON

Civil Defense Post Seen

ROBERT R. BURTON, formerly with the State Dept. as chief on high frequency problems and U. S. delegates to European radio frequency conferences, probably will head up the communications section of the new Civil Defense Administration when it is authorized by Congress. Until it is, he has been named by Mr. Burton, who recently was appointed to head up communications for temporary civil defense planning now crystallizing outside of National Security Resources Board, is expected to be named director, according to present plans. He would work with Leighton in the planning. World War II War Production Board, who now supervises all communications planning for NSRB.

KOMP HEARING

First Phase of FCC's Four-Month-Old Hearing on G. A. (Dick) Richards' News Privacy was Near an End with Two Prominent Democrats among the final witnesses for the station owner who has been accused of ordering news slanted against Democrats and certain minority groups.

Another witness—Jack Tenney, former chairman of the California State Senate's Un-American Activity Committee—challenged the origin of FCC's hearing and declared that if FCC may tell a radio station what it can say, "then we have Soviet Russia here in America."

The Los Angeles phase of the hearing was to have been wound up last Friday, but appeared destined to continue through most of the week. FCC Examiner James D. Cunningham, conducting the hearing, said a recess of about 15 days would precede the opening of the Detroit phase dealing with Mr. Richards' plans for a two-station chain to control KMPC Los Angeles, WJR Detroit, and WGR Cleveland.

Sen. Sheridan Downey (D-Calif.) testified Tuesday that: "No human mind can be im-

Editorial Issue Posed In Richards' Case

A partial. I knew Mr. Richards was a man of very strong feeling on certain matters, including Roosevelt. One of the reasons I was impressed with the Richards station, even though he had that personal view, was he was fair and impartial toward our [Democratic party] cause." 4

Rollin L. McNutt, attorney and former chairman of the Los Angeles County Democratic Central Committee, joined Sen. Downey in testifying to the reputation of the Richards stations. He held that radio stations should have the same rights as newspapers to advocate particular viewpoints and edit news.

"I have a peculiar philosophy, which may have come from my teaching of Constitutional law," Mr. McNutt said. "I believe that save for treasonable or seditious utterances or seditious matter, a newspaper or radio station has the right to present things in its own way."

His testimony as to the station's good reputation, he said, should be considered in the light of his philo-
**REASSESS DEALERS**

In a fiery telegram to Admiral's 16,000 dealers, President Siragusa urged them to "reassure the public that Columbia color in the FCC action means little or nothing to harm the growth of television as we know it," and that "present excellent programming will continue in black-and-white on all four major networks."

**IMPRactical, unsightly whirling disc system** which Commission Chairman Pokrass has said will be pushed only by CBS, a network owning four stations out of a national total of 107 [Note: CBS owns one TV station outright, has a substan-
tial minority interest in two others.]

No sponsor will make any investment in color telecasts for an audience which will consist mainly of CBS exclusive TV set owners and their families. It is a "dope" that the color in the FCC action means little or nothing to harm the growth of television as we know it. What makes all-out production of such a color system impractical?

The FCC has rejected the CBS request three times. No sponsor will make any investment in color telecasts for an audience which will consist mainly of CBS exclusive TV set owners and their families. It is a "dope" that the color in the FCC action means little or nothing to harm the growth of television as we know it. What makes all-out production of such a color system impractical?

The FCC has rejected the CBS request three times. No sponsor will make any investment in color telecasts for an audience which will consist mainly of CBS exclusive TV set owners and their families. It is a "dope" that the color in the FCC action means little or nothing to harm the growth of television as we know it. What makes all-out production of such a color system impractical?

**ADMiral is proud of the way you television dealers, America's hardest working men and women, have steadily increased your business in spite of obstacles bureaucrats have constantly thrown your way.**

**Chairman Alschuler of the FCC** said the decision was an "inconvenient times, and as far as we know, without adequate sponsorship. To receive this transmission, it will cost about $100 to convert.

... The public is interested in good programs and a clear picture. It will be years before color will be ready for general use. As has been our practice all along, we will take care that FCC itself is in readiness for anything the public demands.

**Mr. Byrnes**

First broadcast was heralded with a formal announcement by Mr. Byrnes at Hartford and attendance of many notable guests. When men of the National Guard left the service, a special events microphone was on hand for interviews with soldiers and their families. WCCO of Minneapolis held the state cap-

**HEROES SPEAK**

Servicemen Record Programs

ACCENT on Democracy—what it is and how it works in action—and on human interest qualities is being reflected in new television programs and other programs now being aired by WCCO Hartford, Conn., according to Syd Byrnes, program manager.

Most recent of WCCO's programs is Hartford Heroes Speaks, consisting of musical dedications re-
corded in this country for overseas by the city's servicemen for their friends and families back home. Recipient is notified by the station of the day and time the ded-
ication will be broadcast.

**Mr. Byrnes**

First broadcast was heralded with a formal announcement by Mr. Byrnes at Hartford and attendance of many notable guests. When men of the National Guard left the service, a special events microphone was on hand for interviews with soldiers and their families. WCCO of Minneapolis held the state cap-

**TRENDS GROUP NAB Committee Meets**

NAB Business Trends Committee, comprising leading industrial, bus-
iness and economic leaders, meets today at the Waldorf-Astoria Hotel, New York.

First meeting of the group, formed last spring [Broadcasting, May 22], is scheduled to take up major areas of strength and weak-
ness in the current business pic-
ture; mobilization and defense plans; outlook; points at which media have failed in their effort to reflect true business conditions to the American people.

The committee was authorized at the NAB February board meeting.

The plan calls for preparation of an economic report by Richard P. Doherty, NAB employer-relations director.
BMI REPORT

INCOME of $4,187,000 for the fiscal year ending July 31, 1956, was reported by Broadcast Music Inc. in a financial statement issued last week.

Cari Haverlin, BMI president, reported an increase in radio use of BMI music. He estimated that in 1950 radio performances of BMI music will be more than 21 million, a 16% increase over 1949. During the fiscal year BMI paid $2,206,000 for performance rights.

Mr. Haverlin said 2,768 broadcasters renewed their BMI licenses for the 1950-51 period. BMI also has licenses with more than 3,200 hotels, restaurants and other music users, he said.

Canadian Broadcasting Corp. and all independent Canadian stations are BMI licensees. In the past year BMI has added 20 writers to those under contract, Mr. Haverlin said.

DEFENDS AMA DRIVE

FCC BUDGET

'51 Funds Parceled $50,000

FCC will issue a detailed allocation of its 1951-52 budget sometime during the next fortnight following notification by the Budget Bureau last week of a $50,000 "holdout" in its $6,025,000 appropriation for the fiscal year beginning last July 1.

The $50,000 "reserve" in funds and authorizations represented a 0% increase in the original budget set by the bureau and indicated a relatively small drop in operating funds as measured against previous estimates from 10% to 12% [BROADCASTING, Aug. 28, 7.

The reserve approximated less than a 1% cut. The Budget Bureau had notified the FCC Sept. 11 that it could anticipate a $100,000 slice under the Budget Accounting Act of 1950 which authorizes reserve holdouts throughout all government agencies and departments.

The Commission testified at 1951-52 budget hearings last Thursday.

Announcement of the $50,000 FCC funds for remaider of the 31 government agencies and departments, totaling $580,271,385, was made last Tuesday by Frederick J. Lawton, budget director. Last August Congress had rejected amendments calling for a $550 million cut in non-defense funds.

The bureau last week also directed "slashers" of $100,000 for Federal Trade Commission, which passes on questionable media advertising, and $7,980,000 for the State Dept. as well as $40 million for the Agriculture Dept.

State Dept. spokesmen doubted that the international information program on the Office of America, would be affected in view of a record-high budget this year as advocated by President Truman. But the Agriculture Dept. will have to forego funds originally contemplated for its information department-television program, whose activities will be lumped under radio expenditures.

Mr. Lawton stated that it "will probably be necessary during the remainder of the year to release some of these reserves, and it is likewise probable that the opportunities will be found for savings in other areas."

SPONSORED TIME

Ross Shows NBC-TV First

OF A TOTAL of 16 hours of Class A time on four television networks, 76% hours are sponsored by network advertisers and the other 23% made up of cooperative sponsorship, local sponsorship and foundation funds. According to an analysis by Ross Reports on Television.

NBC-TV has only 1½ hours a week of unsponsored A time; CBS-TV has 1½ unsponsored A hours; ABC-TV has 14 and DuMont 19.

October 16, 1950 • Page 31
Radio (and TV) (Continued from page 21)

Radio broadcasting not only is the great fire-side entertainer but has come to be a great molder of public opinion. There should be no sympathy in the moulding of public opinion, either government or private.

Even then, FDR foresaw the development of TV, as indicated in this paragraph:

Today broadcasters are faced with development of new and intriguing innovations in the field of electronic communications, each representing the emerging field of laboratory achievements in visual radio and in the shortwave field. When they will prove technically and economically practicable, of course, no one can foretell. But I have an abiding faith in American inventive genius and in the ability of broadcasters to meet these new developments in a way that will improve their service to the nation as a whole.

In all probability, in the near future, TV will be shown over the air. In the meantime, the radio industry has continued to grow and to lead in the development of the medium.

Problems 'Not Insoluble'

Radio then was having intramural conflicts, with the very existence of the NAB threatened. On this score, Mr. Roosevelt said:

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

On Oct. 8, 1940, just prior to his election for a third time, establishing precedent for White House incumbency, President Roosevelt made his flat "radio as free as the press" pronouncement. The occasion was a congratulatory message to the Editor "on the steady progress which enables you to mark the beginning of the 10th year of your very successful public service by making this journal a weekly instead of a semi-monthly publication."

He continued:

This proposed change emphasized that radio had attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communications, television, as well as radio, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the people informed. A free radio is just as essential as a free press.

President Hoover's first utterance on American Plan radio after his assumption of the Presidency came on Oct. 26, 1931, in a remote control talk to the opening session of the ninth annual convention of the NAB in Detroit. It was published in full text in the Nov. 1, 1931, BROADCASTING, the second number to roll off the presses. He alluded to the 1922 "Hoover Conference," when the Secretary of Commerce had directed the developments that led to the "national policies in relation to radio."

He said:

The stations reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government in the elimination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give listeners the use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of a speech medium which would have been involved in government broadcasting. It has preserved free speech to the country.

The principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies best to be abeard of development and need. Your association has contributed greatly to their solution. I am confident that you recognize your responsibility when this country upon you in public interest. It is needless to mention the many-sided importance of radio in the life of the country. The provision of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the importance of the development of the nation. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land. For the treasures of music, of entertainment, and of information have been brought to the remotest farm and the most remote hamlet. There is new happiness and contentment.

AT DINNER following a special broadcast of the Esso Reporter on WGY Schenectady, plaque for public service was presented to the station by some Standard Oil Co. taking part were (r to l): R. Hanna, WGY manager; Bill Meenan, the first Esso Reporter who began the series in 1935, and Harvey J. Green, district manager, Esso Standard Oil Co., who presented the plaque. Following the regular newscast a resume of news headlines entitled Fifteen Fateful Years was presented by the WGY staff. Material was compiled by United Press.

Don Lee (Continued from page 25)

July, may remain with the organization in a top-level capacity. Preliminary talks between Messrs. Weiss and Hoffman, who wants him to remain, already have taken place.

In a closed-circuit talk to affiliates on Tuesday, Mr. Weiss gave an account of how the network will remain intact, if and when purchased by the Hoffman group.

In telegrams to Frank White, president of Mutual, and Theodore C. Streibert, president of WOR, which like Don Lee owns approximately 19% of Mutual stock, Mr. Weiss said:

No Changes

"I have been authorized by Mr. H. L. Hoffman, chairman of Hoffman Radio Corp., who was high bidder for Don Lee properties, to assure you that Don Lee Broadcasting System will be preserved intact and that its relationship with Mutual Broadcasting System would be continued in the spirit of whole-hearted cooperation that has characterized our association for the past 13 years."

Mr. Hoffman reported that no new companies will be formed and there will be no change in management, ownership and operation of Hoffman Radio Corp., which started in 1941 and manufactures radio and television receiver sets as well as electronics equipment for armed forces.

Besides four owned and operated stations (KHJ Los Angeles, KGB San Diego, KDB Santa Barbara, KFRC San Francisco) Don Lee Broadcasting System has 15 California affiliates with 25 affiliated through Pacific Northwest Broadcasting Co.

S. Lee Enterprises Inc. owns all of the outstanding shares of Pacific Northwest Broadcasting Co. in addition to its holdings in MBS.

Other assets of Thomas S. Lee Enterprises consist of a three-acre studio building at 1313 Vine St., Los Angeles, completed about two years ago at a reported cost of $3 million; KTSL (TV); KHJ-FM; Mt. Lee, Hollywood, present TV and FM transmitter site; 160-acre Mounthill, Pasadena, proposed site of TV and FM transmitter, as well as Culver City KHJ transmitter acreage. In addition to the radio and television properties, there has been a $3.4 million cash reserve, representing recent liquidation of Don Lee Cadillac agencies and other properties.

Thomas S. Lee estate is now in process of litigation. His will, written in 1934, leaving the entire fortune to an uncle by marriage, R. Dwight Merrill of Seattle, is being contested by his aunt Mrs. Nora Patee, and by two adopted daughters of his father, the late Don Lee.

CBS was reported to have worked out an agreement with William O'Neil, president of Yankee Network, to buy KTSL should the General Tire & Rubber Co. bid have been accepted. Yankee would retain the Don Lee Network regional setup, with CBS utilizing studio facilities for its TV operations on a rental basis at 1313 Vine St. until its planned Television Center is available.

CBS is known to be intensely interested in securing its own TV station in Los Angeles, and may undertake negotiations to acquire the Earl C. Anthony Inc.'s KFPI-TV or Mrs. Dorothy Schiff's KLAC-TV.

NEWS TOPS

Station Survey Shows

NEWSCASTS are at the top in a program popularity survey conducted in 23 southwestern Wisconsin cities by WRCO Richland Center, Wis. The survey covered 10 counties.

Second on WRCO's first annual canvass of listeners was the philosophy and poetry type of program with soft music background, preferably organ. Religious programs ran third: birthday and anniversary announcements, fourth; and children's programs, fifth. Tabulation on types of musical programs desired ended in this order: Pulpit, hymns, semi-classical, western hillbilly, waltzes, classical, martial, polkas, organ, and square dances.

The poll disclosed an average listening day of 7/8 hours, with radio's popularity increasing between 20% and 60% in winter that 7% of those canvassed stated they listen steadily between 12 noon and 3 p.m. Other popular periods were from 10 a.m. and from 5 to 7 p.m. In the interview, "What type of programs would you like more of?" sports and drama received the biggest share of votes, followed by women's programs, quiz and talent shows following in that order.
Horse Race Policy
(Continued from page 28)

missioners noted that prior to the conclusion of the hearing WTUX had modified its programs so as to be of no aid to illegal gambling and also presented plans for programs "in the public interest."

The decision noted Wilmington bookmakers have used not only WTUX but also WDBZ Vineland, N.J., WSMG in Baltimore, and WPTF in Raleigh, N.C., and to a lesser extent, WSNJ Bridgeport, N. J., WANN Annapolis and WPEN Philadelphia.

Some observers considered last week that although the WTUX ruling shows FCC presently is inclined to handle the horse racing problem on a case-to-case basis, the background in the preceding and legislative concern on Capitol Hill this past summer emphasize the importance of the Commission's policy as buttressed by the WTUX decision.

Tighter Policy Seen

That the FCC policy would be tightened was evidenced initially in the WTUX hearing [Broadcasting, June 20, 1949]. Local police authorities, whose complaint against WTUX precipitated the proceeding, testified they had turned to FCC for help since the problem of broadcast aid to gamblers appeared to be more than a single-community affair due to the extending over city and state boundaries.

Legislative concern over the issue arose with a bill (S 3558) to ban all interstate transmission of gambling information and directed specifically at radio and TV. Although the bill was supported in the Senate it was opposed by FCC as impractical and ultimately dropped from further consideration. The Senate approved the overall crime investigation proposed by Sen. Esten Kefauver (D-Tenn.). The WTUX case was brought into the thinking, although incidentally, while police authorities appeared to testify on the problem [Broadcasting, May 1, 8, 16, 1949].

FCC majorly, "in view of the overwhelming weight of the evidence to the contrary," concluded "we are entitled to reject the self-serving declaration of innocent design considerations" to Macintosh and Robinson and to find that the horse racing information broadcast over Station WTUX, was with the complete knowledge of the station's owners, of a high degree of aid to bookmakers in the Wilmington area.

"Since the station's principals continued to supply information to bookmakers, the knowledge that the latter were using the data in their illegal operations," the majority continued, "we must conclude affirmatively on the question whether the program's transmission was to any extent intended or designed to be of assistance to persons engaged in illegal activities in connection with betting on horse races."

Thus, despite the applicant's "belated reforms" in programming, FCC considered the "record of poor performance" a clear indication of what may be expected in the future than the applicant's promises to reform.

The majority stated it had considered the circumstances of the operation" of WTUX "was the first broadcast experience for Messrs. Macintosh and Robinson and that they relied, to some extent upon the success of competitors in continuing their horse racing format beyond the time when they were on notice that their programs were assisting illegal gambling activities."

"It found, however, "no compelling reason to modify our judgment that a grant of license renewal would be inconsistent with the public interest."

FCC continued:

"There is substantial evidence to indicate that Messrs. Macintosh and Robinson do not understand their duties and obligations of a licensee. It appears to us that they have been engaged for a considerable period in retaining information or acquiring information after adequate notice that the information transmitted broadcast was of aid to illegal gambling. In relying to any degree upon the advice of counsel, the applicant must be taken to have profited an error to which Mr. Robinson, himself an attorney, must have known."

"In such a case, the Commission must turn for ultimate responsibility. That responsibility cannot be abolished with the advice of counsel who did not exercise that proper judgment which the Commission must expect from the licensee."

FCC found basic policies of WTUX's program to be in the interest" of Wilmington in that they proposed to furnish the local audience with a different service than that broadcast by other stations there, as well as to provide sustaining time for civic, charitable and religious organizations. "However, the same cannot be said of much of this program service developed by the station in implementation of these policies, FCC declared.

Programming Outlined

The decision noted that WTUX set aside the "entire afternoon period, Monday through Saturday, for one program, the 1980 Sports Parade, which consists of recorded music, several newscasts, frequent announcements of horse racing and other sports news and results, and two 15-minute sports reunions."

"In the same spirit," FCC said, "Questioned WTUX's program in balance in view of the standard outlined in the horse race program decision involving WWDC Washington, issued in February 1948.

"Even in the station's chosen field of emphasis, sports programming," FCC found that WTUX "is limited in its coverage by a lack of available time to carry play-by-play accounts of football games, baseball games and other daytime sports." The majority concluded: "It is clear that other interests in the community have been neglected and that program in connection with betting on horse races."

Admen Stress Radio In Defense Role

VARIOUS phases of 1950 trends in advertising were discussed by national advertising and sales promotion executives at the seventh annual Advertising Conference sponsored by Ohio State U. in Columbus, Oct. 6-7. If a single dominant note emerged from the talks it was: All broadcasting stations—AM, FM, TV and facsimile—must place importance in networking America for any eventually.

Fred Lazarus Jr., president, Federated Department Stores Inc., Cincinnati, advocated curtailed expenditures of goodwill for non-military purposes.

"Military needs come first, we must assume there is little prospect of genuine peace in the near future. . . . The American people know they have a burden to bear. But they also know it is well within their capacity," Mr. Lazarus said.

He added that all efforts—"foreign, domestic, social and financial"—need to be coordinated and that broadcasting must plan its largest contribution. "If this coordination is accomplished there can be no doubt about the outcome," he said.

Bill W. Bubenzer, director of advertising, Ford Motor Co., discussed the use of TV by a national advertiser. Benjamin S. Katz, Gunn Watch Co. president, talked about the use of advertising in selling "higher priced merchandise." Dave Arons, of Gimbel Bros., Philadelphia, underlined that his firm's experience with TV has received a new phase: "To us, it is a daily advertising medium with . . . stability."

Ira W. Bubela, exec. vp & pres of Chicago advertising agency, discussed agency management problems and advocated the use of incentive plans for cutting costs. H. L. Dobberstein, vice president, Benton & Bowles, New York, spoke about media analysis and selection, pointing out that the number of national advertisers has increased from about 2,800 in 1940 to 4,600 in 1950. He said: "Any given advertiser faces greatly increased competition from all advertising. This has apparently resulted in a decrease in the net effectiveness of advertising expenditures for a given product or purpose."

Dr. Donald D. Cameron, Ohio State professor, arranged the conference in co-operation with the Fifth District Advertising Federation of America.

Other key speakers included: John Goodwillie, Alexander Smith & Sons Carpet Co., New York; Richard M. Raibigh, McCann-Erickson, New York; and Russell Brown, vice president, Allied Stores, New York.

New admen to speak at KXOB

GRANT POLLOCK has taken over the general management of KXOB Stockton, Calif. Announcement of the change had been made last month [Broadcasting, Sept. 18]. Mr. Pollock, formerly manager of KVON Napa, Calif., succeeded the station manager who moved to KXOA Sacramento, under the same ownership as KXOB.
Strictly Business
(Continued from page 16)
was one of two children. His father, an electrical engineer, died when Eddy was an infant. An incident was a turning point in Eddy's life when he was sent to an orphanage in up-state New York. Still a schoolboy, he had the opportunity to complete only the seventh grade, Eddy learned the rudiments of typography from his foster father; a foreman at the American Type Founders, who was a printer of "the old school."
Eventually Eddy sought his future in California. Convinced that the West was where he wished to settle, and fired with the belief that the cellophane packaging idea would some day sweep the country, Eddy Allen is now a salesman at Budget Pack.

Introduction to Radio
Eddy met radio's selling power during the war when some retailers were trying to make a fastfull out of the situation of scarce materials. At the outset of the war, Budget Pack was sponsored a half-hour a day on KCA, Los Angeles. By calling to task certain department store and other retailers for selling goods at prices over-inflated, Mr. Allen created a loyal following. Whenever she would mention one of Budget Pack's products, the grocer's shelves would be depleted in 48 hours. Because of the scarcity of materials, the firm was hard put to it to replace its products.

A few years later, Budget Pack was advertising again, this time with radio's blood relation—television. Eddy Allen discovered the power of the new medium on July 4, 1949.

That day was a gathering of children at the Allen house, celebrating the Fourth with fireworks. Suddenly the racket stopped when one of the youngsters called, "Ooh, they're always running out of that stuff. There was something beyond the attraction of fireworks in a child's life, Eddy investigated. He then began sending out Eddy Allen's television puppet show. "Beanie" could draw children from the most active play, Eddy proceeded to find the program a local sponsor—Budget Pack. Now the show is sponsored by Budget Pack 6:30-6:45 p.m., Mon.-Fri., over KTAL (TV) Los Angeles.

Other Budget Shows
Other programs, both radio and television, have carried Budget Pack's message to West Coast listeners and viewers. Prior to the station sponsorhip, the firm backed "Tom Breneman's Breakfast at Dar-d's" before it was beamed nationally. It also sponsored "Chef Milan" and "Pie Co. TV programs are Tele-Teen Reporter, telecast at 7:30 p.m. Wednesday on KLAC-TV Los Angeles.

Eddy and his wife, Rose, will celebrate their 25th wedding anniversary next February. They have three children, Toni, 14; Judy, 11, and Robert Alexander, 9.

BOARDS of directors of Keystone Broadcasting System has elected Sidney J. Wolf president and Naylor K. Rogers vice president and treasurer of Keystone since 1941, and Mr. Rogers, executive vice president, joined the firm in 1942.

Other new Keystone officers are Noel Rhys and Joseph Bauer, vice presidents, and Arthur Wolf, secretary and treasurer. The latter, one of the principal stockholders of KBS, is associated with the new Keystone president, his brother, in the law firm of Sidney J. and Arthur Wolf.

Mr. Rhys, who has been associated with the company since 1941, is in charge of the New York office. A World War I air pilot, he was a Hollywood writer and publicist associated with the motion picture industry before joining Keystone. Mr. Bauer, a Chicago business man, has been interested in the network since 1941.

Mr. Rogers has been in broadcasting since 1924 when he was a member of KNX Hollywood's first staff. A member of the Hollywood Broadcasting Club, he has been credited with many firsts, including regular broadcast of news and public events, airing of operas, and other innovations which have since become standard practice in broadcasting. He is a member of the Chicago Radio Management Club, Chicago Federated Advertising Club, and is a charter member of the Los Angeles Advertising Club.

Sidney Wolf has played an active part in the development of Keystone's national transmission service to small towns and rural areas from coast to coast. He recently reported to KBS stockholders that with a number of new national accounts in 1950, the network is now carrying more accounts than ever before. He attributes the upsurge to the fact that advertisers going into television are using Keystone to supplement their TV coverage. Mr. Wolf reported that KBS now has 402 affiliated stations and reaches 8,071,430 radio homes.

NEW PROPAGANDA TECHNIQUE
Broadcasts from Guided Missiles Envisioned
ACCELERATED plans for psychological warfare, envisioning programs broadcast from guided missiles, were revealed by the U. S. Army last week and elaborated on by Brig. Gen. Robert A. McClure, head of the Army's Psychological Warfare Division.

Gen. McClure speculated that, while the idea suggested a page from Buck Rogers, such a propaganda weapon is "not too much to expect in these days of guided missiles." He said the Army's program, now being stepped up, will be coordinated with the State Dept. in addition to other military branches looking to formation of a set policy.

He pictured such missiles circling over foreign countries and broadcasting messages to the population, as well as dropping leaflets.

Gen. McClure's division is part of a section of G-3 under the Army General Staff, but soon may be given individual status under the Army Special Staff, he indicated.

Guided missiles have come up for discussion in NSRB, defense and NAB circles in the past two months. There is speculation that they may be able to "home in" on radio and television signals, but the practicability of such a procedure was seriously questioned. The Air Force's efforts to militate against success of such maneuvers reportedly are current creation of a permanent radar network and resort to changes in wave length frequencies.

One of the most intriguing possibilities is that missiles could be guided by "heat waves" or sound to targets pre-set by enemy direction finders. Elimination of sound noises and counteraction of heat in rural areas were felt to be the simplest defense against them.

WKID SOLD
Public Auction Held
WKID Urbana, Ill., has been sold at public auction for $9,700 plus "encumbrances" estimated at $27,000, it was reported last week. Buyers are Elwood Fabert, former president of the station when operated by University City Broadcasting Co., and Howard K. Kemper, Mr. Fabert's business associate. Sale is subject to FCC approval.

Off the air for several weeks, WKID was ordered sold at auction on Oct. 6 by the referee of bank ruptcy, Federal Court, Danville, Ill. The action followed petition by

KOREAN situation and the present increase in the size of the Army are responsible for a 500% increase in the purchase of communications and other items for its combat and service troops, the Army Dept. acknowledged Oct. 8. Congress isfaced with a $2 billion expenditure for the fiscal year, the Army said that, from the overall standpoint, the present Army program appears to involve procurement in the order of $2 billion over the 1950 rate, or roughly $10 billion.

The signal Corps, responsible for procuring all communications equipment, is slated to spend 6.5% of total funds obligated for fiscal 1951. The Army Ordnance Corps is tabbed for 57.8% to be spent on guided missiles and other weapons.

President Truman earlier had asked $10.5 billion for overall defense and $6 billion for Air Force procurement, with $1.5 billion tagged for weapons and electronics, and $1 billion for electronics-communications equipment. Since July 31, 24, latter support was further supplemented by an additional half-billion dollars, bringing electronics to $1.5 billion.

WKID now represents $60 million to be expended by the Army Signal Corps, it was explained that the $10 billion figure applies only to acquisition of "major items" in the Army-Ordnance procurement or other services.

Feature of Week
(Continued from page 16)
merchandise have more appeal than that available in Worcester (a city of 200,000 population).

The drive, which began Sept. 1, is directed by Commercial Manager Frank Malek, with Local Sales Manager Bob Brown. On the theory that "What's good for Worcester is good for all of us," WTAG's broadcast hobby shop-in-Worcester tagline, most of them pointing up facts re-activated by station research.

Now residents are becoming aware of the availability of a flock of stores in the city, rather than the "choice few" they frequented in the past. The WTAG theme also will carry a charge account appeal and other such personalized approaches. Preceding every campaign announcement, all retailers in the city receive a form letter asking them about their WTAG and asking for comments or suggestions. Data is obtained through the aid of the local retail advisory committee and the Chamber of Commerce.

several WKID creditors for involuntary bankruptcy. James W. Strand, announcer, was appointed trustee for liquidation of the assets. WKID is assigned 250 days to do so.

Mr. Fabert held about 25% of the WKID stock but was inactive in the operation of the station.
A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample “Interview” and “Diary” Techniques

FOR years, the Iowa Radio Audience Surveys* have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as “How much do people listen to car radios?” . . . “How much extra listening takes place in multiple-set homes as compared with single-set homes?” . . . and “What is the listener attitude toward commercials?”, as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the “interview” method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new “diary” method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

INTERVIEW TECHNIQUE
The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State’s population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the “recall” of the person being interviewed and it usually reaches only one member of the family.

DIARY TECHNIQUE
The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides each radio set in the home with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to “listen more” when the diary was first started.

COMBINED INTERVIEW-DIARY TECHNIQUE
The 1950 Survey combines the best features of both techniques by making every seventh selected home a “diary home,” as well as an “interview home.” This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a “must” for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of Iowa listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, today!

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records voluntarily kept by 930 Iowa families — all scientifically selected from Iowa’s cities, towns, villages and farms.

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
FREE RADIO BEST
For World Relations—Miller
FRIENDLY relations with the peoples of all nations can best be promoted by radio-press "recognition and observance of moral duty," not by legal obligation with resort to "censorship and suppression" by government, Edward G. Miller Jr., Assistant Secretary of State for Inter-American Affairs, asserted last Monday.
In a speech delivered at the sixth annual Inter-American Press Conference in New York, Secretary Miller singled out resolutions currently before the United Nations General Assembly which condemn jamming of shortwave radio broadcasts and recommend that only in "extremely exceptional circumstances" shall member states "take measures to limit freedom of information."

The State Dept. official also took sharp exception to a Soviet radio statement that because of a "secret agreement between the U.S. government and the radio monopolies," no commercial shortwave receivers had been produced in America for over two years. The reason, according to Moscow, was to keep U.S. public from listening to the Russian and other foreign radio. "I believe that it is hardly necessary to assure you . . . that there has not been any restriction on the manufacture, distribution and sale of any type of radio or television receivers in the United States," Secretary Miller said. "Our citizens can buy any kind of radio they please . . . shortwave, standard brand, FM or all three . . . They can be sure that their government is not attempting, nor authorizing attempts, to jam any foreign broadcasts . . ."

Three Argentine delegates to the conference revealed they would ask the UN to take "new and vigorous steps" to restore press freedom in countries which have obstructed the flow of news.

WORLD SHOW
Reports Ross Feature Sales
WORLD BROADCASTING SYSTEM'S Steamboat Jambores, transcribed program featuring Lanny Ross, has been sold to the following:
Allied Florists by WKBH LaCrosse, Wis.; Rosenberg & Co. by VOCM St. John's, Newfoundland; Bond & Ronald Candy by CJOB Winnipeg; Bridge Street Motors by WLOB Lacksville, N. C.; Hilltop Television by WFAH Alliance, Ohio; Little Rock Tomato Co. by KVLC Little Rock, Ark.; Auto Ford Sales by WKBW New Britain, Conn.; Reis-Rein Co. by WCKA Pensacola, Fla.; Keen's Laundry & Dry Cleaners by WJBO Baton Rouge, La.; Heidema Box & Lumber Co. by WHTC Holland, Mich.; Salem Hardware by KSLM Salem, Ore.; Ulf Mfg. & Lumber Co. by KTRM Beaumont, Tex.; MacAlear Ltd. by CKSF Cornwall, Ont.; McLellan, McPeel & Prior Ltd. by CKNW New Westminster.

RWG PACT
Negotiations Stopped
A STRIKE against the major networks by staff news and continuity writers of Radio Writers Guild looms greater last week with the announcement in New York by union attorney Herman Gray that negotiations had been broken off.
Counter-proposals received from the networks were unacceptable as a basis for bargaining, he said.
However, some spokesmen for the networks expressed confidence that an agreement would be reached before Oct. 31, when present contracts expire. The RWG voted last week to strike unless agreement is reached by that date [BROADCASTING, Oct. 9].
The strike vote followed an alleged delay by the networks in responding to original proposals by the union, which is understood to fear that wages will be frozen before they are brought into alignment with increased living costs.

ENGINEERS' BOOK
Fourth of Series Issued
GROWTH of knowledge and greater degree of specialization in the communication and electronics fields prompted the editors, Harold Pender and Knox McLain, to compile this latest in the series of engineering handbooks. As with previous editions, the voluminous work has been prepared by a staff of specialist contributors, with organizational assistance from E. W. Engstrom of RCA Labs, Frank A. Cowan of AT&T, and others.
Listing 80 technical specialists who contributed, the handbook is divided into 23 sections comprising such subjects as electron tubes, FM, transmission circuits, acoustics, telephony, facsimile, television, electronic control equipment, navigation aids and sound-reproduction systems. The work is replete with diagrams, mathematical formulæ, and units and symbols for use by the engineer.

Heslep AEC Program
CHARTER HESLEP, chief of the public information service radio-TV section, Atomic Energy Commission, wrote and produced a half-hour video documentary from restricted confines of the Los Alamos atomic bomb project for the Employment-Handicapped campaign. Program was tape-recorded with cooperation of KRBN Los Alamos and later was broadcast over the ABC Network. Project reportedly employs the largest percentage of handicapped personnel in any government group. Mr. Heslep formerly was manager of MBS Washington operations.
THE THIRD EDITION of the Bituminous Coal Annual is now available! Putting 200 pages of facts and figures at your finger tips, this valuable reference source gives you up-to-the-minute information on all phases of the Bituminous Coal Industry.

You get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, research, combustion, chemistry and finance. Graphic charts give you comparison data fast. Sharp chapter organization and indexing make the search for special information easy.

You will find this new edition easy to read, convenient to use . . . an important aid on your desk or in your library throughout the year. Just published, it is now being distributed to editors, libraries, colleges, research organizations and industry executives.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington
Three chim on NBC ... America's
A star-studded roster of popular programs—more new shows...more old favorites. That's the AM talent picture—around the clock...across the board at NBC this fall—the kind of pulling power that provides audience traffic.

From one end of the country to the other, more people listen more often to NBC. According to BMB Study No. 2, whatever the standard of comparison—by frequency of listening...by listening levels...by counties...by cities...by markets or by geographical areas—NBC is the leading network. And since BMB Study No. 2 was completed, 14 NBC stations have been granted FCC power increases—enabling NBC advertisers to reach even more people than ever before...the largest audience in advertising, including the other networks.

That is the NBC story—the finest talent, programs and facilities in network radio. National advertisers on NBC have the best opportunity to reach the mass market of America—to sell products and services to America at the lowest possible cost per hundred, per thousand or per million.

No. 1 Advertising Medium A SERVICE OF RADIO CORPORATION OF AMERICA
ERIC BARNOW, past national president of the Radio Writers Guild, resigned last week as a veteran member of the RWG's eastern region council in a move to determine whether or not alleged conflict in that area is only a tepot tempest.

He announced his intention to "appear on a slate of independent candidates" in the forthcoming Guild elections early in November in view of the "wide circulation" accorded "rumors to the effect that a small communist minority is trying to dominate" the Guild.

Mr. Barnouw disagreed with those on the council who "appear to feel that the problem [of the rumors] so created can be remedied by calling it a matter of politics, and by reiterating that the Guild can have nothing to do with politics." He said he believed the solution was through an election of candidates who stand "on a clear, specific platform." He said although that has hitherto been the custom in Guild elections, "it seems to me the unity and life of the Guild now demand such a democratic clarification."

Mr. Barnouw's resignation, which was addressed to Sheldon Stark, RWG vice president, stated:

I am writing to resign as a member of the eastern region council, effective at the same time as the terms that are about to expire. My name will, however, appear on a slate of independent candidates to be submitted by a group of members in the coming elections.

My reasons are as follows:

During recent months there have been rumors to the effect that a small communist minority is trying to dominate the Guild. These rumors have gained wide circulation and have hamstrung the Guild.

Many members of our present council appear to feel that the problem so created can be remedied by calling it a matter of politics and by reiterating that the Guild can have nothing to do with politics.

Unfortunately the general public, almost all labor unions, and all branches of government whether judicial, legislative or executive, have not for some time regarded the problem of communist organization and infiltration into key organizations, as a matter of mere politics.

I feel that the council members who keep calling it politics are living in a cloud.

Many of our members are asking for reassurance in this matter. My own feeling is that they, as well as the public, are entitled to it.

If the majority of the present council feels that it does not want to give this reassurance or that such reassurance would not be proper council business, then it seems to me the only solution is through the election—the election of candidates who each stand on a clear, specific platform. It is fundamental to democracy that candidates for office should state what they stand for. This has hitherto been the custom in RWG, but it seems to me the unity and life of the Guild now demand such a democratic clarification.

For this reason I am acting as I am, and urging any others who feel likewise to take the same step.

Mr. Stark, receiving the resignation on behalf of the council, said no reaction could be expected immediately, if at all. He said in the past the Guild had refrained from acting beyond the sphere of professional interests, although its members had participated in the Writers War Board during World War II as individuals. Many members felt that to be a principle which should be preserved, he said, although the council would comply as a matter of course, as it had in the past, with any request by a governmental agency for assistance.

New York Meeting
In this connection, Mr. Stark pointed to another of the week's developments. At the request of the Adjudant General's office, Mrs. Richard Rodgers, who headed a Writers War Board subcommittee on World War II, last week called a meeting in New York to obtain scripts for service shows. The meeting, which was seen as the possible nucleus for a new Writers War Board, was attended by Mr. Stark and James Stabile of the RWG; Moss Hart, representing the Dramatists Guild; Producer John Shub of James Caddigan, DuMont Television Network; Ernest Wailing and Caroline Burke of NBC; Jerry Maulsby of CBS; James Mitchell of ABC; Lil. Col. William A. Bishop of any Special Services, and Capt. Gerald Cameron.

Following the meeting, at which a temporary committee was formed, the RWG council requested Guild members as individuals to give the committee blanket releases for their scripts.

Meanwhile, a resolution by the RWG council censuring Welbourn Kelly [Broadcasting, Aug. 28] was voted unconstitutional and beyond the council's powers at a meeting of the council of the parent body, Authors League of America. Mr. Kelly was censured for remarks allegedly made by him subsequent to his resignation from the council July 25, following the tabling of his resolution concerning a Writers War Board.

The league council instructed the RWG council to revoke its resolution, without prejudice to its right to bring any complaint it might have before the council of the league.

At the same meeting, the league council refused to adopt a resolution previously carried by a group of RWG members over the RWG council's opposition. The resolution read:

Whereas because of present world conditions any totalitarian philosophy constitutes a direct and present threat of utmost gravity to writers, in that an unanswerable commommitment of totalitarianism is a controlled radio and press, and the suppression of free speech.

And whereas the interests and welfare of the Radio Writers Guild, and of all guilds forming the Authors League of America, are vitally affected by such a threat:

Be it therefore resolved that the League denounces communism, the Communist Party, fascism and totalitarianism in all forms and pledges itself to defend the Guild against any manifestation of such philosophy within or affecting the organization, that the League petition other member guilds immediately to join with it in this action, which may be necessary to obtain passage of a similar resolution by the parent organization.

The resolution was voted down, according to minutes of the meeting.

Because as world events bring matters outside the constitutional purposes of the Authors League of America. The RWG members who supported the resolution were Daisy Amoury, James Stabile, of the RWG board, and Mr. Barnouw, all of whom have resigned from the RWG offices.

WPGH Fire
SWEPT by fire Oct. 7, WPGH Pittsburgh, Pa., resumed operation the following day under an emergency set-up. Chief Engineer Ralph Ketterer and two staff announcers worked all night and all morning to repair the equipment. Estimated damage was $5,000. The station has continued broadcasts on schedule, using emergency equipment, WPGH officials stated.

CALL DON COOKE FOR COMPLETE COVERAGE WASHINGTON, D.C. WJAM 5000 WATTS
WIN WITH A WINNER

1. **High Hoopers**—6th highest Hooperated station in the nation between 6 and 10 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evenings. No. 1 on individual program ratings competitive to National Network Shows.

2. **Lower Costs**—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250-time frequency, $9.75 buys a Nighttime minute—$7.50 a daytime minute.

3. **Top Programming**—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 minute newscast and leading play-by-play Sports broadcasts.

4. **Personnel**—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

*Based on Dec.-April Hooperatings and May-June Index

WEMP

24 Hours of Music - News - Sports

HEADLEY REED, Nat’l. Reps. 
HUGH BOICE, Gen’l. Mgr.
ORN WILLIAMS, assistant to director of TV sales for NBC, appointed manager Western Division NBC-TV sales.

JACK HASKELL, sales division WTTG(TV) Washington, to KTTV(TV) Los Angeles sales department.

REGINALD E. COY Jr. to sales staff WLAW Lawrence, Mass., as account executive assigned to Lowell, Mass., office.

JAMES E. GORDON, general manager WNOE New Orleans, named president and general manager.

MARVIN L. SHAPIRO, sales staff WSYR Syracuse, N. Y., to WCAU-AM-TV Philadelphia.

BILL W. FIRMAN to Midwest sales staff WOR-AM-TV New York, headquartered in Chicago from salesman for Taylor Co., same city.

WILLIAM T. BURGARTH, commercial manager WTAD Quincy, Ill., to sales manager WPPT-WGOR (FM) Ft. Lauderdale, Fla. Mr. Gordon

CHARLES W. HOLT, general manager WHS3 Hattiesburg, Miss., to active duty with Marine Corps, Sept. 22.

JOHN J. TORMEY to Avery-Knodel Inc., N. Y., radio representative, as account executive.

WARREN GILPIN, president Lebanon Broadcasting Co. (WCOR Lebanon, Tenn.), and MANSEL BILLS, Nashville architect, open office in Nashville with LEO TREMBLAY as general manager. Firm represents in Nashville: WDBL Springfield, WHIN Gallatin, WNAH Nashville, WGNNS Murfreesboro and WCOO.

ARCH SHAWD, sales manager WJR Detroit, resigns to take extended rest because of ill health. WORTH KRAMER, general manager, to direct sales activities.

PAT SULLIVAN, Headley-Reed Co., and ROBERT FOSTER, World Broadcasting System, N. Y., to sales staff WPAT Paterson, N. J. Both

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

JIMMY LYTELL AND THE "DELTA EIGHT" "Old New Orleans"

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

Radio Corporation of America
RCA Victor Division
120 East 33rd Street
New York 10, N. Y.
Chicago • Hollywood

under direction of JACK SLOAN, who handles N. Y. agency accounts on station.

HWARD JOHN SMILEY, station manager KCA Sacramento, Calif., to manager KSMO San Francisco, succeeding GEORGE ARNOLD Jr., to active duty with U. S. Army, Sept. 20.

RAYMOND RAND, owner phonograph record business, to executive WHLI Hempstead, L. I.

WILLIAM CONNOLLY, director of research NBC Chicago, to WMBM Miami Beach, Fla., as salesman.

DICK JEWELL, program director WCSI (FM) Columbus, Ind., named commercial manager succeeding BERNIE JASPER, resigned.

PACIFIC REGIONAL NETWORK appoints William A. Ayres Co., S. F., as S. F. and Seattle representative.


ALBERT R. GOODWIN, sales promotion specialist General Electric Co.'s S. F. office to KIKI Honolulu, soon to take air, as account executive. Also will direct sales promotion and merchandising activities.

DONOVAN B. SHAW, sales representative WPIK Alexandria, Va., to WQQW Washington as senior account executive.

JOE M. YOWELL, commercial manager KSJ Glade- water, Tex., named manager.

HERBERT M. HEILBRUN, Lackner Sign Co., Cincinnati, to WKRC that city as sales executive.

JOHN M. HENRY, sales staff Taylor Radio and Television Corp., to commercial manager, KPRS Olath, Kan.

HUGH ALLEN DAY, Warren Thompson Mayers Co., publishers representative, to NBC's film procurement and syndication section, as eastern sales representative.

JOHN SHELTON, account executive in Chicago office WOR New York for 13 years, resigns. Future plans not yet announced.

Personal...

SGOLDMAN, vice president-manager WJTN-AM-FM Jamestown, N. Y., appointed chairman midtown division Jamestown Community Chest Drive.

HAROLD P. KANE, WJTN sales, named drive publicity director. ... WILLIAM DECKER, commercial representative WMAL-AM-FM-TV Washington, father of girl, Christine, Sept. 29. ... LINCOLN DELLAR, president KXOA Sacramento, KXOB Stockton, KXOC Chico, and Sylvia Harwood married in Las Vegas, Oct. 5.

GENE WILKEY, general manager WCCO Minneapolis, is at St. Mary's Hospital undergoing series of operations to correct chronic condition of some years duration. Will be confined for several weeks but is progressing well. ... PARKMAN FREEZOR, commercial department WCAY Nor- folk, Va., father of twins, Frances Lee and Joseph Rankin, Sept. 29.

GRAEME ZIMMER, vice president WXII Richmond, Va., elected to governing board Crusade for Freedom in Virginia. Will work out plans for showing of Freedom Bell in state. ... JUNIUS RALSTON PISHBURN, salesman Edward Petry, Chicago, and Laura Nickell were married Oct. 7.

RAY A. FURR, managing director WIST (FM) Charlotte, N. C., elected president Charlotte Sales Executives Club. ... WILL UNION, commercial manager WVAM Alcoa, Pa., father of boy, Michael Burdine. ... TOM BARNES, sales manager WDAY Fargo, N. D., convalescing at his home after emergency appendectomy last month. After release from hospital, he contracted pneumonia and was again hospitalized.
NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Aug. 31........ 212
Number of commercial programs starting on networks during Sept. ............. 25
Number of commercial programs dropped from networks during Sept. ........... 13
Number of commercial programs on four nationwide networks Sept. 30........ 224

SEPTEMBER ADDITIONS

SPONSOR PROGRAM NETWORK TIME
R. J. Reynolds Camel Football MBS Apprs. 4:30-4:30
Joe. Tobacco. Co. Scoreboard (following Football Game of Week)
Pepsi Cola Co. The Red and Blue Club of the Air MBS Thurs. 8:30-8:35
Kellogg Corp. The Mark Trail MBS Mon.-Wed-Fri. 5-5:30 p.m.
Quaker Oats Co. Challenge of the Yukon MBS Mon.-Wed.-Fri. 5-5:30 p.m.
National Biscuit Co. Straight Arrow MBS Tues-Thurs. 5-5:30 p.m.
Deery Foods Inc. Sky King MBS Tues-Thurs. 5:30-6:35 p.m.
Chamberlain Sales Corp. Cecil Brown-News MBS Sat. 7:30-8 p.m.
Armour Co. Dial Dave Garmo- way NBC Mon.-Fri. 12:15-12:30 p.m.
Brown & William- son Tobacco Corp. People Are Funny NBC Sat. 7:30-8 p.m.
General Mills Cal Timney NBC Mon.-Fri. 10-10:45 a.m.
Pet Milk Sales Co. Fibber McGee & Molly NBC Tues. 9:30-10 p.m.
RCA The $64 Question NBC Sat. 10-10:30 p.m.
Richfield Oil Corp. Charles Collings- weed, News, Larry Sabato, News ABC Sun. 12-12:45 p.m.
Animal Foundation Bill Shadel, News CBS Sun. 6:45-7:30 p.m.
Betony Mills Ginny Simms ABC Sat. 10-10:15 p.m.
Black Drug Co. Quick as a Flash ABC Tues-Thurs. 10-10:30 p.m.
Dolcin Corp. Edwin C. Hill ABC Tues-Thurs. 7-7:05 p.m.
General Mills Armstrong of SBI ABC Thurs. 7-7:05 p.m.
Mars Inc. fallahoff's Fishes ABC Mon-Thurs. 5:30-6 p.m.
Serocon John B. Kennedy ABC Mon-Thurs. 2:45 p.m.
Sterling Drug Co. John B. Kennedy ABC Mon-Thurs. 12:30-12:35 p.m.
Sylvania Elec. Corp. Game of the Week ABC Sat. 2 p.m. to concl.
Trimount Clothes Food Stop the Music ABC Sun. 8-8:30-4:45 p.m.

SEPTEMBER CANCELLATIONS

Post Cereal Co. Hopalong Cassidy MBS Sat. 4-4:39 p.m.
Blatts Brewing Co. Duffy's Tavern NBC Thurs. 9-9:10 p.m.
Evensharp Inc. Take It or Leave It NBC Sat. 10-10:30 p.m.
General Mills Dangerous Assignment NBC Wed. 8-8:20 p.m.
International Harvestor Harvest of Songs WGY Tues. Sat. 11:15-11:30 p.m.
Organized Reserve Corps, Dep. of Army MBS Tues. Sat. 11:15-11:30 p.m.
Pet Milk Sales Bob Crosby NBC Sun. 10:30-11
Teni Inc. Carel Douglas ABC Mon-Thurs. 12:25-12:30 p.m.
Teni Co. Chance of a Lifetime ABC Mon. Wed. -Fri. 2:45-3 p.m.

AGENCY
William Eny Co.
Al Paul Leaton Int.
Kenyon & Eckhardt
Sherman & Marrago
McCune-Erickson
Nadish, Louis & Breshears
Foote, Cone & Belding
Russell M. Seeds Co.
Knox-Keesee
Gardner Adv.
Brow Co.
Mory, Humm & Johnston
Moss & Collins
Silverstein, Goldsmith, Inc.
Cass & Freeray
von der Linda
Dancer-Fitzgerald-Semple
Lueck & Matt
Roy Dussine
Roy Dussine
Dancer-Fitzgerald-Semple
Kenyen & Eckhardt
Wm. Weinstroeb

(Continued on page 45)

KFLW Klamath Falls, Ore.
Magnecoder

A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST IN LISTENERSHIP—WGY has 37% more daytime audience and 45% more nighttime audience than a combination of the ten top-rated radio stations in its area.1

IN COVERAGE—WGY and only WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,0002 potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—WRGB received 103,5773 contest entries during eleven programs for one sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—WRGB is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachucetts—with an established 86%4 set tune-in nightly.

1—Blb, 1950
2—Poll, Winter Hooper Survey, 1950
3—John H. Denny Corp.
4—General Electric Opinion Study Division, 1950

ELECTRONIC INDEX

"49 Volume Aid to Engineers


BESIDES electronics engineers, this volume is of use to any engin- eer or technician interested in the application of electronics to his work or the way in which electronics uses his product.


Represented Nationally by NBC Spot Sales

WRGB A GENERAL ELECTRIC STATION

October 16, 1950 • Page 43
Olmsted & Foley
Radio Director says

**KDAL**

DOES THE JOB for

KING MIDAS FLOUR

in Duluth,

N.W. Wisconsin and Upper Michigan

**WINSLOW UEDEB, Tatham-Laird, Chicago, to NBC Chicago in charge of sales work advertising and promotion. Replaces WILLIAM CONNOLLY (see Front Office).**

ERNIE KERNS, promotion director WCHS (FM) Columbus, Ind., named promotion director. Succeeds DICK JEWELL (see Front Office). HALL ROBERTS and JIM GREENFIELD to station’s staff.

BETTY LOU FISHER, BARBARA BROWN and MARY LOIS WICKES to continuity department WOAI-AM-TV San Antonio, Texas. JOAN BROUSSSEAU to film department.

JIM MCNAMARA, news editor, KLAC-AM-TV Los Angeles, named assistant producer and writer Hollywood Reporter on Television on KLAC-TV. JOE PARKER joins show as producer.

DON SLADE, announcer CKK Regina, to announcing staff CPFA Port Arthur, replacing ROY DUMMER, chief announcer CPFA, who joins sales staff Lever Bros.

JANE ANN COCKRELL, in newspaper work in Chicago, to WFFA-AM-FM Dallas as assistant publicity director.

WINA PORTWOOD to WFxAA Dallas sales promotion staff.

WIP ROBINSON III to program manager KNUE New Ulm, Minn. Wife, JANE WINDOM, to women’s director KNJW. Were with WSVA Harrisonburg, Va. and WVVW Fairmont, W. Va.

WALLY HUTCHINSON, assistant promotion manager of KGO-AM-FM San Francisco, to Western Division promotional department NBC Hollywood. GORDON GRANNIS, KGO sales and promotion, replaces Mr. Hutchinson. JOHN BURR, Palo Alto Times, to promotion department KGO-AM-FM. JAMES RALL, Waldron Adv., San Jose, to KGO-TV art department.

RUSSELL BAKER, head of program and production department WQAM-AM-TV Omaha, to KGO-AM-FM San Francisco, as producer-director in charge of studio telecasts. HARRY HARRMAN, WKY Oklahoma City, to announcing staff KGO.

JOHNNY PAUL JONES, summer announcer CHLO St. Thomas, to CKX Toronto production staff to handle teen-age shows.

FRANCIS HUNT, staff announcer KREL Farmington, Mo., to KSLF St. Louis.

JIMMY HEDGE, KSBW Salinas, Calif., to KDON Santa Cruz, as staff announcer.

JIM DACEY, staff announcer WBNY Buffalo, N. Y., to WCLJ Corning.

FERN SHARP, conductor women’s programs WHN-AM-TV Columbus, begins thrice-weekly column for Ohio State Journal’s Good Morning News. Column called “Sharp’s Comments,” title of Miss Sharp’s WHN TV afternoon show.

MARGE CLIFFTON, ABC Hollywood, named production assistant to James Vandiveer, KECA-TV Hollywood day-time program manager. BOB CHAMBERS, assistant to ABC Hollywood office manager, named floor manager for daytime programs.

BRUCE MACDONALD, staff member WJW Cleveland, named assistant program director. Will work with Charles Hunter, program director.

WILLIAM F. HILDEBRAND, program director WBBM Tampa, N. J., to active duty in Infantry. Succeeded by BOB KENT, chief announcer. JOHN S. SCHNEIDER, staff member, replaces Mr. Kent as chief announcer.

FRANK CROSBIAR, sports director WHOL South Bend, Ind., named program director in addition to present duties.

GORDON GRAY, freelance announcer, to KRON-TV San Francisco as announce-director-producer. CATHARINE M. HUTCHINGS, Pacific National Adv., Seattle, to program department KRON-TV.

JIM CAMPBELL, announcer WBBM Chicago, resigns to freelance in radio-TV.

Mr. MacDonald

Mr. Kent as chief announcer.

**CROSBY BROADCASTING CORPORATION**

**BROADCASTING • Telecasting**

**MARTIN SMITH, WBFS Oyster Bay, L. I., to announcing staff WHLI Hempstead, L. I.**

**ROBERT WOOD, CBS sales service department, to station relations department.**

**JACK WEISENBURGER, football All-American, to sports director WENK Muskegon, Mich.**

**DON WESTON to WNAX Yankton, S. D., as news reporter. Was with KGVO Missoula, Mont., and UP.**

**DICK VAN DYKE to morning news editor WATL Atlanta. LEE NANCE, WDMG Douglas, Ga., to news director WATL. BILL MIM to sportscaster and disc jockey. Messrs. Van Dyke and Mim were with now defunct WCON Atlanta.**

**LEE TARI, new editor WKMH Dearborn, Mich., to WHLI Hempstead, L. I. news staff.**

**CLAIRE WIRT, ABC special events department, named assistant to Michele Roskind, director of special events for ABC.**

**JACK MURPHY, director of remote shows WFIX (TV) New York, named sports director.**

**PHIL PORTMAN, NBC Chicago news editor since 1942, resigns to live in Miami. Replaced by JACK CHANCELOR, Chicago Sun-Times reporter.**

**AL BERGLUND, KNBC San Francisco, to news department KFRC same city.**

**LOWELL THOMAS, CBS commentator, scheduled to address 1950 convention National Assn. of Radio News Directors in Chicago, Nov. 16-18.**

**HUNTING FOR CUSTOMERS?**

Over at WINS we have one furrier who’s used our station for nine years—the only radio advertising he’s done. He’s stayed on this station because sales have been growing each year—directly traceable to WINS through tests made on his program.

 Local advertisers are always a good indication of a station’s value, because they either get results or they don’t stay on.

Call your WINS representative . . . see him when he calls.

**WINS**

**50KW New York**

Buy WINS . . . it Sells!
FREC PROGRAMS

Educational Shows Listed
FEDERAL Radio Education Committee, in keeping with its policy for the past five years, has announced its list of radio programs which have been selected on a "broad educational basis, involving the following main three considerations: Educational significance, program quality and instructional adaptability."

The list was prepared by Mrs. Gertrude G. Broderick, radio education specialist, Office of Education, and FREC pointed out that news programs, despite their recognized educational value, are not listed because they are so numerous.

NAME WHITNEY

Is KFI General Manager
GEORGE WHITNEY, for the past year general sales manager of Don Lee Broadcasting System, rejoins Earle C. Anthony Inc., as general manager of KFI-AM-TV Los Angeles, effective Nov. 1. Mr. Anthony announced last week.

Mr. Whitney succeeds William B. Ryan who resigned several months ago to become general manager of NAB in Washington.

Mr. Whitney originally joined KFI in 1937 as account executive, coming from KFRC San Francisco where he was musical director. He was KFI business manager in 1947, resigning to become partner and Los Angeles manager of Harrington, Whitney & Hurst Inc., now Harrington-Richards. He left that agency in August 1949 to join Don Lee Broadcasting System.

'NOISE METER'

May Aid Radio-TV Signals
A "NOISE METER" capable of measuring and reducing unintentional interference or radiations of electric fans or shavers on radio and television sets has been perfected by the Army Signal Corps Labs, Fort Monmouth, N. J.

Earlier models of the meter, on which the Signal Corps has worked for 10 years, covered frequencies used primarily for AM radio signals, the Corps noted. But the new meter has a "greatly expanded" frequency range with practical application for FM radio signals, television, facsimile, radar and radioteletype.

Army scientists pointed out that the distance now reached by a television station probably could be increased by reducing the man-made interference in the fringe area.

KNIGHT Vacuum Tube Voltmeter kit (VTVM) announced by Allied Radio Corp., Chicago. Kit has 30 ranges and may be used as test instrument.

From where I sit by Joe Marsh

I Have A "Close Squeak"!

Spent last Saturday morning wandering all over the house. Wherever I went—upstairs or down—I kept hearing a "squeak." Couldn't find out where it was coming from until noon-time when the missus came home from her weekly shopping.

"Listen," I says to her, "hear that squeak?" I started quiet-like across the kitchen and there it went again! "Joe Marsh," she laughs, "that is nothing but your suspender clips rubbing back and forth when you walk!" And darned if it wasn't!

From where I sit, I'd been letting a little thing become a serious problem. Like some little difference of opinion or taste will start off a great big argument. I may prefer a temperate glass of beer with my dinner—while the missus likes tea—but we figure that no two people have exactly the same likes and dislikes. So, why get all "het up" about it?

The moral is, check your suspenders—and check your temper when it comes to little things.

Joe Marsh

Copyright, 1950, United States Brewers Foundation
**FCC actions**

**OCTOBER 6 TO OCTOBER 12**

CP-construction permit DAV-E general antenna and directional antenna. 
ERD-609S 600-watt powered
STL-studio-transmitter link.

**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.**

**October 6 Decisions**

**BY COMMISSION EN BANC**

**Headquarters**

WCLI Corning, N. Y.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.

W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.

W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.

**W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.**

**License Renewal**

**OCTOBER LICENSE**

**W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.**

**October 10 Decisions**

**BY THE SECRETARY**

**W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.**

**License Renewal**

**W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.**

**October 9 Applications**

**ACCEPTED FOR FILING**

**AM—1440 kc.**

W COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.

**AM—990 kc.**

K COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.

**Modification of License**

K COVID—FM Alexandria, Va.—Designated for hearing on October 13, 1963, application for renewal of license to exchange full-time control of license to the Wood广播电台, L., and the Wood广播电台, N., for extension of control.
DECREASE RADIO
RCA To Equip Philadelphia

AS A STEP in its civil defense planning, the City of Philadelphia has contracted with RCA for equipment to set up two 250 w "headquarters" stations and install 150 mobile two-way FM radio units for its Five Dept. Vehicles, it was announced jointly last week by the city's electrical bureau and W. W. Watts, RCA Engineering Products Dept. vice president.

One of the stations, with an antenna mounted atop the Pen paper, will be set up in City Hall. The other, for which a 250-watt antenna is being erected, will be housed along with radio repair facilities at 46th and Market Sts. in West Philadelphia. In addition to the 250-watt transmitters, each station will have six receivers, two custom-built consoles and a special switching device to permit control of all transmitters and receivers from either or both stations.

The fire department equipment includes 150 complete 30-watt high frequency FM transmitters and receiver units. Plans were approved by the Philadelphia Defense Council. Delivery is scheduled within this month with completion of the contract by the end of the year.

BOMB BOOKLET
Stations To Distribute

A BOOKLET titled "The Atom Bomb, and Your Survival," dealing with the effects of atomic warfare and how best to protect oneself, is being distributed, principally through radio and television stations, by American Radio Publications Inc., Peoria, Ill.

The booklet includes pictures of various types of atomic explosions with diagrams explaining the extent of damage caused by each; several pages devoted to civil defense activities on both the local and national levels, and explanations of various types of bomb shelters with lists of useful equipment for protective purposes. The firm announced that one station in each city will be given exclusive distribution rights for the booklet which is priced at a nominal sum.

BENEFIT show produced by Radio Television Industry Committee of Sister Kenny Fund at Paramount Theatre, N. Y., raised cash sum of $34,000.

FOOTBALL PANEL
Radio Men Talk Promotion

AGENCY men and football sponsor representatives will make up a panel discussion of "College Football: Promotion For and With It" today (Monday), at a special "Football Day," session of the Hollywood Advertising Club, Roosevelt Hotel.

Participating are:
Donald E. Larson, advertising manager, Howard Radio & Television Corp.

Use RCA tubes for dependability . . . long life . . . operating economy in FM transmitters

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA
INTERNATIONAL PROMOTION
KURY-AM-FM Edinburg, Tex. Manager Allan Dale suggested Edinburg Chamber of Commerce send bale of their finest long staple cotton to new English princess, Ann, whose father is Duke of Edinburgh. Idea, costing less than $300, resulted in use of story by hundreds of radio stations and newspapers in U. S. and abroad.

SERIES COLOR
WPTZ (TV) Philadelphia took full advantage of color and excitement attendant on World Series games held in city. Cameras were set up outside Shibe Park and telecasts began at 9 a.m. showing program hosts, police preparing for traffic rush and early fans on scene. Two programs each hour were aired until 12:30 p.m., when 16 minute pre-game show sponsored by De-Satin was added. Games themselves were telecast in afternoon.

ANNIVERSARY REPORT
WUOM (FM) Michigan U., distributing 25th annual report of school’s broadcasting service. Thirteen chapters range from chronological history of WUOM service to forecast of future programs.

SLOGAN CONTEST
CBS-TV What’s My Line? 10:30-11 p.m., Sun., Jules Montemier Inc., Chicago (Stoeppe deodorant). Firm offering $1,000 in cash or trip to New York to design television ensemble designed by Schiaparelli to winner of contest. Best conclusion to sentence, "...I like Stoeppe spray deodorant better than any other deodorant because..." wins weekly award.

SPONSOR HELP
WABE (FM) New York sends letter to trade explaining it has sponsor whose product is superior and who is close to station on cultural plane. Sponsor is Seven Arts Book Society. Enclosed with letter are folders from club explaining membership terms and illustrating selections.

LECTURE SERIES
WITB Toppeka, Kan., The World in Crisis, Wed., 9 p.m. Lectures are tape-recorded editions of series explaining events leading to present international crisis, given at U. of Kansas. All lectures are given by authorities on their topics, and include faculty members as well as guests.

ADVERTISED SPOTS
WTMJ-TV Milwaukee, Pelenz Coak and Dock Co., same city, sponsors spots on station featuring three puppets. Spots are promoted in center-page newspaper ads, showing puppets and urging readers to see them on TV.

PUBLIC SERIES
WCAU-TV Philadelphia cooperated with RCA Victor to present World Series on 7x3 foot screen. Tent was erected with two screens in- side and additional loudspeakers hooked up outside for benefit of those who had to stand in line for admission to tent. Tent claims 10,000 citizens saw or heard series through this promotion.

PERSONAL REQUESTS
WAIZ New Haven, Conn., Yours By Request Disc Jockey John Mariani utilizes new twist on afternoon music show. Traveling by jeep, Mr. Mariani wanders from school to school during recesses, and tape recording their requests for music. Show is made up of numbers asked for, taped by careful editing of tape, continuity consists exclusively of voices of students.

DARKROOM TV
WSYR-TV Syracuse, N. Y., gave added touch of realism on Watch the Birds program when Bill Crampton, star of show, printed picture during telecast. Studio lights switched out while printing was demonstrated under "safe" lights. Lights were bright enough to make whole process clear on TV screens. Future use of situation for making enlargement planned.

BOOKLET WELCOMES
YOUNG & RUBICAM stocks its reception rooms with four-color brochure entitled ".. in a few moments," for perusal by persons waiting to see someone. Brochure welcomes visitor, whether client, job-hunter or friend of employer, and explains agency's attempts to make visit comfortable.

STRIKE COVERAGE
WWDD-AM and KVQ Pittsburgh augmented news operations during recent strike of mail-room workers of local newspapers. WVDD-AM increased its news staff with hiring of six additional writers and reporters, and newscasts were doubled. KVQ even put its staff with reporters from struck papers and added eight newscasts.

KRC BROCHURE
KRC Beaumont, Tex., issues to trade new brochure and newswrap map. Included are market data for primary and secondary coverage areas and county statistics. Text inside brochure comments on local industries.

ANNIVERSARY CELEBRATION
KXJJ Los Angeles aired celebration which took place among 800,000 L. A. residents of Mexican descent on 40th anniversary of Mexico's independence. Gov. Warren was interviewed by Eddie Rodriguez, KXJJ public affairs announcer, and program was transmitted for broadcast over various California and Mexican stations.

DOODLER’S DELIGHT
WHIO-TV Dayton distributing unique promotion in its coverage area. "Doodle Pencils," which write in four different colors, have been given local citizens. Compliments of station are printed on each pencil.

SCHOOL SHOW
KHJ Hollywood, Know Your Schools, Sat. 7-7:30 p.m. Public service program produced by L. A. City College Workshop aiming to explain workings of L. A. educational system. Discussion panel discussed by students and panel discussions by various faculty members of local schools on educational policies and problems. School orchestras and choral groups also featured. Program presented under cooperation of station and Pacific Mutual Life Insurance Co., L. A. Adele Ulman of College Workshop directs.

BIRTHDAY BROCHURE
OLMSTED & FOLEY, Minneapolis, distributes booklet to trade on occasion of firm's 25th anniversary. Well-illustrated eight pages tell story of agency's services and personnel. List of long-term clients and agency services are carried on back.

KVER KIT
KVER Albuquerque, N. M., distributing promotion kit to time-buyers. Kit shows chart of recent How to Improve. Promotion also includes folder containing letter opener in form of girl. Folder states, "...As she opens your mail, let her serve to remind you of us....She's a swell girl!"

Elect Hawkins
FRANKLYN R. HAWKINS, advertising manager of Libbey-Owens-Ford Glass Co., Toledo, was elected governor of fifth district, Advertising Federation of America, at the APA district's annual conference at Columbus, Ohio, Oct. 7. Elected governor, antennage governors were William T. Owens, director of public relations, The Girdler Corp., Louisville, and Mrs. Frank D. Walker, president, Walker Research Service, Indianapolis. Dorothy Coon, of La Salle & Koch Co., Toledo, was elected secretary.
THE Deejay faces a daily challenge of providing the best in recorded musical entertainment.

To help meet that challenge BMI issues its monthly "Pin Up" sheet of BMI-licensed songs which can honestly be classed as Hit Tunes.

Most broadcasting stations keep the BMI "Pin Up" sheets prominently posted as a convenient reference. If you'd like your own personal copy write to BMI — Promotion Department.
Neck in a Noose

EVERY SO OFTEN, the usually reliable spokesman for the newspaper industry — Editor & Publisher— rears back to the dark ages and lets fly at radio. We recall the days when it expressed time and again that this medium was washed up but that this cause evaporated as more and more newspapers, convinced that they couldn't lick radio, joined it.

Last week E&P's editors had hot flashes back to those turbulent '30s. "Radio and television," it says in plain black and white, ". . . are purely entertainment media and not sales media. Furthermore, their messages are fleeting—they have no permanence—as in newspapers."

Tut, tut, E&P. You should know better. Or haven't you seen any surveys lately, notably those about afternoon newspaper readership in TV markets? Or do radio, as a book of the figures on radio and TV receiver sales?

There's more to this vitriolic diatribe. E&P takes to task those national advertisers "making lavish expenditures" in a new medium like TV, and suggests they look around to see what goes on. When TV broadcasters want to increase audience, asks E&P, "do they buy time on the radio or space in magazines?" Talking to itself, the journal says they do not—they use the local newspaper.

Oops! Wrong again. Sure they use newspaper space, when they can afford it, but they also use station breaks. Moreover, none of the networks and stations use national magazines—again when they can afford them.

Then this hay-maker: "Do the manufacturers of television and radio sets have any faith in the guiding (italics ours) they produce. They do not! They use newspapers predominantly to sell sets."

Now there we have the spokesman of the newspapers not only biting the hand that feeds it, but practically nipping it off at the elbow.

Is a $100 TV set a "gadget"? Or is a $50 radio receiver?

That word "predominantly" almost saved them. We'll skip the multi-millions spent by the radio-TV manufacturers on radio and TV. And we'll agree with E&P that these manufacturers, who own or control a major part of radio and TV broadcasters put on the air, should be spending more of their money on radio and TV.

That's the drum we've been beating for years.

Why they do not probably can be ascribed to inertia and the fact that most of the advertising men in the manufacturing field came from the printed media. It's easier to whip out a layout and a plate than to produce a program for a half-million house. There are no ratings to contend with. But then the radio results are five times as good at considerably less cost (aside to E&P: See ARBI Survey, Tulsa, Broadcasting, Sept. 25, page 92).

E&P goes into a tizzy about magazines, too. It avers they use newspapers rather than radio to sell subscriptions. We wonder what all the magazine campaigns now on the air are selling? Last year publishing houses spent $3 million in national magazines alone.

Perhaps we should ignore these hallucinations. We feel, however, we would be remiss if we didn't recall that radio displaced the print media as the primary source of news during World War II.

Anybody seen yesterday newspaper? Or would you rather listen to tomorrow's news today?

FCC's TV Blue Book?

THE SPECTACULAR emergence of TV, unmolested by undue government interference, may have reached the end of the regulatory road. The hard rocks stage is here. While the FCC's decision adopting CBS standards for color has hit the headlines, the potentially sinister development repose in the innocent-appearing rule-making proposal for equalization of competition among the four networks in TV.

As for the color ruling, only time will tell—and possibly the outcome of indicated litigation. The FCC had no alternative in jettisoning bracket standards now. And the war situation is such that manufacturers, even if they were so minded, might not be able to convert to color because of shortages. So the color monkey is on the FCC's back.

Manufacturers probably will be disposed to see what the telecasters do—FCC may conjure up to "encourage" color. Would it go so far as to give preference, on original proceedings or renewals, to those who commit on color?

It is the network pitch that embodies the potential of a TV "Blue Book." Time was when a man invested his capital and his skill at his own risk. If he won, he was applauded as an example of what can happen in this, the land of opportunity. Ford, Rockefeller, the elder, Carnegie and Sarnoff are examples.

Has that opportunity been erased by the hands of time? The rules are aimed primarily at NBC, first and foremost in the field, and secondarily at the others. Both rules are "temporary" until such time as there are sufficient TV stations in major markets to accommodate all four of the existing TV networks. But what if there are five or six, or a dozen TV networks?

RCA, parent of NBC, did much to pioneer TV in all of its phases. It invested many millions before it derived a single net dollar. NBC went deeply into the red on TV before it turned the corner. It has far from written off its investment.

NBC achieved its position in TV by virtue of having been "fustest with the mostest." It acquired five owned-and-operated stations of its own, as did ABC. DuMont, likewise, went in early, but found itself inadvertently embroiled in FCC litigation because of Paramount's ownership of a minority of its stock. CBS, originally casting its lot on color, did not seek the five TV station maximum, and wound up with only one full ownership, to date.

Yet CBS ranks No. 2 in TV affiliates' time through astute programming and selling. It wrested first place in AM programming by buying and building top shows. It was a competitive fight. It risked its capital and it won.

The FCC bases its proposed "temporary" action on the freeze of TV allocations, invoked two years ago. It has been a "temporary" freeze, too—of six months duration. The FCC, as almost always, cloaks its action as one that would benefit the public. Actually, however, it would penalize the public, since stations, in one-, two- and three-station markets would be unable to program in the manner they deem best.

TV stations derive vastly more income from local and national spot TV schedules than from the networks, which pay roughly 26% to 30% of rate card. They have elected to select from the FCC, as almost always, cloaks its action as one that would benefit the public. Actually, however, it would penalize the public, since stations, in one-, two- and three-station markets would be unable to program in the manner they deem best.

We agree with Governor Petry & Co. (Inc., March 15, 1932, most national and regional spot radio time was sold through time brokers in circumstances that were almost anarchial. In the absence of a system of exclusive representation, many stations were obliged to sell their time through brokers who might also represent their competitors. Time sales were subject to haggling and price cutting, and as a result rates varied (Continued on page 56)

Static and Snow

By AWFREY QUINCY

WORLD Series announcer's trivia: "All that's left for tomorrow's game is standing room seats."

* * *

Pre-game color: "They both exulted and were glad." What a letdown!

* * *

It is to laugh: An agency big shot now complains about the mess in audience research and lists 14 firms, all busily engaged in researching. Brother, that's just us chickens coming home to roost!

* * *

Several friends have told us and we think that everyone should know that a disc jockey is one who lives on spins and needles.

* * *

Two denizens of the Pacific Coast who are among our favorite people are Lew Weiss and Sid Stroetz. Both recently resigned after some 20 years service, respectively, with Don Lee and NBC. We suspect that there may be some connection and that these two will suddenly pop up as a new television comedy team. If they do, well, there's an awful hassle to determine who plays it straight and who gets the laugh lines. Either could handle either.

(BROADCASTING • Telecasting)
WANT THOSE DALLAS DOLLARS?

THEN BUY KNOWMANSHIP!

Follow the lead of the Big Three retail stores in Dallas—Sanger Brothers, A. Harris, and Titche-Goettinger!

Seeing is Believing and Selling is simple, when you choose WFAA-TV to tell your sales story and demonstrate your product!

Three examples of WFAA Knowmanship—
- Sanger Brothers, "Webster Webfoot"
- A. Harris, "Harris' Riverside 3751"
- Titche-Goettinger, "Afternoon at Titche's"

WFAA-TV

CHANNEL EIGHT

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

MARTIN B. CAMPBELL, General Manager

Network Affiliations—NBC, ABC, DuMont, Paramount

Represented Nationally by Edward Petry & Co., Inc.
the public off its feet. He believes in using plain homespun common sense advertising. He says the talent may be the best in the world, but if the commercial copy isn't just right the sponsor's money is wasted—it's the commercial that counts.

Dan's college career was disrupted by his early enlistment in World War I, but he managed to continue his education by taking special and extension courses in law and teaching.

On the romantic side, Dan was married on Valentine's Day in 1926. Dan and Frances Rivkin have two children, Barbara, 19, and Dan Jr., 12. Although press of other business has made it necessary for Dan to neglect his club and fraternity affiliations, he finds time to indulge his hobbies of salt water fishing and gardening, and another hobby or perhaps diversion—he likes to listen to crime stories on the radio.

Eells Petition

BRUCE ELLS & Assoc., Los Angeles programming and production firm, filed a petition of bankruptcy Sept. 26 in U. S. District Court, Los Angeles Approving the petition, the court set Nov. 10 for hearing of objections to the continuance of the firm in possession.

**WISCONSIN MEET**

League Changes Name

LEAGUE of Wisconsin Radio Stations changed its name to Wisconsin Broadcasters Assn. at its Oct. 3 meeting in Milwaukee.

The office of secretary-treasurer, held during the past year by Kenneth F. Schmitt, WIBA Madison, was split up, with Mr. Schmitt elected secretary and Mrs. Jeanne Neal, WTCI Shawano, treasurer. Other officers and directors were re-elected as follows:

Ben A. Laird, WZLZ Green Bay, president; Joseph D. Macklin, WMAM Marinette, vice president; directors, Howard Daiz, WKHI La Crosse; George T. Frechette, WFMR Wisconsin Rapids, and Bruce Wallace, WFUM Milwaukee. Officers of the association also serve on the board.

**ABC SPOT SALES**

To Split AM, TV Units

THE ABC Spot Sales Department, after Dec. 31, will be divided into two independently-operated organizations, one for television and one for radio, it was announced last week.

The change was prompted by "the tremendous increase in spot and local business in both radio and television," Murray Grabborn, ABC vice president in charge of owned and operated stations, said.

**TYRELL G. ROGERS, manager of sales control division and assistant to manager receiver sales division DuMont Laboratories, named executive assistant to LEONARD F. CRAMER, executive vice president and director Allen B. DuMont Labs, Inc., N. Y.**

**FRED BREWER, Indiana U., department of radio, to Radio Workshop, Ithaca (N. Y.) College as instructor and writer-director.**

**AFFILIATED ARTISTS REPRESENTATIVE, 10 East 47th St., N. Y., organized by LEE WALLACE, ROBERT MAYBERRY and IRENE ETKIN, all recently released from A.A. Lyons, N. Y. Firm will represent radio, TV, motion picture and stage artists.**

W. B. GRAHAM & Assoc., N. Y., appointed by WOV WNY for merchandising, promotion and general counsel with regard to Negro market.

**AGENTS TELEVISION Corp. incorporated in Calif. for servicing of independent radio TV agents. Firm, which represents talent of agencies affiliated with it, has offices in Hollywood, N. Y., Chicago. Principals are IRVING SALKOW, president; HUSTLER COLLIER, vice president in charge of Hollywood office; HARRY SOLOK, secretary; MANNY WOLFE is head of story department; WILLIAM B. JAFFE, legal counsel, headquarters in N. Y.**

**CAPITOL RECORDS, Inc., Hollywood, starts new music transcription service, Capitol Custom Library. Service calls for single rate for all stations, choice of stations of basic library to which new transcriptions can be added. Subscribers must sign for year, at $76 per month; $50 per month after year.**

**Equipment . . . .**

A. L. McCAY, manager, RCA Victor's Canonsburg, Pa., plant, to general plant manager RCA Victor record department. FRANK R. BUCHANAN Jr., plant accountant, Canonsburg, succeeds Mr. McCay.

**MORTON BINDER, service manager and vice president, Television Engineers Inc. of Chicago, elected president replacing IRYNG KALUZNA, resigned.**

**CARL E. SCHOLZ, vice president and chief engineer in charge of engineering and plant department Mackay Radio & Telegraph Co., named vice president and chief engineer of All."
Whatever They Need—As Much As They Need—

YOU MAKE IT—WELL MOVE IT—AGAIN!

Ocean to Ocean—Door to Door—America's 8 million trucks are geared to deliver...their needs and your needs...faster, more directly—and on time!

Day after day, night after night, the world's most flexible conveyor system rolls across the face of America.

Over mountain and desert—over tar, concrete, asphalt and cinder road—sometimes over no road at all—trucks are on the job! Going where no other transport can move. Carrying just about everything America makes, needs and uses. And doing it faster, better, cheaper!

For trucks are never sidetracked. They travel direct to their destination—deliver their goods at the door...linking farms and cities together...flowing material to and from factories in a steady stream—keeping pace with production.

Today, this vast and speedy transportation system—expanded and greater than ever—is once more geared to the nation's emergency. As they were during the peak war years, trucks, again, are doing a double job—rushing raw materials to hungry assembly lines, hurrying supplies and finished products from plant to ship-side, continuing to carry everything we eat, wear and buy, from factory to store...ready and able to haul whatever is needed to wherever it's going in any quantity, swiftly, efficiently—on time!

Remember—trucks are one of our primary lines of defense. Anything that slows them, slows us all.

THE AMERICAN TRUCKING INDUSTRY
AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.
Radio-TV Face 'Peculiar' Problems—Brockway

ETHICS ISSUE

RAIDO AND TELEVISION, distinguished from other advertising media because of their personal approach, have "peculiar" problems regarding good taste and ethics in shows and commercials, Louis N. Brockway, executive vice president of Young & Rubicam, New York, said in Chicago.

Mr. Brockway spoke on "ethics" for advertising agencies, reminding AAAA members of their own Standards of Practice which in some sections professional practice, stressing false and misleading copy and statements or suggestions "offensive to the public decency."

"Offensive" statements and suggestions open up a large—and with the development of television—a constantly increasing Pandora’s box of problems for us," Mr. Brockway said. He cited radio dialogue commercial, approved by an AAAA agency but rejected by the network.

Mr. Brockway mentioned the following organizations which study and report on advertising practices: Federal Trade Commission, a government agency concerned only with false, fraudulent and misleading advertising claims; the Committee on Consumer Relations in Advertising, which attempts to discover public attitudes toward advertising "without regard to the category in which criticism may fall"; the Better Business Bureau; the AAAA committee "for self-regulation of objectionable advertising"; and groups in media, among which is the Copy Advisory Committee among magazine publishers.

Cities FTC Figures

From 1937 to 1939, the Federal Trade Commission examined some 800,000 newspaper and magazine advertisements and more than 1½ million radio commercials, he said. In those three years, 5% of the radio commercials and 15% of the black-and-white ads were "held out" for further study. In the past three years, Mr. Brockway said, the "hold out" percentages have dropped for radio and the printed media to 2% and 4%, respectively.

"These figures look encouraging, but I am enough of a skeptic to wonder if the competitive business situation in 1937, '38 and '39 compared to the far less competitive period of 10 years later might not have had something to do with the better showing in the later period."

Referring to July 1950 figures, where competition was stronger, Mr. Brockway showed that the radio figure was up from 2% to 2.4%, newspaper and magazine from 4% to almost 7¼%.

Although taste is not taken into consideration by the FTC, it is by the Committee on Consumer Relations in Advertising, Mr. Brockway said. A summary of its periodic surveys during the past decade shows that radio gets more criticism than any other advertising although such copy is not widely used."

The AAAA self-regulatory committee, which exchanges complaints among members, found that objections from AAAA members to the advertising they see have gone from 26% to 33% because of "misleading copy" and from 8% to 11% for "other reasons." Their own objections against advertising were less in the realms of "disguising impression, sexiness, irreligious copy and scare copy."

Radio has problems "not only with the advertising content but with the editorial matter, most of which is passed on and approved by the agents before it goes on the air," Mr. Brockway said.

TV Problem

Television "raises a problem we have never had to face before in advertising," he explained. "It is the matter of good taste related not just to pictures or words but to pictures and words and action. The question of expression, movement and dress all enter into the equation."

Referring to a subject "of great importance which does not come under the subject of ethics as defined in our AAAA code," Mr. Brockway introduced the problem of conduct and actions.

He referred to "individuals who have been branded as Communists or Communist sympathizers appearing on radio or TV shows and thereby arouses the antagonism" (Continued on page 57)
—when they specified
Blaw-Knox Towers
for their powerful new
AM, FM, TV station!

WERE's technicians couldn't actually see Blaw-Knox engineering or point to Blaw-Knox long experience in tower-building, or show off the inherent strength and efficiency of these towers—but they knew they were all there! Hence their choice.

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

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Respects
(Continued from page 50)

with the whim or pressure of the moment.
What was needed was the stabilizing influence of a system of exclusive representation of stations in national and regional sales. The system, started by Mr. Petry, made it possible for spot broadcasting to grow up.

Spot today accounts for more than a third of the total advertising volume of television and more than a fourth of all radio business. In radio, spot volume has been increasing while network volume has been falling off. A substantial part of the spot billings in both radio and television passes through the eight offices of the Petry company, the biggest in the exclusive station representative field.

Mr. Petry started business with 13 stations on his list, 11 of which are still clients. Those, plus others that have been added in the past 18 years, constitute what is often called the "Tiffany list" among station representatives.

The man who today presides over the "Tiffany list" started life in less glittering circumstances. He was born in Brooklyn, N. Y., June 10, 1896, and grew up in a modest section of that borough. The ambition of his childhood was to be a professional baseball player, and he quit school after completing the eighth grade to seek a career in the big leagues.

Big League Tryouts
At the age of 15 he tried out with all three New York teams, the Yankees, Giants, and Brooklyn, but was rejected because of his youth. In those days Ed Petry was a catcher. He did not turn to pitching until later years.

Between baseball seasons he worked at numerous jobs. He sold newspapers, labored in a Brooklyn brass mill and engaged in a series of other occupations until he joined

the Navy at the outbreak of World War I.

Mr. Petry joined the Navy, but he saw very little of the world. For 18 months he was assigned to a naval station at Pelham Bay, N. Y., an outpost almost entirely within Manhattan. He entered service as an apprentice seaman and emerged with the same rank, having spent the 18-month interval largely occupied with shoveling coal and standing inspection.

The Pelham Bay naval installation kept on hand for obscure purposes a large pile of coal which spent the war in transit between two sites. As soon as it had been shoveled into one location, it was shoveled back to its original place. The coal-moving was periodically interrupted by inspection which had to be stood in whites. Mr. Petry was relieved when the war was over.

After the war Mr. Petry held several jobs and, in 1925, entered the field he was to make his career. He joined WGL New York, as general manager. He soon achieved the first of many "firsts" he was to be responsible for in his long service in broadcasting. A few months after joining WGL he launched its baseball broadcast which was to become the first participation show, the Alfred McCann Hour, a program that still is on the air, though now on WOR New York.

Within a year Mr. Petry had made such a record in radio sales that he was hired by NBC. In 1926 he and Frank Mullen, who later became NBC executive vice-president, opened NBC's Chicago office. After three months in Chicago Mr. Petry returned to New York headquarters.

1927 Participation Show
In 1927 he scored his second "first" when he started the first network participation show, the Dr. Royal S. Copeland food hour. That same year Mr. Petry left NBC to become Dr. Copeland's personal representative.

A year later he joined Addison Vara Inc., a New York advertising agency, as account executive. In 1929 he went to the Biow agency as account executive on the Bulova watch account.

When Mr. Petry joined the Biow Co., Bulova was using 10 stations for its time signal commercials. When he left three years later to organize his own company, 120 stations were carrying the Bulova account.

The need for a system of exclusive station representation became apparent to Mr. Petry during his service on the Bulova account. Because of the disorganized conditions of radio, he had found it necessary personally to visit stations in order to set up efficient schedules for time signals. In his wide travels among stations he found almost hopeless chaos, and he resolved to form a company that would represent stations exclusively and, with the cooperation of stations, maintain a strict adherence to rates and standards, and bring stability to the business of spot broadcasting.

Mr. Petry went into business with 13 stations: WBW Atlanta, WFBM Chicago, KPFA Houston, WOR New York, WHAS Cincinnati, WTMJ Milwaukee, WSM Nashville, WSBM New Orleans, WTAR Norfolk, KVAD Tulsa, KFWB Los Angeles, WBDM Indianapolis, and KSD St. Louis. He still retains all but the last two. In the first year he added 12 to make a total of 25.

Mr. Petry had seven people on his staff when he started, and his company occupied a small suite in a midtown New York office building. Today his staff numbers 60, and he has offices in New York, Chicago, San Francisco, Los Angeles, Detroit, Dallas, Atlanta, and St. Louis. The Petry New York offices now occupy an entire floor of the new building at 488 Madison Ave.

Of the 59 members of the Petry staff, 30 are in the company's telephone department that organized a year ago when Mr. Petry split his organization into two distinct divisions, one for radio and the other for TV. Each department has its own research and sales service facilities and its own sales managers and sales staffs.

Petry Leadership
The Petry company can claim leadership in many activities. It was the first station representative firm to become an associate member of NAB, the first to advertise in national consumer magazines, the first to publish complete market data books for its stations, the first to sponsor its own surveys (it has written a number of the impact of spot commercials in St. Louis), and, it was the first to standardize and maintain station rates.

Mr. Petry has been married to the former Elizabeth Kehoe, of representative York, for 27 years. They have two daughters, Carol, 19, and Barbara, 14. The press of business leaves Mr. Petry little time for hobbies. He plays golf and tennis occasionally at the Spring Lake, N. J., country club. A vestigial trace of his boyhood enthusiasm for baseball remains. He is an ardent Yankee fan, a phenomenon not easy to reconcile with the fact he grew up in Brooklyn.

The standards and policies on which the Petry company was organized are, to a large extent, those which prevail today, and...
which the Petry Co. is following in its expanding television department. Despite the fact that Mr. Petry has nothing but admiration for the capabilities of television, he thinks that radio will "be here for a long, long time."

Indeed it is his conviction that even with TV at its present stage of development, radio is still under-

"I've always believed AM was sold too low," he said recently. "It's still too low, as it is still one of the greatest advertising media of all times."

SAFETY AWARDS

Given to 9 Radio Stars

NINE RADIO and motion picture stars and a singing group were cited last week by the National Safety Council for their contributions to safety. Awards of Merit went to Phil Harris and Alice Faye for the second year in recognition of their transcribed shows on the council's "Safety First" series, requested by more than 1,100 stations. They are the only stars to have earned the award in two consecutive years.

Other recipients, and their contributions, are Roy Rogers and Dale Evans, for the transcribed series of Green Cross Safety Jingles for school children, on 1,100 stations; Burl Ives, transcribed songs on almost 400 stations in agricultural areas for use in connection with National Farm Safety Week; Dinah Shore, Dick Haymes, Jack Carson, Red Skelton and The Sportsmen, for "exceptional service to safety" in recording Safe Winter Driving Jingles requested by 775 stations in the snow belt.

Victor H. Lund

FUNERAL SERVICES were held Oct. 6 in Chicago for Victor Herbert Lund, 60, assistant timebuyer at Ruthrauff & Ryan until the past year and a half. He died suddenly Oct. 4 in Edgewater Hospital, where he had been ill three weeks. Mr. Lund joined the agency four years ago as a writer. There are no immediate survivors.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE

For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE

For details & quotations
write

Emplorers
Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

BROADCASTING • Telecasting

1876 David E. Weglein 1950

DR. DAVID E. WEGLEIN, 74, nation-
ally known educator and public
service counselor for WBAL-AM-
TV Baltimore, died suddenly at his home last Tuesday.

Dr. Weglein joined the Hearst radio and tele-
vision station in 1946 following his retirement as su-
prentendent of schools for the City of Baltimore, a position he had held for 21 years.

His death came as he was about to launch the second year of television lessons incorporated into the curricula of Baltimore's public school, an educational service he instituted at WBAL-TV last year. As a public educator it had been his philosophy to keep abreast of new developments and it was character-
istic that he recognized the value of television as an educational me-
dium.

A native of Baltimore, Dr. Weglein received his bachelor's degree at Johns Hopkins U., his masters

degree at Columbia U. and his doctorate at Hopkins, soon after he started teaching.

He was an officer of the National Education Assn. and of numerous other educational associations.

Ethics Issue

(Continued from page 54)

of substantial groups of people."
(Mr. Brockway's agency, Young & Rubicam, is agency for General Foods, which dismissed Jean Muir from The Aldrich Family telecast on grounds that she was a "contro-
versial" figure.)

"For the welfare of the clients we serve, as well as ourselves, we cannot sponsor advertising of any kind that will arouse antagonism and resentment. Such action would be a negation of the whole purpose of advertising, which is designed to win friends and influence peo-
ple," he declared.

Seeks Solution

Seeking a solution but adding that he does not know it, Mr. Brockway hopes the answer "may result from the movement started recently by the performers them-
theselves, in which the networks, ad-
vertisers and agencies participated."

The single important principle which cannot be overlooked, Mr. Brockway said, is that the stand-
ards of practice . . . of the U. S. are based on one great funda-
mental—freedom of the individ-
ual.

"Let us in our business do every-
thing we can during these danger-
ous times to maintain the security and welfare of our country with the minimum of harm to the free-
dom of the individuals in it," he urged.

CHEVROLET

Launches Spot Campaign

CHEVROLET Motor Division of General Motors has launched a three minute spot announcement campaign using 284 radio stations throughout the country.

The spots will feature 10 name singers giving their interpretation of the firm's theme song "See the U.S.A. in Your Chevrolet."

A series of 40 three minute spots have been recorded with such stars as Jane Pickens, Celeste Holm, Ginny Simms, Dorothy Shay, Frances Langford, Tony Martin, John Charles Thomas, Dick Powell, Lauritz Melchior and Dick Haymes.

Each station will carry at least five of the three minute spots each week, the total value of spots will be about 1,500 across the country per week. Campbell-Ewald Co., New York, is the agency.

Business is great, thank you, at ...

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

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

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

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

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

WOW

Insurance Bldg., Omaha
Telephone Webster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.

WOW Congratulates BROADCASTING
On its 20th Year of Service to Radio

October 16, 1950 • Page 57
ATTACK on the cost of station representation was made at the NAB District 3 meeting, held Oct. 6-7 at Bedford Springs Hotel, Bedford, Pa. [BROADCASTING, Oct. 9.]

Television stations are getting basis in some cases, it was stated during a discussion of operating costs conducted by Richard P. Doherty, NAB employee-employer relations director.

If representatives can take TV business on this basis they can afford to take aural representation on the same basis, it was suggested from the floor.

This brought the suggestion that representatives' fees should be "stabilized.

The station cost discussion concluded the District 3 Friday afternoon session. Attending the Friday-Saturday meeting were 141 registered delegates from Pennsylvania, Maryland, Delaware and West Virginia.

The West Virginia delegates were attending their first District 3 meeting, having been transferred from their own request from District 4.

Welcome West Virginians

District 3 director, George D. Coleman, WGBI Scranton, Pa., formally welcomed the West Virginians. George H. Clinton, WPAR Parkersburg, president of the W.Va. state association, thanked the NAB board on behalf of the large delegation in attendance.

In the discussion of operating costs it was stated that national representation sometimes comprises as much as 10% of a station's expenditures, with national spot business providing as high as 40% of total income.

On the other hand it was observed that many smaller stations obtain very little national spot business and consequently have no representative fees to pay.

Mr. Doherty declared television stations as a whole are using more national representation on a 74% care and intelligence in their rate cards than aural broadcasting stations.

Lee Hart, assistant director of Broadcast Advertising Bureau, told delegates at the Saturday morning session how to take advantage of B.A.B. sales aids. She was introduced by Robert Gallick, WJAL Lancaster, Pa. In the afternoon she presented the new B.A.B. strip film.

Roger Clipp, WPFL-AM-TV Philadelphia, president at a television seminar, introducing Charles A. Batson, NAB TV director. Mr. Batson said radio business is up in many TV cities, with the video competition encouraging competitive selling and improvement of product.

TV income quadrupled last year but TV losses doubled at the same time, he observed.

Harold Essex, WJSJS Winston-Salem, N.C., District 4 director, explained on behalf of the NAB board the plans to set up a million-dollar B.A.B. capable of competing on equal terms with the costly sales organization maintained by newspapers.

The District 3 session was marked throughout by harmony. Delegates frequently spoke in commendation of NAB staff activities.

In adopting resolutions the delegates voted appreciation of the five-year tenure of President Justin Miller and thanked other staff members for their part in the meeting; endorsed NAB's defense activities; lauded the membership report and slide-film story of association activities as presented by Ralph W. Hardy, government relations director; urged a thorough study of the NARBA question; advocated a staff study of the excess profits situation, following similar action at the District 12 meeting [BROADCASTING, Oct. 9].

Every member was urged to join the drive for new members and District 3 proposed that the story of NAB activities be given at all state association meetings.

CONVENTIONERS at NAB District 3 meeting (l to r): Front row, Mr. & Mrs. Herbert Kendrick, WHGB Harrisburg, Pa.; Mrs. John T. Gelder, WCHS Charleston, W.Va.; Modge Mcgaree, WGBI Scranton, Pa.; Don Ax, RCA Thesaurus; Ed K. Smith, WCMB Lebanon, Pa.; Back row, Ralph Derouch, SEAB; Victor C. Dick, WAZL Hazleton, Pa.; John T. Gelder, WCHS; Joe L. Smith, WJLS Beckley, W.Va.


Representatives Urged To Stabilize Fees

IN THIS ISSUE:

CBS Wins Color Battle
Page 177

SCOTUS Upholds Tavern Tax
Page 178

Latest Set Count By Markets
Page 180

Telefile: KSTP-TV
Page 182

PRE-TEST YOUR PROGRAMS with SIMUTEL!

Thirty minutes spent in the Simulated Television Studios of the Petry Company will save you many hours and thousands of dollars in your spot television advertising campaigns.

Each week many advertisers and agencies use these modern facilities to pre-check the TV commercials they're building and to view the excellent participation programs available on Petry TV stations.

For here you can view television as it should be viewed—complete with sound and action on the TV screen. You get the full personality of each show, the hard impact of each commercial.

So take advantage of SIMUTEL. It was designed to help you with your TV planning and buying.

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
## Hooper Television Audience Index

### August-September, 1950

<table>
<thead>
<tr>
<th></th>
<th>TV Sets In Use</th>
<th>TV Station A</th>
<th>TV Station B</th>
<th>TV Station C</th>
<th>TV Station D</th>
<th>KTLA</th>
<th>TV Station E</th>
<th>TV Station F</th>
<th>Other TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY AFTERNOON</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 Noon-6:00 P.M.</td>
<td>25.9</td>
<td>6.9</td>
<td>26.4</td>
<td>24.9</td>
<td>1.9</td>
<td>38.9</td>
<td>-</td>
<td>-</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>SATURDAY DAYTIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 AM-6:00 P.M.</td>
<td>11.0</td>
<td>3.4</td>
<td>21.4</td>
<td>32.0</td>
<td>-</td>
<td>40.8</td>
<td>-</td>
<td>-</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN. THRU SAT.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 P.M.-10:00 P.M.</td>
<td>44.5</td>
<td>18.3</td>
<td>6.2</td>
<td>10.4</td>
<td>10.6</td>
<td>38.5</td>
<td>8.6</td>
<td>7.2</td>
<td>0.2</td>
</tr>
</tbody>
</table>

700,000 TV Receivers in Los Angeles area, October 15, 1950

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOLlywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

Key Station of the Paramount Television Network

Paul H. Rayner Company, Inc., National Representatives
CBS WINS COLOR BATTLE

(Also see story this issue on reactions to color decision.)

CBS WON its years-long battle for adoption of field-sequential color television last Wednesday when FCC handed down its expected "Second Report" and approved CBS color standards, effective Nov. 20, on a permissive basis.

The vote was 5-to-2, Comrs. George E. Sterling and Frieda B. Hennoch contending the action was premature.

The decision came on the heels of manufacturer's assertions that they could not possibly meet FCC's November deadline for building "bracket sets," which the Commission in its Second Report had advanced as the only alternative to immediate approval of the CBS system [BROADCASTING-TELECASTING, Sept. 27].

Thus the Commission tossed the color ball back to the industry—and to CBS, which announced immediately that it would have 20 hours of color programs per week on the air within two months, with "many" of these programs available to stations in the 45 interconnected markets.

"In addition," President Frank Stanton said, "arrangements will be announced for public demonstrations of new devices as well as extended laboratory and clinical programs for clinics on color television for manufacturers, broadcasters, television service organizations, and advertisers and advertising agencies."

Confident of Unity

He said that despite the "undertakable controversy" caused by the color issue in the past, "CBS is confident that all segments of the industry will now unite to bring to the public this great advance in the television art and that within a few months color receivers and converters will be on the market.

CBS stands ready to cooperate with all segments of the industry so that the public can have color television as rapidly as possible."

Manufacturers generally can be expected to undertake to produce in accordance with public demand, as a matter of business policy, even though most of the major companies opposed the intractable CBS system.

But there is a clear possibility that FCC's decision will be taken into the courts, and first reaction among manufacturers indicated they may await the response of telecasters before moving far toward adoption of field-sequential color TV.

The possibility that current parts shortages and military demands will hold up construction of adapters, converters, and color receivers was pointed up by Comrs. Sterling in his dissent.

Simultaneously with its Second Report and adoption of CBS color standards, the Commission—Comrs. Sterling and Hennoch concurring in the result—denied petitions of RCA and Color Television for rehearing.

Further developments in their respective color techniques [TELECASTING, Sept. 11] can be expected. The FCC majority's six-page Second Report said a hearing will be scheduled later on its universally condemned bracket-standards proposal, and insisted that its approval of CBS standards does not bar further color experimentation.

But future new systems would have to meet FCC's "minimum criteria" and would not be compatible with CBS color or present monochrome. They would have to overcome the same sort of incompatibility that the argument that has confronted CBS.

Color TV Engineering Standards

FOLLOWING is text of the color television engineering standards adopted by FCC, effective Nov. 20:

ORDER

At a session of the FCC held at its offices in Washington, D.C., on Oct. 16, 1950, the Commission having under consideration the promulgation of engineering standards for color television; and

IT APPEARING that on Sept. 15, 1950, the Commission issued (1) Findings and Conclusions in the above proceeding, and (2) Report and Order of Commission "Color Television Issues" (FCC 50-56); and

IT BEING FURTHER ORDERED that September 29, 1950, together with the "Second Report of the Commission" (FCC 50-104); and

ACCORDINGLY, on the basis of the findings and conclusions set forth in both of the above Reports,

IT IS ORDERED that effective the 26th day of November, 1950, the Commission's "Standards of Good Engineering Practice Concerning Television Broadcast Stations" are amended in the following respects:

(1) Paragraphs "A", "B", "C", "D", "E", "F", and "G" of Section 1B entitled "Visual Transmission" are revised to read as follows:

3. Color Transmission.—The term "color transmission" means the transmission of color as a television signal which can be reproduced with different values of hue, saturation, and luminance.

6. Field.—The term "field" means scanning through the picture area once in the chosen scanning pattern and in a single color. In the line-interlaced scanning pattern of two to one, it means the scanning of the alternate lines of the picture area once in a single color.

7. Frame.—The term "frame" means scanning all of the picture area once in a single color. In the line-interlace scanning pattern of two to one, a frame consists of two fields.

10. Color field.—The term "color field" means scanning through the picture area in the chosen scanning pattern and in each of the primary colors. In the line-interlaced scanning pattern of two to one, it means the scanning of the alternate areas of the picture area once in each of the primary colors.

8B. Color Frame.—The term "color frame" means scanning all of the picture area once in the chosen scanning pattern and in each of the primary colors.

13. The level at maximum luminance shall be 15% or less of the peak carrier level.

14. The following new paragraphs "19B" and "29B" are added to Section 2A-10. The color sequence for color transmission shall be repeated in the order red, blue, green in successive fields.

39. The color transmission standards shall be such as to reproduce the transmitted signals accurately as to the state of the art permitted on a receiver having the FCC's minimum criteria.

FEDERAL COMMUNICATIONS COMMISSION

T. R. Stellar

Secretary

*Commissioners Sterling and Hennoch dissenting.

Released: October 11, 1950

The majority reviewed the First Report's finding that the CBS system is not usable, and that any other method of holding down the compatibility problem, FCC said, "We would be derelict in our responsibility to the public if we postponed a decision any longer."

On the subject of post-hearing developments and further developments in the future, the majority said:

... In the Commission's opinion a color television system is not usable by any means and is entitled to a hearing or a reopening of a hearing simply on the basis of a paper presentation. In the radio field many theoretical systems exist and can be described on paper, but it is a long step from this process to successful operation.

There can be no assurance that a system is going to work until the apparatus has been built and tested. None of the new systems or improvements in systems meet these tests so as to warrant reopening of the hearing. To do so would be inviting the risk that these new systems may be attacked by other systems in the past which we have been urged to adopt on the grounds of compatibility. This is a system in which the number of receivers in the hands of the public would make it exceedingly difficult to adopt an incompatible system—a system which we know is satisfactory.

Room for Experiments

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so new that extensive experimentation is necessary if the maximum potentials of radio and television are to be utilized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted. In the absence of stability this latter type of change will not be adopted unless the improvement is substantially in nature, when compared to the most recently developed. But when such an improvement does come along, the Commission cannot refuse

(Continued on page 196)
SCOTUS Declines Review

**TAVERN TV TAX**

THE U.S. Supreme Court last week refused to rule on a lower court action upholding the legality of a state imposed license fee on television in existing places licensed to sell liquor.

The high court's stand, in effect, throws open the whole question of whether a state government can go in imposing restrictions on television. Generally, the action by the Supreme Court means that it does not consider some regulation at all a violation of their exhibition of televised pictures.

The case involved a long pending legal battle which has been in the courts since 1947, the year when the Pennsylvania State Liquor Control Board promulgated a set of regulations which provided for the additional licensing of restaurants and other establishments holding a permit to sell alcoholic beverages, and using a television set for customer viewing.

Last March, the Pennsylvania State Liquor Control Board, considered the case of the restaurant's owners who protested the legality of the "amusement tax." At that time, the court ruled that the board's inclusion of television in its category of motion picture exhibitions was valid.

**Action Pictures Prohibited**

The Pennsylvania court had said in part:

"The intent of the statutory provision is regulation by the Liquor Board of screen exhibitions of action pictures in licensed establishments and the terms employed by the Liquor Control Act in such connection are sufficiently general as to embrace pictures produced by means of television."

Thereupon, the court said TV entertainment could be characterized as a moving picture exhibition. "The capacity of the TV device, when in operation, for the rendition of moving picture exhibitions well satisfies the Board's requirement of an amusement permit for the exhibition of televised entertainment in licensed establishments," the state court ruled.

In Philadelphia the amusement fee is set at $120, as the board's regulation requires tavern owners showing TV to pay a fee that is one-fifth of the liquor license fee. The liquor permit levy in the Quaker City is $800.

Last year, by mutual agreement, the Philadelphia Retail Liquor Dealers' Assn., and the board decided to by-pass the state superior court and go directly to the state's supreme court (TELECASTING, Dec. 6, 1949). The retail liquor group has been carrying the fight for the Philadelphia taproom and restaurant owners. Earlier ruling, upholding the board, was in the Court of Common Pleas of Dauphin County.

Following the SCOTUS action, Abraham J. Levinson, PRLDA's counsel, indicated his group would end its legal battle. Dealers now must pay back fees (some $500, 000) for years 1947-48-49 for use of TV sets in their places of business. The court, in effect, upheld collection of an estimated $6 million in fees from restaurants and taprooms.

Deputy Attorney General Horace A. Selegbaum, the board's counsel, said Pennsylvania "never had any intention of regulating television." Main issue, he added, was whether the state could levy the license fee—now the "next logical step" is to collect back fees.

The restaurant owners based their arguments on two main contentions, supported by another court case involving the right of the Pennsylvania State Board of Censors to regulate motion picture film used on television (TELECASTING, Sept. 11). In the latter case the appeals court upheld the censors' assertion that the censorship regulation was unlawful because of Congress' power gained by enacting the Federal Communications Act and establishing the FCC, and thus regulating interstate communications. This case also is expected to reach the U.S. Supreme Court.

The tavern keepers contended that (1) the provisions under the liquor control act deprived them of their property in violation of the 14th Amendment, and (2) the power of Congress is plenary so as to exclude state regulation. They cited the appeals court action on TV film censorship as related to the latter contention.

However, the board maintained that the state statute did not conflict with the Communications Act as it is interpreted the "recording" of television rather than the "broadcasting" (as in the censorship case).

In its brief, the board stated:

"The purpose of this act [Communications Act] is to regulate wave lengths and other conditions and activities, with a view to increasing and improving broadcasting. This has nothing to do with the owner of a receiving set. It does not intend to regulate in any manner what an individual may make of his set. It does not deal with the tax upon the receiver, but with the sale of intoxicating liquors if it includes the power to limit or regulate the use of means or devices intended to encourage and increase purchase and consumption."

Admitting that the license fee regulation could be regarded as a "revenue" measure, a point stressed by the restaurateurs who felt the regulation was restrictive in that it could deprive them of their liquor or restaurant permit, the board maintained that the power was within the state's prerogative. The board said that as a revenue measure, the regulation also could restrict the "evils" in the attraction such entertainment (as television) would promulgate by encouraging persons to consume more liquor.

The Philadelphia General Assembly, it was noted by the restaurateurs, had amended in 1949 the Control Act thereby exempting TV reception from requirements of the amusement permit and payment of fee. But the city legislators had failed to amend a section which requires an amusement permit from eating places—which are licensed to sell "malt beverages."

**BENNY ON TV**

First Show Set Oct. 28

J ACK BENNY, sponsored by American Tobacco Co., will launch his first television program on Oct. 28, Saturday, 8-8:45 p.m. on CBS-TV. The time of the program has been relinquished by Ken Murray and his sponsor, Anheuser-Busch Inc., as a gesture of courtesy from one star to the other.

Mr. Benny's subsequent television programs, planned eight weeks apart, will be on Sunday with the exact time to be announced later. The Ken Murray show returns in its regular period the following week Nov. 4. The Benny show originates in New York.

**Cuban Video**

J. R. POPPELE, Television Broadcasters Assn. president, forwarded congressmen's request to Gasper Pumarajo, director of Union Radio, Havana, Cuba, on the eve of inaugural broadcast of the first TV station in Cuba. The station went on the air Thursday, Oct. 5.
Another WGN-TV Exclusive!

... The Only Television Station Represented at the 1950 National Television and Electrical Living Show

Al Morgan, WGN-TV Piano Wizard, greets guests at the WGN-TV Celebrity Center

- Chicago's top TV station again blazes the way. First with exclusive studios at the Chicago Fair, and now with the exclusive Television Celebrity Center at the National Television and Electrical Living Show.

... It means more friends for WGN-TV, WGN-TV advertisers, and WGN-TV stars... another plus for advertisers on the nation's top spot station.

WGN-TV
CHANNEL 9 - CHICAGO
The Chicago Tribune Television Station
telesatus

NETWORK television advertising increased between July and August by 10%, registering a total of 66 advertisers in the latter month. Spot business was up 3% between the two months while local TV business dropped 2% in number of advertisers. A total of 3,689 advertisers was registered for August. In August there were 718 spot and 2,911 local TV advertisers, according to the Rorabaugh Report on Television Advertising. Network material covers the entire month and all stations. It is reported by the networks' headquarters. Information on spot and local business is for the week of Aug. 6-12 and is based on material supplied by 94% of the then operating stations.

NBC-TV led the network field with 38 different advertisers sponsoring 41 shows; CBS-TV had 22 advertisers and 18 shows—Homesmakers Exchange, 4:43-50 p.m., Mon.-Fri., with five participating sponsors. There were 11 advertisers active during the month on ABC-TV with 12 shows. For DuMont network Rorabaugh listed nine advertisers with 10 shows.

In number of stations used, the largest network advertiser active during the month was RCA Victor. Through J. Walter Thompson the firm placed Kukla, Fran & Ollie on 53 NBC-TV stations for a half-hour on Monday and Friday evenings. Sponsorship resumed Aug. 28 following a summer hiatus.

The biggest piece of new network advertising business in number of stations also went to NBC-TV. Alcoa Inc. (storm doors and windows), through Dublin Advertising Inc., started sponsorship of the Wendy Barrie Show on Aug. 28. The program is seen for 15 minutes Wednesday night on 37 stations.

O'Cedar Corp., which had placed spot business on 46 stations in July, increased its schedule to include 72 stations in the August Rorabaugh report. In point of stations this was the largest spot account.

The U. S. Army Air Force was the largest new spot account shown, placing announcements and participation spots on 38 stations through Grant Advertising.

**Ballantine Tops For Commercials Liked**

BEST LIKED television commercials in the New York-New Jersey area are those for Ballantine, according to the September issue of The Television Audience of Today, released by Advertizer Research, Bulova commercials were reported to be the least liked.

Others of the best liked commercials were those for Texaco, Lincoln-Mercury, Lucky Strike and Ford. The Lincoln-Mercury advertising was named by 12.6% of the respondents as being the most convincing. Although commercials for the Food Slicer were listed among the least liked, 9.3% of all respondents said they have purchased the product because they learned about it or were prompted to try it through TV ads.

The best liked type of TV advertising, according to 87.9% of those queried, was that "showing product in use." The least liked was that which showed "a famous person endorsing product."

Information is based on 786 personal interviews in the New York TV area during the first 13 days of September.

**Comedy-Variety Lead Multi-Market Report**

COMEDY-VARIETY programs were the leading network fare in August, according to a network of TV programs listed in the Multi-Market TelePulse. Wrestling was the highest rated type of program.

Complete breakdown was shown as follows:

**NETWORK TV PROGRAMS, BY TYPES**

(From Multi-Market TelePulse, Aug. 1-13, 1950)

<table>
<thead>
<tr>
<th>Network</th>
<th>15-minute Hours</th>
<th>Average TV Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
<td>67</td>
<td>11.1</td>
</tr>
<tr>
<td>Comedy Variety</td>
<td>68</td>
<td>11.0</td>
</tr>
<tr>
<td>Drama</td>
<td>53</td>
<td>11.5</td>
</tr>
<tr>
<td>Drama</td>
<td>54</td>
<td>11.9</td>
</tr>
<tr>
<td>Wrestling</td>
<td>36</td>
<td>14.4</td>
</tr>
<tr>
<td>Quiz &amp; Audience Poll</td>
<td>26</td>
<td>12.0</td>
</tr>
<tr>
<td>Interviews</td>
<td>12</td>
<td>7.2</td>
</tr>
<tr>
<td>Farcas, Discussions</td>
<td>20</td>
<td>5.4</td>
</tr>
<tr>
<td>Tele</td>
<td>18</td>
<td>7.2</td>
</tr>
<tr>
<td>Rolly Derby</td>
<td>17</td>
<td>9.2</td>
</tr>
</tbody>
</table>

(Continued on page 188)

**Weekly Television Summary—October 16, 1950, TELECASTING SURVEY**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown</td>
<td>KVOV</td>
<td>4,168</td>
<td>Atlantic City</td>
<td>WFTN</td>
<td>4,894</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>WTC</td>
<td>19,380</td>
<td>Minneapolis</td>
<td>WQIC</td>
<td>19,380</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAM, WBAL</td>
<td>207,729</td>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>145,357</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WBNG</td>
<td>25,790</td>
<td>Minneapolis</td>
<td>WCTM</td>
<td>145,357</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WBNJ</td>
<td>25,300</td>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>8,600</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>14,650</td>
<td>Nashvile</td>
<td>WTVT</td>
<td>103,990</td>
</tr>
<tr>
<td>Boston</td>
<td>WNET</td>
<td>699,943</td>
<td>New Orleans</td>
<td>WDSU</td>
<td>1,300,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW, WGR</td>
<td>6,358</td>
<td>New York</td>
<td>WBAL</td>
<td>5,500</td>
</tr>
<tr>
<td>Burlington</td>
<td>WCV</td>
<td>3,300</td>
<td>Chicago</td>
<td>WLS, WBBM</td>
<td>43,733</td>
</tr>
<tr>
<td>Chicago</td>
<td>WCBS, WGN</td>
<td>23,450</td>
<td>Chicago</td>
<td>WLS, WBBM</td>
<td>43,733</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WSNB</td>
<td>26,450</td>
<td>Cleveland</td>
<td>WSNB</td>
<td>31,524</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCMH</td>
<td>31,524</td>
<td>Columbus</td>
<td>WSNB</td>
<td>8,600</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD, WFAA</td>
<td>76,629</td>
<td>Denver</td>
<td>WTVN</td>
<td>4,156</td>
</tr>
<tr>
<td>Detroit</td>
<td>WBK, WTV</td>
<td>23,529</td>
<td>Durham</td>
<td>WTVD</td>
<td>137,000</td>
</tr>
<tr>
<td>Durham</td>
<td>WTV</td>
<td>106,000</td>
<td>Portland, Ore.</td>
<td>KPSI</td>
<td>12,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>WHIO, WLIO</td>
<td>256,152</td>
<td>Portland, Ore.</td>
<td>KOIN</td>
<td>1,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WWJ, WWJ-J</td>
<td>23,529</td>
<td>Providence</td>
<td>WTAM</td>
<td>1,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WPXI</td>
<td>43,500</td>
<td>Rochester</td>
<td>WROC</td>
<td>31,088</td>
</tr>
<tr>
<td>Erie</td>
<td>WICU</td>
<td>31,088</td>
<td>Rock Island, Ill.</td>
<td>WAV</td>
<td>33,992</td>
</tr>
<tr>
<td>Florissant</td>
<td>WSB, KRLD, WFAA</td>
<td>76,629</td>
<td>Quad Cities</td>
<td>WQAD, KQCT, KWIAT</td>
<td>31,088</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOKM</td>
<td>54,200</td>
<td>Rockford City</td>
<td>WOKM</td>
<td>33,992</td>
</tr>
<tr>
<td>Greenbush</td>
<td>WTMY</td>
<td>25,000</td>
<td>San Antonio</td>
<td>KELN, WOAI</td>
<td>29,479</td>
</tr>
<tr>
<td>Houston</td>
<td>KHOU</td>
<td>25,000</td>
<td>San Diego</td>
<td>KUSI, KGB</td>
<td>31,000</td>
</tr>
<tr>
<td>Huntington-</td>
<td>WATZ</td>
<td>40,000</td>
<td>San Francisco</td>
<td>KRON, KGO, KRON, KRON</td>
<td>33,855</td>
</tr>
<tr>
<td>Charleston</td>
<td>WCH</td>
<td>40,000</td>
<td>Seattle</td>
<td>KQSB</td>
<td>106,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFBM</td>
<td>60,000</td>
<td>Seattle</td>
<td>KING</td>
<td>43,200</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJCT</td>
<td>37,800</td>
<td>Seattle</td>
<td>KSD</td>
<td>184,500</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WJAC-J</td>
<td>37,800</td>
<td>Shreveport</td>
<td>WHIS, WRIR</td>
<td>71,789</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WSB</td>
<td>65,000</td>
<td>St. Louis</td>
<td>KSHE, KSHE</td>
<td>33,992</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KSDK</td>
<td>65,000</td>
<td>Syracuse</td>
<td>WHEW, WSTV</td>
<td>21,789</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WSB</td>
<td>31,000</td>
<td>Syracuse</td>
<td>WHEW</td>
<td>21,789</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WSB</td>
<td>31,000</td>
<td>Syracuse</td>
<td>WHEW</td>
<td>21,789</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WSB</td>
<td>40,570</td>
<td>Tulsa</td>
<td>KOTV</td>
<td>40,160</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KSDK</td>
<td>61,613</td>
<td>Tulsa</td>
<td>KOTV</td>
<td>40,160</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KSDK</td>
<td>49,192</td>
<td>Washington</td>
<td>WSPS</td>
<td>74,145</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KSDK</td>
<td>60,000</td>
<td>Washington</td>
<td>WSPS</td>
<td>74,145</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WSB</td>
<td>51,000</td>
<td>Wilmington</td>
<td>WSPS</td>
<td>74,145</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WSB</td>
<td>60,000</td>
<td>Wilmington</td>
<td>WSPS</td>
<td>74,145</td>
</tr>
</tbody>
</table>

* Lancaster and Olean included.**

<table>
<thead>
<tr>
<th>Total Markets</th>
<th>Stations on Air 107</th>
<th>Sets in the 6,012,115</th>
</tr>
</thead>
</table>

Editor's Note: Source of set estimates are based on data available from distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Rural Free Delivery – Where in the world but in Southern California would a television transmitter get located on a mountain top? Mount Wilson, to be exact. And from nearly 6000 feet up, KTTV’s signal goes out to plenty of folks with an RFD on the mail box. Our mailbox sees loads of letters postmarked Santa Barbara, Bakersfield, San Diego, Riverside—places far beyond the normal 40-mile radius. And those RFD people are very important to all advertisers, who know (or should know) that Los Angeles County is the wealthiest agricultural county in these United States. KTTV reaches out farther… with a Rural Free Delivery that means television advertising impressions on both cities and farms. Find out more from us or Radio Sales.

KTTV  Los Angeles Times · CBS Television
KSTP-TV’s Pioneering Spirit A Tribute to Acumen Of President Stanley Hubbard

When T-Day dawned officially on Minneapolis and St. Paul in April 1948, Twin City television viewers were eagerly prepared to receive the new electronic medium. Over 3,000 of an estimated 1,750,000 people within a 60-mile radius had already purchased their sets, establishing a record for number of receivers in homes even before the birth of television there.

Today over 141,100 telezett owners in this great Northwest area, the “bread basket of the nation,” are looking back over two and a half years during which television progressed swiftly and are experiencing a new TV milestone.

Late last month—on “C-Day,” Sept. 30—AT&T officially inaugurated two-way coaxial cable and microwave relay service between Chicago and Des Moines and Minneapolis—thus linking the illustrious Twin Cities with New York.

Wags and hatchet-wielders who formerly shook their heads and cracked that “the only thing Minneapolis and St. Paul have in common is their sewage disposal system” had better take heed and reconsider.

For viewers, of course, the innovation means the advent of live TV programming; for the officials of KSTP-TV, the Twin Cities’ pioneer video outlet, it indicates the cessation of much film and kinescope operation, higher quality programs, greater goodwill for TV and a better sales pitch for the station.

Enthusiastic Reception

There was every indication that this newer service, now being presented by KSTP-TV, has been as enthusiastically accepted by the televiewing populace as its initial fare offered April 27, 1948.

If you ignore, for the moment, the fact that Stanley Hubbard, entertaining president and general manager of KSTP-AM-FM-TV, purchased one of the first TV cameras in the U. S. and actually began experimenting in June 1939, then it could be said that the station really started testing in earnest in March 1948, one month before its commercial debut. At that time it became the first television affiliate of NBC-TV.

T-Day became a reality for both Twin Cities in the strictest literal sense. As if to show no ostensible favoritism, the station handled construction in such a way that one leg of its 571-ft. tripod tower rests in St. Paul, another in Minneapolis and the third squarely on the intercity boundary line at 3415 University Ave.

KSTP-TV’s Radio City home was built specifically for television and radio productions and is the site of program fare tailored to the tastes of highly industrialized Minneapolis and its more or less rural-minded twin, St. Paul.

Behind the scenes of T-Day lay two years of arduous work and planning and a cool $500,000 expenditure which reflected Mr. Hubbard’s sentiments at the time: “If we did not have complete confidence in television’s future, we would hardly have considered making a half-million dollar investment.”

Assisting Mr. Hubbard in KSTP-TV operation are Kenneth M. Hance, vice president and treasurer of KSTP Inc., and Dell Franklin, director of TV program operations.

With the advent of interconnection with NBC, KSTP-TV expanded its operating schedule covering the hours 12 noon to midnight, seven days a week. This development capped a trend over a 14-month period—from July 1949 to August 1950—which showed an increase in KSTP-TV program hours from 35 to 46, while the set count rose from 20,250 to 105,100.

Highlights of KSTP-TV’s schedule, in addition to NBC network programs, include telescasts of Minneapolis Millers American Assn. baseball games during the summer and major college football contests.

Homemakers’ programs also grace viewers’ screens in the forenoon and afternoon hours, with such features as Homemakers Pen Fest and What’s Cookin’, both local participation shows.

Another popular favorite is the KSTP Square Dance, aired Wednesday, 6-6:30 p.m. CST on a local sustaining basis. Station also has carried Sunset Valley Barn Dance under sponsorship of F. C. Hayer.

Leading local or regional advertisers now picking up the tab for station spots include the Golden Rule Dept. Store, Cavalier Cigarettes, Purity Bakersies, Kuehn Pearson, Nash Coffee, Juster Bros., Klein’s, Brach Candy, Peter Paul Candy, Roma Wine, Twin City Federal Savings & Loan, Pure Oil Co., First National Bank and Ford Motor Co. Other advertisers who have sponsored shows are Minneapolis Savings & Loan Assn., Nutrene (Dog Food), Colorator Co., Jacob Schmidt Brewing Co., Republic Motors.

Success stories have accumulated with increasing volume at KSTP-TV, thanks largely to a fireball sales promotion department headed by Joe Cook and an equally aggressive, hard-hitting commercial staff under Miller C. Robertson.

From the outset, when KSTP-TV embarked on a feverish campaign (Continued on page 184)
When television won its wings

How multiple uses for airborne cameras and equipment were revealed by experiment

No. 10 in a series outlining high points in television history

Photos from the historical collection of RCA

Put a television camera in the nose of an observation plane, and generals—many miles away—can watch and direct the course of a battle. Such, in World War II, was one of the suggested uses of airborne television as an "optic nerve."

Feasible? Absolutely—yet this is only one of the many ways in which television can serve in fields outside those of news and entertainment. The entire subject of the use of television cameras and receivers in the air has been carefully investigated by RCA scientists and engineers.

Not too long ago, at the time when plans for our inter-city television networks were in discussion, the idea of making telecasts from planes high in the air was proposed.

From New York, a plane equipped with a television receiver, set off on a flight to Washington—more than 200 miles away. When above Washington, at an altitude of 18,000 feet, passengers in the plane clearly saw Brig. General David Sarnoff, of RCA, talking to them from Radio City in New York! Later, RCA placed a camera and transmitting equipment in an airliner, and a bird's-eye view of New York was successfully telecast to observers below!

It has also been proposed by authorities, that a television camera might be used as the "eye" of a guided missile. Placed in a rocket's nose it would let a distant operator see where the missile was headed. If need be he could steer it in any direction to hit a moving target.

Also highly important to us now, but less on the destructive side, are the possible uses of television in "blind flying" conditions, when airports would normally be closed in from bad weather. With a television receiver in the cockpit, and a transmitter sending information from the landing field ahead, the pilot could clearly see conditions in the airport, on runways and approaches—come in with far greater security than when guided by radio alone!
Telefile

(Continued from page 182)

paign to sell television to Twin City viewers and advertisers alike it has marshaled its ingenuity and energies to back its programs and sponsors to the hilt. The re- sult has been highly gratifying in point of sales, quality program- ming and good public relations, not to mention national trade ac- claim for its promotion techniques.

KSTP-TV has a name—"Plan- analyzed Promotions"—to describe the thorough method of merchandising aimed at resolving the needs of each advertiser.

GOOD example of KSTP-TV "successes" was The Shopmaster, whose advertising manager, Bill Smith, reported "triumphant returns" after the first three weeks of his Sunday show. His figures showed a mail response of over 1,400 the last week last March of the total TV receivers in the market at that time. He also praised the program for generating "triumphant dealer interest and unexpected upswing in actual orders."

Furthermore, Jimmy Valentine, ex- of the Shopmaster show and his own Jimmy's Junior Jamboree, was averaging a total of more than 1,800 mail pieces for the two shows.

Heavy Mail Pull

KSTP-TV's mail pull is not lim- ited to the Twin Cities as evidenced by results obtained from an offer early this year. A single announce- ment offering a free picture of the celebrated KSTP-TV Bar's Dance drew 1,400 requests from 33 Min- nesota, 10 Wisconsin and three other out-of-state counties.

Of more recent vintage, a Schwinn bicycle contest conducted by Mr. Valentine last May on Jimmy's Junior Jamboree surpassed any previous mail test for children in Twin Cities television. Young- sters under the age of 16 were asked to submit a list of words from the letters in "Schwinn Panther." Over 3,200 responses were received.

Last April 17 a one-time five- minute show, demonstrating a $2.95 telescopic bamboo fishing rod, brought 102 orders to Minnesota Fishing Tackle Co., sponsor, within one hour after the program was aired. And last July Klein-Still- man stores reported "unprecedented advertising success"—an actual 39% boost in sales volume—follow- ing a schedule of spots for Chicken-of-the-Sea (canned tuna fish).

Real estate also proved a suc- cessful venture on KSTP-TV through sell of a one-minute film announcement scheduled only twice last May. The "plug" sold a $40,000 home for the client, Confer Realtors.

And Twin City Federal Savings & Loan Assn., serving as a source for loans to realtors, reported "ex- cellent results" on a Friday even- ing telefeature, Let's Look at Houses. Several prospects found themselves competing intensely for a $42,000 suburban house adver- tised by Confer in other media without a "nibble." It was said "pleased," in fact, that it an- nounced its intention of purchas- ing a series of 65 announcements.

As early as September 1948, five months after KSTP-TV took the air, the station set out to surmount the effectiveness of sponsor identifica- tion with respect to one product, Nutrena Dog Food, advertised on its facilities. It was listed at bet- ter than 74%.

KSTP-TV's newsrel department, headed by Teletographer Dick Hance, is a pride and joy of the Twin City's first TV station. Mr. Hance, a photographer special- ist who won a coveted national award in 1935, handles filming of Telefoto News. Since he joined KSTP ranks as motion picture director in 1948, the ex-Marine photographer has turned out upwards of 200 editions of the popular Telefoto News.

His previous experiences in- cluded stints with James Fitz- patrick of Travelogue fame and 20th Century-Fox, as well as pro- duction of 16mm industrial sound motion pictures and films for U.S. companies and distribution of Mar- ine Corps combat films during the last war.

Twin City viewers still are surprised over the speed with which this news coverage flashes across their screens after being filmed. Officials will say, in a word, that it's a surefire combination of excellent photography and the Huston developer, which is capable of processing a complete newscast in about 30 minutes.

They will add, with justifiable pride, that Telefoto News is more than just a station feature—it is a definitely organized service to viewers, utilizing the benefits of a broadcast foundation and its own facilities. Telefoto News is capable of televisioning a consumer panel and the station's own "consumer panel" and the station's own public service was

CURRENT facilities include a camera with 32 lenses and three film projectors; it's capable of filming at 160 frames per second.

KSTP-TV operates on Channel 5 (76.8-92 mc) with 17.3 kw total, 24.7 kw visual, and is licensed to KSTP Inc., headed by Mr. Hub- bard. Its tower, composed of 128 tons of steel, took two and a half months to erect, and is now located on a foundation of nearly 300 tons of concrete, each footing being 97 tons. The foundation is equivalent to the height of a two-story build- ing.

Throw of the Towel

WASHINGTON public relations man Earl Brown ap- pearantly never misses a chance to put in a plug for his client—the Statler Hotel. His latest opportunity came when a group of doctors at- tending the annual scientific assembly of the District of Columbia Medical Society watched an operation at a local hospital being telecast in color. Across the patient's chest was a Statler towel.
UNPRECEDENTED growth of television in the last three years is further pointed out by the third annual survey of Television," Cunningham & Walsh's labora-
tory city. Report released last week is claimed by Gerald Tasker, C&W's director of research, to be one of the most comprehensive censuses of the television market ever made.

As in the first two surveys, every home was checked for sets. In addition to locating sets by outdoor antennas, half of the homes were interviewed to make certain none were missed, C&W reported. This year an additional 625 non-
owners were interviewed for com-
parisons with TV owners. Data was obtained in all TV homes on set make, date of purchase and model of set.

Jan. 1, 1948, found only 153 TV homes in Videotown, while in April 1950, when the third census was made, 3,007 families owned 3,023 sets. With over half the sets less than one year old, it is surpris-
ing to find WJW's replacement market. A total of 5% of all TV families had replaced a set, C&W said, while 25% had replaced pre-
1948 sets and 10% replaced '48 sets, giving evidence of the future growth of this market. Reason for replacing set was reported as a desire for a larger screen in 51% of the cases and better set per-
formance in 35%.

Two-Set Trend
Another new trend is the second set market, with 16 Videotown families now owning two sets. The second set was usually for chil-

dren's use or as a stand-by. As compared to one in nine in April 1949 and one in 20 two years ago, one-fourth of Videotown homes now have TV sets.

The size of the TV family has shown little change, the report in-
dicated, but it has remained con-
sistently larger than the non-TV
family. A drop in the number of adults in the TV-family is offset by the steady increase in the juvenile audience, indicative of children's influence in the purchase of TV sets. Of the TV families, 50% have children under 10 as compared to 23% of the non-TV families.

The 27.4% TV set owners in Videotown are distributed by "so-
cio-economic" groups in almost the same proportions as the town as a whole. In the past three years the percent of sets owned by the upper class has been cut almost in half, while the percent owned by the lower class has almost doubled.

Lack of interest was cited as the reason for buying resistance in the first group, while at the lower end inability to afford a set was the reason given. Installment buying has had a tendency to offset this latter reason.

Set purchases have showed a

marked increase each half year. The first four months indicate the first half of 1950 would reach a new high. Twenty-eight per cent of non-owners indicated a possible future purchase. Upper bracket families have more frequently, "If I have the money" or "get a bonus."

Reasons given for not buying:
50% can't afford (lower and mid-
group); 20% are not interested in TV. Other reasons included "waiting for better programming," etc. Only a few cited landlord restric-
tions or advent of color TV as distrac-
tives.

With the shift in buying from the well-to-do to the middle and lower groups, financing has increased from 40% in 1947 to a high of 58% in April 1950. Table models, which accounted for 67% of sales before 1947, have dropped to one-third of the total units. Consoles now comprise over half (54.5%) of the sets sold, with combinations making up about 13%.

The trend is to larger screens with the 10-inch screen disappar-
ting from April buying and the 12-
12%-4-inch showing a drop for the first time. The 15 and 16-inch screens for the first time equaled the 12-inch in sets sold in April and the 19-20-inch screen continued an upward climb at a conservative rate.

More brands are now competing for Videotown trade, the number increasing from 30 in 1949 to 52 in 1950. However, even with in-
creased competition the two lead-
ers in the field continue to take about 30% of the total. Service contracts are not being renewed by owners of older sets, the report showed.

On the controversial subject of sports attendance by TV set-
owners, 1.9% of the adults in TV homes reported attending events compared to 2.6% in non-TV homes. Movie attendance on an average week-day night was 2.6% for TV homes and 6.0% for non-TV homes. In telephone homes, 23.5% had TV and non-telephone homes, 23.4%.

Three-Year Report Issued

HOW BRANDS ARE COMPETING FOR VIDEOTOWN TRADE

<table>
<thead>
<tr>
<th>Brand</th>
<th>Pre '48</th>
<th>1st 1/2</th>
<th>2nd 1/2</th>
<th>1st 2/3</th>
<th>2nd 2/3</th>
<th>1st 3/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>59.7</td>
<td>55.6</td>
<td>29.5</td>
<td>15.3</td>
<td>21.5</td>
<td>15.9</td>
</tr>
<tr>
<td>B</td>
<td>9.7</td>
<td>5.3</td>
<td>14.6</td>
<td>11.8</td>
<td>6.9</td>
<td>15.5</td>
</tr>
<tr>
<td>C</td>
<td>18.1</td>
<td>9.6</td>
<td>9.6</td>
<td>10.3</td>
<td>5.7</td>
<td>4.0</td>
</tr>
<tr>
<td>D</td>
<td>1.9</td>
<td>1.9</td>
<td>10.0</td>
<td>11.2</td>
<td>9.0</td>
<td>8.3</td>
</tr>
<tr>
<td>E</td>
<td>6.2</td>
<td>7.2</td>
<td>9.2</td>
<td>6.0</td>
<td>3.5</td>
<td>3.1</td>
</tr>
<tr>
<td>F</td>
<td>.3</td>
<td>.3</td>
<td>4.1</td>
<td>12.3</td>
<td>9.1</td>
<td>9.6</td>
</tr>
<tr>
<td>G</td>
<td>1.1</td>
<td>1.2</td>
<td>6.3</td>
<td>4.3</td>
<td>8.7</td>
<td>5.1</td>
</tr>
<tr>
<td>H</td>
<td>.3</td>
<td>2.4</td>
<td>4.5</td>
<td>4.5</td>
<td>7.0</td>
<td>4.0</td>
</tr>
<tr>
<td>J</td>
<td>.3</td>
<td>2.4</td>
<td>2.6</td>
<td>4.5</td>
<td>5.0</td>
<td>7.8</td>
</tr>
<tr>
<td>K</td>
<td>.3</td>
<td>2.4</td>
<td>2.4</td>
<td>4.5</td>
<td>5.0</td>
<td>7.8</td>
</tr>
</tbody>
</table>

COST ACCOUNTING
Nicholson Views TV Problems

METHOD of "Cost Accounting in Television" is provided by C. E. Nicholson, chief accountant, West Coast Studios, Paramount Tele-

Giving the system and problems encountered in the accounting of KTLA (TV) Los Angeles' activities, Mr. Nicholson relates: "In costing of telecasting programs, it is a case of direct costs plus the cost rate per minute for the serv-
vice departments. At all events, this is the procedure of the com-
pany which serves as the basis for this article."

Article analyzes the following:
Elements of program costing; television sales, billings and pro-
gram types; costs—agency discount and sales promotion; pro-
costs—direct costs etc.

Miller on Microphone

BIRDS-EYE view of a fire at the West Virginia Electric & Supply Co. on Labor Day telecast by WVAS-TV Huntington, W. Va., had News Editor Ron Miller at the microphone. TELECASTING last month inadvertently reported an-
other station staff member doing the narration.

nothing but smiles under our umbrella!

GRAND RAPIDS

CHANNEL 7 - GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

Telecasting • Broadcasting

October 16, 1950 • Page 183
NETWORK PLAN

A BITTER BATTLE loomed last week over FCC's proposal to equalize competition among the four TV networks by "temporarily" governing the amount of time a TV station in one-, two-, and three-station markets may take from any one network [BROADCASTING, Oct. 9].

NBC-TV, which would be hit hardest by the Commission's proposal, has made it clear it will oppose the plan, and CBS-TV, which would be the secondary victim, is considered sure to follow suit. ABC-TV and DuMont-TV on the other hand are expected to support the proposal in principle, although neither they nor CBS-TV would comment.

Statements by "any interested person" are to be filed by Nov. 13 and replies 15 days later, after which FCC said it would decide whether a hearing should be called. Aside from the opposition anticipated from NBC-TV and CBS-TV, numbers of stations are expected to protest the proposal.

Their opposition is expected to include the argument that the proposal is a clear invasion of a licensee's right—and responsibility—to select programs in accordance with the needs and preferences of his local audiences.

Authorities representing this point of view had an answer to FCC's inferential citation of its network rules as a precedent for its "unbalanced competition" plan.

The network rules, they said, were premised on the theory that they would improve program service and give the licensee a greater freedom of program choice. The current proposal, these authorities continued, actually would give the licensee less freedom, permit FCC to "back into a position of jurisdiction" and not necessarily improve program service.

Further, they said, the theory might be extended to the aural broadcasting field since there are many communities which have fewer aural stations than there are aural networks—which was the basis of the TV proposal.

The plan is expected to get close attention by the NBC Station Planning and Advisory Committee and the NBC affiliates meeting next week (Oct. 18-20) at White Sulphur Springs.

Comments Invited

FCC's proposal was based on the theory that some imbalance exists among the TV networks insofar as program acceptance is concerned, and that, "while the scarcity of television broadcast stations exists," FCC should enact rules which would improve TV network competition.

FCC asked for comments on the need or lack of need for such rules, but with "particular concern" to a regulation which would—for a single five-hour segment per week—obligate the only station in a one-station community to carry any one network's programs for more than two hours in the 1-6 p.m. period and two hours in the 6-11 p.m. period; a station in two-station markets would be limited to three hours from any one network in each segment, and those in three-station communities would be limited to four hours from any single network out of the five hours in each segment.

The rule would apply not only to programs relayed by the coaxial cable or radio relay, but also to "delayed broadcasts of network programs by any means whatsoever."

An alternative might be, FCC said, an affirmative rule specifying a minimum number of hours to be devoted to each network.

On the basis of an "informal survey for a one-week period in May," FCC found that NBC "furnished more network programs to the co-station communities studied than did the other three networks combined. This network had approximately 69% of after-network time between 1 p.m. and 6 p.m. and 65% of total network time between 6 p.m. and 11 p.m."

"Another network had only 5% of the evening network time carried by their stations alone, and the other network telecast approximately 25% of the total hours of network time offered during the week," FCC continued.

"The hours of network time taken by the stations from the network with greatest station acceptance are completely disproportionate to the number of hours of network programs made available by each of the four existing networks."

Vigorous Competition Good

The "unbalanced competitive situation" also exists in the two- and three-station markets, but "to a lesser degree," FCC said. FCC continued:

The Commission believes that vigorous competition among a number of networks, which will enable all of them to develop so as to be able to fulfill future needs when there are additional television stations on the air, serves the public interest. The Commission also believes that the public interest requires the fullest possible availability of programs of all television networks.

It is the Commission's duty to see that the benefits of network broadcasting are realized in such a way that the programs offered by all the networks may be available to the public, and to remedy situations which limit the viewer's choice of network programs to an unreasonable degree in any particular locality.

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 competition and to deprive the public of a diversity of program choice. . . .

NEW SPECIALISTS

TV Can't Train—Miner

CONCEPT that television production offers greatly increased employment opportunities for personnel other than technical is "cruefly false," and those who have entered the field previously trained programs. Worthington Miner, manager of CBS television program development and producer, has asserted.

Writing in the October issue of Quarterly Journal of Speech, edited at Ohio State U., Mr. Miner said that television cannot afford to train creative specialists which the industry requires, even though it constantly seeks new talent and has developed an "impressive number" of fresh personalities. Mr. Miner pointed out that increased job opportunities have been in the technical phases, such as stage hands and electronic technicians.

Lion Fight

WHEN WTTR (TV) Richmond, Va., put on a special noontime show about the Atlantic Rural Exposition Sept. 29, the unexpected happened. One of the highlights was the full grown lion, started a fight in the studio while on the air. Object of the lion's rage was the studio's monitor screen. Sending WTTR personnel scurrying to safety, the animal fought for 10 minutes before its cameraman turned off the monitor screen. Meanwhile, viewers saw the whole show when onetime cameraman, behind a protective wall, was able to cover the action.

MONOGRAM Enters TV Film Making

IN ADDITION to its present library of motion pictures being available for telecasting, Mono- gram Pictures Corporation will enter the field of TV film production, Steve Broidy, president, revealed last week in the annual report to stockholders.

Although no starting date has been set, and implying negotiations are in talking stage only, he said several proposals have been made to produce films especially for TV. Mr. Broidy stated Mono gram "has carefully explored the part which it can profitably play in the rapid growing field of television."

Pointing out that his company has one of the largest libraries of films available for television, part of which has been and is currently being telecast, Mr. Broidy told stockholders that Mono gram has a general staff long experienced in production of low-budget series type pictures that is particularly suited to telecast programming. "It is possible we may begin such production within the near future," he stated.

GERBER SIGNS TWO For First TV Venture


The show features Jimmy Car- roll, tenor, and Mrs. Carroll, who will do the commercials.

Gerber has built its baby food business from $22,000 a year in 1928 to $60 million in 1950. Federal Adv., New York, is the agency.

TV Ads, Los Angeles, doing series of 20 50-second commercials for Los Angeles County X-ray Survey Foundation's current chest X-ray drive. Produced gratis by film company, film will be placed on local TV stations as public service. . . . Snader Telerecording Corp., New York, to sponsor INS This Week in Sports over WTVI-TV, Miami; ABC Film, New York, to sponsor a TV series, Fireside Theatre, produced by Bing Crosby Enterprises, Los Angeles, telemcast on KTLA (TV) Hollywood. Contract is for 13 weeks, agency Compton Advertising. Series now telemcast on NBC eastern TV network.

FILM FOR TV
Hullinger Productions
FORMATION of Hullinger Productions, Washington, to produce TV films, has been announced by Edwin W. Hullinger, author, lecturer and motion picture producer. Mr. Hullinger, who produced a series of five-minute news features for TV in 1948, said TV seems to have grown to a point where the idea of regular Washington coverage on the package style would be receptive. His first films will be This Is Washington and Makers of Destiny. He has set Jan. 1 as starting date for releases.

The Gray TELEP makes PROFITS GROW for TV Stations
DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

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

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

BRAZIL VIDEO
Debut Set for This Month
TELEVISION is expected to begin in Rio de Janeiro this month upon completion of installation of the transmitter for "Tupi-TV" atop famed Sugar Loaf Mt. by engineers of the International General Electric Co.

According to company officials, Brazil will be the first South American country to have regularly scheduled commercial programming. Several thousand receivers will be in operation by the end of the year, officials said. Transmitting equipment was made by GE's electronics department at Syracuse, N. Y.
'Hoppin' Favorite
For L. A. Viewers

The Western series, Hopalong Cassidy, was again rated the top show in popularity among Los Angeles area television viewers during September, according to Tele-Que ratings released by Coffin, Cooper & Clay Inc., Los Angeles. Ratings are based on a sample of 587 TV set owners in the Los Angeles area during the period Sept. 7-13.

Next four shows in popularity revealed by the survey were: Sunday noontime, Lone Ranger, Wrestling, Fox Ray Hutton Show. Survey also showed that of the top 15 TV shows for the area, six were local live productions.

WTMJ-TV Issues New Rate Card

NEW YORK - WTMJ-TV Milwaukee, 1, has been announced by WTMJ-TV Milwaukee.

An hour of Class A time (6-11 p.m. Mon.-Fri., 12-11 p.m. Sat. and Sun.) has a rate of $500, and Class B time (5-6 p.m., Mon.-Fri.) becomes $75 for a one-time hour. The rate becomes $300 an hour in Class C time (all other times).

Announcements of one minute or less start at $100 in Class A time. On the program What's New (live announcements only) the rate becomes $70. Rehearsal time for programs is $50 an hour.

ZIV PROGRAMS

New TV Sales Announced

ZIV TV PROGRAMS Inc., has announced the following sales of its filmed TV programs:

Hanley Beer over WNAC-TV Bos-
ston; Glossew Brewing Co. over WTAR-
TV Norfolk; Commonwealth Loan Co.
over WPFN-TV Indianapolis, Ind., spon-
soring Sports Album; Handy Andy
Super Markets, San Antonio; Hanley
Brewing Co. over WJLY, Alcoa, spon-
soring Yesterday's News Reel; Full
length features to WARD (TV) New
York, WNBW (TV) Washington, KFI-TV
Los Angeles, WBEN-TV Buffalo;
WMAR-TV Baltimore; full length
features to WTIC (TV) Washington,
KDYL-TV Salt Lake City, WGN-TV
Chicago, WYT-TV Oklahoma City,
WSU-TV New Orleans, and WNBW.

U. OF ILLINOIS launches program of
study leading to Ph.D. in mass communi-
cations.

THEATRE VIDEO

Break Logjam, Halpern Urges MANUFACTURERS and exhibitors
should combine efforts to break the "logjam" on theatre te-
elevision equipment and the develop-
ment of "exclusive box office pro-
grams will follow immediately," Nathan L. Halpern, TV consultant to Fabian Theatres and Theatre Owners of America, told the Thea-
tre Equipment and Supply Manu-
facturers convention at the Stevens
Hotel, Chicago, last Monday.

Mr. Halpern called attention of manufacturers to the "poten-
tial value" of a "payout of $500 million" in theatre TV equipment and "an operating reve-
ue of $5 million yearly for mainte-
nance and service." He urged them to weigh development of:

(1) Low-priced equipment, (2) re-
search and development of color
transmission in theatres, (3) effi-
cient TV connections between the-
ares and stations, (4) improvements in
directional theatre TV screens for pro-
jection system, and (5) adequate tech-
nical personnel to man installation and opera-
tion of equipment.

Noting that TV connection facili-
ties are "restricted and over-
loaded, not technically adequate for
many programs desired and cost ex-
ceasively," Mr. Halpern empha-
sized:

"The forthcoming hearings by the
FCC for the allocation of air
frequencies specifically for theatre
purposes are of utmost importance and
deserve industry-wide support." Exhi-
bitors, no less than television broad-
casters, cannot afford to sit back
and wait for color television
tomorrow without operating black-
and-white today..."

PHONEVISION

Fought Cites Aid to TV

TELEVISION is "too big a baby for
advertising to nurse all alone,
and unless it gets some help, either
the nurse will get tired and the
baby is going to have its growth
stunted. TV has far too much
promise to see either possibility
eventuate."

This opinion was voiced last
Wednesday by Millard C. Faught,
president of The Faught Co.,
New York, speaking before the
Women's Advertising Club of
Washington.

Mr. Faught said that in search-
ning for some additional
sources of economic nourishmen
for the potentialities of the TV
gram, he has become interested in
late in Phonevision, Zenith Radio
Corp.'s proposed system which
would provide the home television
set with a box office "so the viewer
could purchase in Zenith an excep-
tionally expensive types of TV programs."

He also said he is particularly in-
terested in whether Phonevision
holds promise for helping save
higher education from its present
"hat-in-hand trend toward charity
or federal subsidization."

WOR-TV TESTS

EXPERIMENTAL transmissions with Phonevision Subscribed-Vision, a subscription television system, over WOR-TV New York on Chan-
nel 9 for FCC observation, began
last week.

Special decals, not yet avail-
able to the public, are required for a receiver to unscramble the signal. Two identical plastic cards for transmitter and receiver are used, along with a small electronic circuit for "decoding" existing TV signals. The receiver is scrambled and unscrambled en-
tirely over the air, and without telephone lines. The tests are being directed to see if it can interfere with the normal program and test-pattern transmissions of the station.

SKATRON TEST

McDonald Welcomes Action

COMDR. E. F. MCDONALD Jr.,
president of Zenith Radio Corp., said Wednesday he was glad to hear that WOR-TV New York is schedul-
ing experimental tests of the
Phonevision system pay-as-you-see television. He added that he hopes these will prove the WOR
system to be technically feasible.

"Whether it be Phonevision, the
Skatron or whatever system the
method yet to be announced," Comdr. McDonald stated, "televi-
sion must have a home box office
so that home viewers can be
charged a fee for watching movie,
Broadway productions, champi-
onship fights, and other costly enter-
tainment. Without a provision for
some payment, all television pro-
gramming will be limited to what
advertising sponsors can afford to
pay. With a home box office, tele-
vision can continue to present such
national events as the World Series, which are rapidly being priced beyond the advertisers' reach."

He recalled that Zenith first
began working on Phonevision in 1931, and conducted an extensive
testing program over a long period
of time before announcing it to the
public. "... While we have field
tested our various systems, the
method we are demonstrating this
fall is the one which, in our opinion,
best solves the economic problem
of providing a home box office
with a reasonably close check on
the size of the audience for each
and every event," Comdr. McDon-
ald said.

He stated that the 90-day limited
commercial test of Phonevision to
cut a channel in New York City will
be purely economic. Technical prob-
lems of Phonevision have long since
been solved, he said, and this test
is purely for the purpose of deter-
mining whether pay-as-you-see
vision is wanted by the pub-
lic and is in the public interest.
C&P REALIGNS

Gilday TV Director

CECIL & PRESBREY, New York, has reorganized its television staff. J. Frank Gilday, account executive for Electric Auto-Lite Co., with Cecil & Presbrey, has been named director of television [BROADCASTING, Oct. 2]. He succeeds George Foley Jr., who has resigned to form his talent organization.

Mr. Gilday will be assisted by Leo M. Langlois, formerly with Campbell-Evold, who will serve as executive producer. William Patterson, former CBS director, becomes production supervisor and Joseph Lannecch will be in charge of commercial production, assisted by John Donnelly and Frank Arundel.

The agency's television shows which will be supervised by this staff are: Danger for Ammendent; Teller of Tales for Bynart Inc.; Suspense for Electric Auto-Lite; Mr. I. Magination for Nestle Chocolate; Beat the Clock for Sylvania Electric; Take a Chance for Nescafe and Great Moments in Sport for Bond Street tobacco.

DAYTIME TV

CBS Expands Service

CBS-TV WILL EXPAND daytime television service Oct. 16, with two hours added to present weekday schedules. The network's new schedule will begin at 1:30 p.m., two hours earlier than network service now begins.

New shows are the Garry Moore Show, Mon.-Fri., 1:30-2:30 p.m.; the Robert Q. Lewis Show, Mon.-Fri., 2:30-3:30 p.m., and Meet Your Cover-Girl, Tues. and Thurs. 3:30-4 p.m. Look Your Best, a current feature on Mon., Wed. and Fri., 3:30-4 p.m., continues.

WPIX TRANSMITTER

Work Started on Empire Unit

WPIX (TV) New York has begun installation work in the Empire State Bldg. of a new RCA, 8 kw transmitter, which is expected to begin operation sometime in December, according to Tom Howard, WPIX chief engineer. High-power amplifiers also will be installed, he said, subject to FCC approval.

The station will join WNBT (TV), WCBS-TV, WJZ-TV and WABD (TV) New York in multiple transmission from a 217-foot antenna now under construction atop the tower of the building. "With the majority of television stations in New York beaming their programs from the building it will mean that, in most cases, a single directional adjustment of the receiving antennas" Mr. Howard said.

Radio's Greatest Mail Magnet Now Smashes T-V Mail Record

Proof Plus! Dr. Rood presented five one-half hour programs on KLAC-TV, drew approximately sixteen thousand letters. Every letter contained a dime for sponsor's sample.

Dr. Rood's astrological show on KLAC-TV was given the highest rating of any half-hour presentation in Los Angeles by "PULSE", T-V's authoritative publication.

Dr. Rood has mailed out to viewers of these nine programs more than fifty-one thousand free forecasts which were requested by the T-V audience.

From four appearances on WGN-TV, Dr. Rood drew over ten thousand letters containing a dime in each one asking for sponsor's sample.

Dr. Rood was voted the most interesting T-V show in Los Angeles in a recent T-V personality contest.

Dr. E. R. Rood — Radio's original astrologer, heard by millions on KFI-KNXC-WCAE-WLAC-WGAR-WMBC-WJAY-WFIW-WJBW-WGER — and many others, recently made his television debut on KLAC-TV, Los Angeles, California, and WGN-TV, Chicago, Illinois. The records speak for themselves.

Radio and T-V Production Div. 'Counselors'

Producers of "REXALL RHYTHM ROUNDUP" for REXALL, Coast to Coast

6381 Hollywood Blvd., Hollywood 28, California

October 16, 1950 • Page 189
General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G. E. TT-10-A</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
<th>Manufacturer C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube Cost (1 set)</td>
<td>$1200</td>
<td>$3300</td>
<td>$1500</td>
<td>$1400</td>
</tr>
<tr>
<td>Power Required [average picture]</td>
<td>14 kw</td>
<td>25 kw</td>
<td>23 kw (approx.)</td>
<td>25 kw</td>
</tr>
<tr>
<td>Size</td>
<td>1275”</td>
<td>174” L</td>
<td>171&quot; L</td>
<td>167&quot; L</td>
</tr>
<tr>
<td></td>
<td>84&quot;</td>
<td>84&quot; H</td>
<td>78&quot; H</td>
<td>83&quot; H</td>
</tr>
<tr>
<td></td>
<td>34&quot;</td>
<td>38&quot; D</td>
<td>36&quot; D</td>
<td>40&quot; D</td>
</tr>
<tr>
<td>Air Cooled</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Self Contained</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Direct Crystal Control of</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Aural Transmitter Frequency</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Low Level Modulation</td>
<td>Yes</td>
<td>No</td>
<td>Not Required</td>
<td>No</td>
</tr>
<tr>
<td>Vestigial Side Band Filter</td>
<td>Not Required</td>
<td>Required</td>
<td>Not Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

Page 190  •  October 16, 1950  BROADCASTING  •  Telecasting
COMpletely SELF-CONTAINED UNIT FOR CHANNELs 2-6 . . . Cuts ANNUAL POWER COST UP TO $1,000 . . . Requires ONLY 14 KW INPUT

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: General Electric Company, Electronics Park, Syracuse, New York.

Write For Illustrated Bulletin
Complete specifications and photographs of the air cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: General Electric Company, Section 2100-16, Electronics Park, Syracuse, New York.

You can put your confidence in—

GENERAL ELECTRIC

You can put your confidence in—

GENERAL ELECTRIC

You can put your confidence in—

GENERAL ELECTRIC

You can put your confidence in—

GENERAL ELECTRIC
CBS Wins

(Continued from page 177)
to consider it merely because the owners of existing receivers might be tempted to spend additional money to continue receiving programs.

It is, therefore, contemplated that interested manufacturers have conducted experiments in accordance with experimental rules not only as to color television but also black-and-white television broadcasting. Of course, any person conducting such experimentation should be made aware of any new color system that is developed for utilization on regular television channels must meet the minimum criteria for a national color system set forth in our First Report.

In addition, any such system that is direct-view tube no larger than results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvements may result in the showing of that the improvement which results substantial enough to be shown compared to the amount of dislocation involved to receivers then in the hands of the public.

In denying the petitions of RCA and CTI for delay in the final decision to permit further study of new developments in their systems, FCC said that both RCA and CTI have had "a full and fair opportunity" to present their proposals, and added:

"...the state of the television art is such that new ideas and new innovations every week, every single opportunity...the freedom of approving a color television system which will best serve the public and the APV people are the field in which has been before the Commission for almost 10 years...in all proceedings such as the instant one has been tendered which are for administrative fairness with respect to the Commission's hearing processes..."

Disc Limitations

The majority conceded that the CBS color disc limits the system to direct-view tubes no larger than 12 1/4 inches in size, and that if the decision had been delayed FCC wanted to witness the use of a tri-color direct-view tube—such as one developed by RCA, for instance, or one held by Paramount Television Productions—as a possible means of overcoming this obstacle.

"However," the report said, "we are willing to adopt the CBS system on the basis of the evidence in the record which satisfied us that CBS can produce satisfactory color pictures on projection receivers and on direct-view tubes of at least 12 1/4 inches in size. The report continued:

The argument is made that the trend in purchasing has been to larger size direct-view receivers and hence the public will not buy projection receivers or direct-view tubes of a 12 1/4-inch tube. This may be true when all sets receive black-and-white pictures only.

However, the Commission believes that the attractiveness of color pictures may be sufficiently great to enable it to be possible to sell a direct-view receiver with a 12 1/4-inch tube or larger size projection receiver if they can be in color as are the 11-inch, 10-inch or larger direct-view receivers that is limited to black-and-white pictures.

In any event, if both types of receivers are offered to the public, it will be the buyer of the competition which govern whether a customer will buy a color receiver or a black-and-white receiver.

Moreover, the adoption of the CBS color system will furnish a healthy incentive to all manufacturers to develop larger size direct-view color pictures. Efforts already expended in the development of a successful tri-color direct-view color picture tube will result in production for defense. Efforts will be directed towards development of larger size direct-view color picture tubes.

Failure to adopt bracket standards at this time, the majority said, may possibly prevent comments relating to the use of horizontal interface and long-persistence phosphors.

Introduction of horizontal interface to increase resolution cannot be made, if it proves feasible, without affecting existing sets, but FCC said it had also thought of a possible increase in vertical resolution, which probably would be impractical for sets without brackets.

Inability to adopt bracket standards now, FCC continued, means that future improvements from long-persistence phosphors may be limited to "increasing brightness without objectionable flicker," whereas lowering the field rate and increasing resolution might also have been possible with bracket sets.

Sterling, who had joined the majority in the First Report, said he was "now of the opinion that the Commission should have treated the subject of brackets in the light of its First Report," and that its proposed timeline was "unreasonable."

He felt FCC should hold a two-day conference with manufacturers who indicated a willingness to co-operate on the brackets proposal, and thus try to work out a "realistic timetable that could be met without now giving up our candidate for aggravating the compatibility problem."

Practical Solution

"If such a conference did not result in a practical solution of the problems I have discussed," he said, "I would then join the majority in insisting on the field-sequential system."

The "problems" he cited included the absence of any mention of brackets during the hearing and the need for public notice of their proposal caused; the "confusion" caused by the First Report's discussion of such standards; technical design and other problems in the "bracket" solutions by the replies of manufacturers who wanted to cooperate; the need for field-testing, and the "serious" problem of manufacturers facing "in terms of production, procurement and manpower to meet the demands of national defense."

He said:

"Surely the responses of such reliable manufacturers [he had mentioned] with appropriate ceremony, the first anniversary of NBC's network television show The Big Story (alternative Fridays, 9:30-10 p.m. EST) is celebrated by (t) to (r) William M. Spive, vice president and account executive, Sullivan, Stowffer, Colwell & Bayles; Alan C. Garratt, advertising manager, American Cigarette & Cigar Co. (Pott Mat), sponsor, and Bernard J. Proctor, president, Proctor Productions Inc.

Capehart-Farnsworth Corp., Belmont Corp., Motorola Inc., and The Hallcrafters Corp. must be given credit and consideration. It is well known that there are serious shortages of tubes and resistors as well as basic materials.

The situation on procurement is so acute that manufacturers are not shipping their TV receivers without a full complement of tubes, trusting to their dealers to procure them in local markets, but the local market supply has been exhausted as the result of sales to other retail outlets. A result of the purchasing agents and manufacturers' representatives combining every territory in their search for local supplies. At the same time, one company has agents in Europe attempting to purchase resistors.

This condition is exaggerated by others bound to have a serious effect on production and will serve only to delay the availability of parts to make not only bracket standards but also parts with which to build adapters, converters and color receivers. Moreover, this industry has been required to divert its TV engineering experts to problems of production instead of defense because of the close relation of TV techniques to radar and other electronic devices the Government requires.

Will Slow Production

If bracket standards are adopted in the future, Conm. Sterling said, manufacturers will have to redesign and re-tool, production will be slowed, and public confusion will be compounded, particularly among owners of new dual-standard sets—color and monochrome—which would not be able to utilize improvements made possible by bracket standards and would become inoperative if new scanning rates are adopted outside the range of the dual standards.

The majority's insistence upon adequate field-testing for color systems, and its failure to provide for field-testing of bracket sets, Conm. Sterling declared, were "inconsistent."

He charged that "because the Commission would not take time to

BROADCASTING • Teletcasting
Second Phase Opens

ITS COLOR television decision out of the way (see story page 177), FCC opens hearings today (Oct. 16) on the second phase of the over-all television proceedings—"general" issues, including engineering standards, Stratovision, Polycasting, non-commercial educational TV, remaining testimony on the proposal to reallocate the 470-600 mc band from television to common carriers, and other issues short of specific VHF-UHF allocations to specific communities. The sessions are expected to take at least four to six weeks. With scores of organizations slated to participate, FCC Thursday issued a revised order of appearances, starting with 13 witnesses for the engineering Ad Hoc Committee.

Discuss with representatives of the industry who indicated a willingness to cooperate, the door has been closed" on consideration of the developments which FCC in its First Report on the subject desires to see. This includes, he pointed out, "the opportunity of taking one more look at compatible systems before moving to adopt an incompatible system. In all its attendant problems as they relate to the 10 million receivers that will be in the hands of the public by the end of the year as well as the manufacturers' problems of production.

Referring specifically to post-hearing advances in the RCA system, he said: "I am convinced that it would have been prudent to have taken time out to view these developments before moving finally to adopt an incompatible system."

Attractiveness Issue

Comr. Sterling also disagreed with the majority's belief that the attractiveness of color may offset the trend toward larger black-and-white sets:

"I believe that the rapid acceptance by the public of receivers incorporating larger sized black-and-white tubes as they moved from 7 to 10 to 12 inches, then 16 and 19 inches, clearly indicates the preference of the public for large size TV pictures and they will not be satisfied with smaller pictures because they are in color. Due to the fact that color adds so much to television both from the program as well as the advertising standpoint, both the public and the sponsor will demand large size color tubes."

Comr. Hennock, in a 1% page dissent, restated the view she expressed in her separate statement accompanying the First Report—that final decision on color should be delayed until June 30, 1951. This she said was "essential" in view of "the progress made in the development of color television since the start of the instant proceeding."

She said she had felt, at the time of the First Report, that the brackets concept was a "practical method" of arresting the compatibility problem—which she deemed "eminently desirable" because of the number of TV sets already outstanding—but that now she thought the manufacturers' responses make clear that the brackets idea was not "feasible."

Failure of the brackets proposal does not "automatically" make it impossible to contain the compatibility problem so that a final color decision could be deferred until June 30, Miss Hennock asserted. She suggested:

"Possibly some modified version of bracket standards could be incorporated into television receivers without raising the major problems of re-design or equipment procurement involved by bracket standards."

"Or it might be feasible to provide adaptation—either internal or external—with each receiver. The manufacturing industry is familiar with this process since it has been for a considerable time a part of the record in this proceeding. The ingenuity of the industry's electronic scientists might be able to devise some other means for arresting the problem of compatibility and thereby provide further time for the development of a practical compatible color television system."

Explore All Possibilities

Comr. Hennock felt FCC "should explore fully with the industry any and all possibilities"—either by an industry conference, as suggested by Comr. Sterling, or by a notice of further proposed rule-making "requesting comments."

"If, as a result of such a conference or comments filed by the industry, it appears that steps can be taken within 60 or 90 days to arrest the growth of incompatibility, the final decision in this proceeding authorizing the field-sequential system should be deferred until June 30, 1951," she declared. "If not, those standards should be immediately adopted."

She continued:

"I think it important to repeat the conviction expressed in my separate views to the First Report that there is a moral obligation upon the Commission to insure that a reasonable amount of valuable programming service will continue to be rendered to present set owners, both day and night, for a transitional period, e.g., three to five years, without the necessity for making any expenditure to change their sets."

"The statement of CBS President Stanton said Columbia will shortly announce its specific plans in a number of different areas of color television activity."

He hailed FCC's decision as meaning that "color broadcasting is a certainty," that "the public will now enjoy color television in the home."

"In setting final color television standards," he said, "the Commission has dispelled the confusion and uncertainty which have existed in the minds of many members of the industry and of the public because of the complex nature of the issue, and has provided a clear objective toward which the entire industry can work."

Completes 300 TV sets—meets daily quota (at a cost of $4.70)

Delicate coils were needed by Midwest manufacturer to complete 300 TV sets...and Massachusetts supplier was 920 miles distant! Air Express assured delivery by 8 o'clock next morning, so manufacturer ordered 500 men to report for work. Shipment arrived 7:20 A.M.—production rolled! Shipping cost for 17-lb. carton only $4.70! Manufacturer uses Air Express regularly to keep business in high gear.

Air Express gives you all these advantages:

World's fastest transportation method.

Special door-to-door service at no extra cost.

One-carrier responsibility all the way.

1150 cities served direct by air; air-rail to 22,000 off-airline points.

Experienced Air Express has handled over 25 million shipments.

Air Express goes on all flights of Scheduled Airlines. Shipments move—speeds up to 5 miles a minute! Experienced handling. Phone Air Express Division, Railway Express Agency, for action.

Air Express gets there first.

Rates include pick-up and delivery door to door in all principal towns and cities.

A service of Railway Express Agency and

SCHEDULED AIRLINES of the U.S.
BEVERLY McLIN, queen of Detroit's Cinderella Ball, greets the judges who selected her (1 to r): Harry Bannister, WWJ-AM-FM-TV general manager; Worth Kramer, WJR general manager; W. E. Scripps, WWJ president; Harold S. Christian, WXZY-AM-FM-TV sales manager; Richard E. Jones, WJBK-AM-FM-TV vice president and general manager.

THE first NBC Chicago man to be recalled into the armed forces is Reinard Werrenrath Jr. (center), television producer who has gone on active duty aboard a U.S. Navy aircraft carrier. Bidder farewell are John Whalley (l), comptroller, and I. E. Showman, vice president in charge of NBC Central Div.

EXPRESSING satisfaction with the new Safeway Theatre film show of WNBW (TV) Washington are (1 to r): William J. Green, radio- TV dir.; Lewis Edwin Ryan, adv.; Gordon Manchester, Ryan acct. exec.; Edgar Belsho, div. mgr., Safeway Stores (sponsor), and Burton Warner, div. adv. mgr., Safeway.

ATTENDING news party for M.C. William Gaxton before debut of CBS-TV's Nash Airflyte: Theatre are (1 to r): J. B. Huntress, Nash-Kelvinator adv. mgr.; John Paine, star of first show; H. W. Newell, Geyer, Newell & Ganger agency; Mr. Gaxton; David Sutton, CBS-TV sales mgr.

IT'S smiles and congratulations all around following CBS-TV premiere of The Ford Theatre 1950-51 dramatic season. L to r: Garth Montgomery, executive producer; Walter Hampden; William A. Chalmers, vice president and director of radio- TV, Kenyon & Eckhardt; Franklin Schoffer, director; Frank Freyman, executive vice president, Magnavox Co., sponsor of The Magnavox Theatre, Friday night alternate of Ford Theatre; Ben R. Donaldson, advertising dir., Ford Motor Co., sponsor; Lee Tracy, Messrs. Tracy and Hampden starred in the opening show.

THE THEATRE 1950-51 dramatically season. L to r: Garth Montgomery, executive producer; Walter Hampden; William A. Chalmers, vice president and director of radio- TV, Kenyon & Eckhardt; Franklin Schoffer, director; Frank Freyman, executive vice president, Magnavox Co., sponsor of The Magnavox Theatre, Friday night alternate of Ford Theatre; Ben R. Donaldson, advertising dir., Ford Motor Co., sponsor; Lee Tracy, Messrs. Tracy and Hampden starred in the opening show.

TV AUXILIARIES
FCC Adopts New Order

FINAL ORDER amending Part 4 of FCC's rules to adopt a new subdivision of regulations governing TV auxiliary broadcast stations has been announced by the FCC.

The order reaffirmed FCC's earlier stated policy that TV stations may establish their own primary intercity relay facilities on an interim basis until sufficient common carrier links are available. The Commission also explained that while the new rules provide for telecasters' own private auxiliary facilities, the service performed by these TV pick-up, studio-transmitter link and intercity relay stations also may be provided by regular common carriers under Part 6 rules.

FCC explained its new rules execute a plan whereby a total of 21 channels are made available for the exclusive use of TV broadcast licensees in the 2000, 7000 and 13000 mc bands, or seven exclusive channels in each band. The plan leaves three channels in the 7000 mc band and seven channels in the 12000 band for exclusive use by communications common carriers to provide pickup and STL service to telecasters, "it being the assertion of the communications common carriers that they could best provide a nation-wide service by using a group of channels on an exclusive basis." This would allow interchange of equipment between cities and resultant operating savings, FCC noted.

In addition, the plan designates six more channels in the 13000 mc band for the shared use of telecasters and common carriers.

MEXICO OUTLET
XESE-TV Under Construction

CONSTRUCTION of a television station, with assigned call letters of XESE-TV Matamoros, Mex., has been announced by Manuel D. Leal, president and general manager of KIWW San Antonio, Tex. Mr. Leal is chairman of the board of directors of Compania Mexicana de Televisio, owner of the new outlet.

Mr. Leal estimated that construction of the new station, aimed at serving the Lower Rio Grande Valley and Northern Mexico, would take 90 days. DuMont equipment will be used. It also was reported that transmitters have been earmarked 2,000 TV set sets for the valley. Sets are expected to go on sale soon.

In addition to Mr. Leal, officers of Compania Mexicana de Televisio include: Pedro de Lille, Mexico City, vice president, and W. B. Miller, vice president and general manager, KEYL (TV) San Antonio.
WITH ADVERTISERS WHO KNOW TV BEST, IT'S WLW TELEVISION!

Among the smartest buyers of local advertising are food chains and department stores. It's significant that aggressive food chains—Parkview Markets in Cincinnati, Liberal Markets in Dayton and Big Bear Markets in Columbus—have bought day time programs across the board on WLW-Television ... and that Albers Super Markets has bought a half-hour morning program aired on all three stations daily.

Another endorsement of WLW-Television is the purchase of an 11:00 to 12 noon show, Monday through Friday on WLW-T by Shillito's—Ohio's largest department store.

The shrewd time buying by these advertisers leaves only a few choice spots and participations available in the daytime schedule and underlines the wisdom of contacting the nearest WLW sales office about availabilities on
WEED
AND COMPANY

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD