NO FLYING SAUCERS IN RICHMOND

Military men often achieve their objectives with secret weapons. This is not true with advertising men. Broadcast sales strategy, in particular, calls for heads-up use of a time-tested media. The Havens and Martin stations, for example, have a unique record of sales achievements in Richmond, the first market of Virginia. Long years of experience in radio and television have won for WMBG, WCOD, and WTVR the confidence and loyalty of Richmond’s populous and prosperous market. You can’t overlook these result-producing facilities in planning your fall and winter campaign. Ask your nearest Blair man for the facts.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company.
DEARBORN — DETROIT
5,000 Watts Daytime
1,000 Watts Night
Independent

Is Proud To Announce
The Appointment Of

HEADLEY-REED COMPANY
as National Representatives

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

Effective October 16, 1950
Closed Circuit

**Upcoming**

- **Oct. 23-24:** North Carolina Assn. of Broadcasters, Biltmore Club, Asheville, N. C.
- **Oct. 26-27:** NAB District 6, Roosevelt Hotel, New Orleans.
- **Oct. 29-31:** National Assn. of Educational Broadcasters, U. of Kentucky, Lexington.

(Other Upcomings on page 26)

**SPECIAL**

- **at deadline**

**Business Briefly**

D-FS NAMED ● Spickelmier Co., Indianapol, for Dr. Dr (moisture repellent spray) for Hoffman & Pittsford-Sample Co., New York, agency to handle its advertising effective Jan. 1.

KALAMAZOO SPOTS ● Kalamazo Stove & Furnace Co., Kalamazo, Mich., for electric and gas ranges, releases four more TV spots this week to be supported locally for co-op sponsorship. Agency, Fulton Morrissey, Chicago.

**COLOR DECISION UNWISE, SPRAGUE SAYS ON CBS**

COURTS will decide if $2 billion in TV set sold to 8 million persons will be penalized as a result of FCC color ruling; Robert C. Sprague, president of radio-Television Mfrs. Assn., and on Oct. 22 broadcast answering charges made week before on same CBS facility by Frank Stanton, CBS president (early story page 64).

Mr. Sprague said black-and-white sets are better investment than ever and will be years to come, saying right kind of color system isn't here yet and relatively few will be willing to pay for adapter-converter unit.

He said color broadcasts will be in fringes in hours on one, or very few, stations.

**BROADCASTING**

**Teletcasting**

**BROADCASTING**

**Teletcasting**

**General Tire, CBS Get Don Lee Netw**

**Surprise Bid** by General Tire & Rubber Co., owner of Yankee Network, offering $13,000,000 for all stock controlling Don Lee Broadcasting System and KTSF (TV) Los Angeles was made and accepted Friday in Los Angeles Superior Court, with CBS to acquire KTSF in parlay sale.

**General Tire's unexpected bid** was law-required 10% above $11,200,000 offer of Hoff- man Radio Corp. and associates which has been accepted by public administrator of Thomas Kopf, creditor of General Tire. Kopf has been subject to continuation and confirmation—in preference to General Tire's original $10,525,000 offer [BROADCASTING, Oct. 9, 16].

**General Tire offer was made by First National Bank of Akron,** trustee of retirement plan for salaries of employees of General Tire and certain subsidiaries.

**Thomas G. O'Neill,** vice president of General Tire and vice chairman of Mutual, explained in statement issued jointly by General Tire and CBS that KTSF would be re-sold to CBS, upon FCC approval, and that Don Lee radio stations and network, to be retained by General Tire, will be under executive management of Willet H. Brown, now Don Lee president:

*The purchase price was $13,200,000 but the Lee Corp. had substantially over $20 million in cash and quiet assets.*

**Trustees of retirement plan,** on approval of transfer of Thomas S. Lee Enterprise Inc. stock by FCC, plan to transfer radio stations to General Tire, and with holding all scheduled Los Angeles to Coast stations, Tires, in transfer, will also acquire Don Lee Broad- casting, CBS, 16 FM stations, KFRC, and the Lee stock in MBS,—of which Yankee Network, subsidiary of General Tire, is presently stockholder—

**and certain other assets.**

**General Tire and CBS are the largest networks' and stations' holdings in the West.**

CBS will acquire television station KTSF-Ch. 2 and will be required under FCC ruling to dispose of its present 67% interest in KTVN of which 81% is owned by Los Angeles Times.

Under joint agreement between CBS and General Tire, Columbia acquires additional space at facilities in Don Lee Radio, which it has long need to expand its radio and television activities in Hollywood.

Under FCC's duopoly rules, authorities say General Tire will be required to dispose one station. There was no indication whether it would be one of Don Lee group—which w continues under same name—or one of Yankee group.

**Consideration involved in sale of KTSF** CBS—which has long sought its own Los An geles TV outlet—was not disclosed.

**Don Lee stock in Mund** approximates 19—substantially same as already held by General Tire.

**New bid by General Tire was obvious surprise to Hoffman group,** who secured 1 minute recess for hurried conference after was entered. Presiding Judge Newcomb Co dee then announced sale to General Tire, sue ect to FCC consent. Cashier's check for 5% sale price was deposited by Elliot H. Peen of Hill, Farrer & Burrill, representing pe chaser.

In addition to radio and TV properties, L owns included $5 million cash reserve for recent liquidation of Don Lee Cadillac agency and other properties. Don Lee owns and operates KHJ-JM-FM Los Angeles, KGB-S Diego, KDB Santa Barbara, and KFRC-S San Francisco, plus 25 affiliated through Pacific North West Broadcasting System.

Washington law firm of Pierson & Ba representing General Tire and Yankee, partici pating in handling of successful bid.
It's common knowledge that some stations deliver listeners at a really low cost per 1000 coverage...

and in Kansas City it's KCMO!

Yes, Mr. Timebuyer... as Kansas City's one and only 50,000 watt station, KCMO sends your message far and wide over Mid-America! For inside KCMO's 213-county measured 1/2 mv. area are almost 3 1/2 million prospective listener-buyers. How's that for coverage?

With KCMO's supercharged signal is coupled that all-important intangible of superior programming... that keeps Mid-America listeners tuned-in at the 8-TEN spot. Combine these factors with KCMO's low rates and you see a bargain in radio coverage that can't be matched. Reach Mid-America's millions at a low-low cost per thousand... via KCMO!

To sell Mid-America's millions... center your selling on KCMO

KCMO
KANSAS CITY, MISSOURI
Basic ABC station for Mid-America

One Does It - in Mid-America!

ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

National Representative: THE KATZ AGENCY

50,000 WATTS Daytime
810 kc. 10,000 watts night
Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

LOW PRICED!

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

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!
Announcing the Opening of RADIO CENTER
NEW HOME OF WKBW
YOUR WESTERN NEW YORK SALESMAN

25th Anniversary - October 27th
RADIO CENTER—WKBW's new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW's 50,000 watt TRANSMITTER in Hamburg, N.Y., and RADIO CENTER are the broadcasting show places of Western New York.

Your FIRST Choice

FIRST IN POWER
Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina... adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES
WKBW has the most modern broadcasting facilities in Western New York... the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS
Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS
Top coverage of local and national sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

FIRST IN PUBLIC SERVICE
WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE
WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest... but Buffalo's FIRST Station!

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS
AVERY-KNODEL
National Representatives

ABC NETWORK
CLINTON H. CHURCHILL
Founder, President and Manager

October 23, 1950 • Page 7
EDITOR, Broadcasting:
Congratulations on your terrific 20th anniversary issue of Broadcasting-Telecasting.
It was one of the finest reviews that I have ever seen and just more evidence of the splendid job you are doing and the service you are rendering to radio and television.

Phil Alampi
Radio Farm Director
WJZ New York

EDITOR, Broadcasting:
I spent a delightful hour and a half going over your 20th anniversary issue this week. It was a wonderful job.

Since Broadcasting was started but a scant few months from the time I entered radio, I feel particularly close to it, because I don't think I ever missed a single issue since its inception.

Deepest congratulations to you and your wonderful staff, Sol, and may you carry on for another 20.

Murray Arnold
Program Director
WIP-AM-FM Philadelphia

EDITOR, Broadcasting:
You and your entire staff of Broadcasting-Telecasting deserve heartiest congratulations for the 20th anniversary issue of the magazine. The most comprehensive and excellent way in which the progress of broadcasting and television during the past score of years has been portrayed is in itself the evidence as to how and why your magazine stands out as the foremost publication in the radio field.

The 20th anniversary issue truly is the history of broadcasting, and demonstrates why Broadcasting-Telecasting is so universally termed the bible of the radio broadcasting industry. Again may I extend my most sincere congratulations and my very best wishes for the years ahead.

Roland C. Davies, Editor
Telecommunications Reports
Washington

EDITOR, Broadcasting:
May the next 20 years be as fruitful and as historical for you as the immediate past 20.

Walt Dennis
Asst. to the Vice Pres.
Allied Purchasing Corp.
New York

EDITOR, Broadcasting:
As one writing guy to another, permit me to congratulate you on the splendid job you did in getting out that 20th anniversary edition. Anybody who wants to know why Broadcasting is the "bible" of the industry need look no further for his answer.

I'm looking forward to your 50th anniversary edition, on which I'm sure you've already started to work.

Bill Gold
"The District Line"
The Washington Post

EDITOR, Broadcasting:
SO HELP ME HANNA IT'S 20. HOW YOU COULD HAVE PROSPERED SO WITH WHAT WE HAVE PAID YOU WILL NEVER KNOW. PERHAPS IT'S OUR DEEP AND ABIDING FAITH AND LOVE COMBINED WITH SUCCESSFUL RADIO STATION'S INTELLIGENTLY SPENT MONEY. WHATEVER THE CAUSE YOU DESERVE IT. SERIOUSLY I KNOW OF NO INDIVIDUAL OR INSTITUTION WHO HAS SERVED OUR INDUSTRY SO WELL. YOU HAVE BEEN CRITICAL, CONSTRUCTIVE AND EFFECTIVE. RADIO OWES YOU MUCH. CONGRATULATIONS.

Michael R. Hanna
General Manager
WHCU Ithaca, N. Y.

EDITOR, Broadcasting:
Please add my hearty congratulations to the many you must be receiving on the anniversary issue just out. It tells a thrilling story that brings back a lot of memories.

It is a grand job which, I may add, is not at all unusual for you and your able staff.

A. F. Harrison
Special Representative
United Press Assn.
Washington

EDITOR, Broadcasting:
CONGRATULATIONS ON YOUR 20TH YEAR OF SERVICE TO THE BROADCASTING INDUSTRY.

John S. Hayes
Vice President
WTOP-AM-FM-TV
Washington

EDITOR, Broadcasting:
I notice in the introduction to "Two Exciting Decades" that your staff has grown from 8 to 60, your paid circulation from zero to 16,000, etc.

However I note with equal satisfaction something that hasn't grown. It is the size of your hatband which I think is pretty much the same as it was when you were a copy boy down at the AP in Washington.

For this I also salute you.

Robert D. Heinl
Hein News Service Washington

EDITOR, Broadcasting:
The 20th anniversary issue was swell. Going over it produced a liberal feeling of nostalgia—seeing references to Hettinger in 1922— noting the sales figures for later years—recalling old battles shared, and the fun of pioneering. It was fun—and I think it was enduring friendships. Let's keep it up.

Herman S. Hettinger
Consultant
New York

EDITOR, Broadcasting:
First, I should like to add my congratulations to the thousands that must be pouring in on your anniversary. As a staff announcer, I have found Broadcasting to be invaluable in keeping up with the trend in radio throughout the country. I am young in radio with much to learn. In the year and a half that I have subscribed to Broadcasting, I have picked up many tips and program ideas as well as news of the trade. I hope to continue to be a subscriber when (and if) I reach my 20th year in radio.

Allan Jefferys
Announcer
WFPG Atlantic City

EDITOR, Broadcasting:
NOW THAT THE PRODIGY IS APPROACHING MANHOOD, WE GIVE YOU ALL THE SUCCESS THAT YOUR CHILDHOOD CAREER FORECASTS. CONGRATULATIONS FROM ALL OF US.

Henry J. Kaufman
Henry J. Kaufman & Assoc.
Washington

EDITOR, Broadcasting:
May I be among the many hundreds of friends of you and Broadcasting magazine to wish you even greater success in the next 20 years than you enjoyed during the first 20.

Harold R. Krelstein
Vice Pres. & General Mgr.
WMPS Memphis

EDITOR, Broadcasting:
Please accept our belated congratulations on the occasion of the 20th anniversary of Broadcasting-Telecasting magazine.

May you continue to serve the industry as successfully in the future as you have in the past.

Jerome M. Landay
Program Director, WAER Radio-Television Center Syracuse, N. Y.

EDITOR, Broadcasting:
The congratulatory messages
RHOES PHARMACAL Co., Cleveland (Imdrin), to spend $1 million in sponsoring MGM Radio Attractions syndicated program, The Story of Dr. Kildare, over 150 stations starting last week in October. Agency: O’Neil, Larson & McMahon, Cleveland.

MEYER 1890 BEVERAGE Co. (club soda, pale dry ginger ale and 1890 fruit beverages), N. Y., appoints Joseph Katz Co., same city, to direct advertising. Radio will be used.


MAINE SARDINE PACKERS Asst. appoints Brooke, Smith, French & Dorrance, N. Y., for national merchandising and advertising program. Spot radio and participations planned.

ACME BREWERS, S.F., announces intensive campaign to introduce Acme’s new “million dollar gold beer label.” Radio-TV will be used. Agency: Foste, Cone & Belding, S. F.

WISCON PRODUCTS Inc., Racine, Wis. (Dri-Cool briar pipe), buying video spots in ten markets, through Christmas. Pipe with thermostat element was introduced last spring in TV tests in Milwaukee and St. Louis. Agency: Hamilton Adv., Chicago.

BORDEN Co., N. Y., looking for three-weekly quarter-hour television show. Agency: Young & Rubicam, N. Y.

MANISCHEWITZ WINE, N. Y., preparing radio and TV spot campaign through its agency, Donahue & Coe, N. Y.

Network Accounts . . .

BLATZ BEER (Schenley Distirbutors) to add about 20 markets to present list of stations carrying Broadway Open Houses on NBC-TV. Agency: William Weintraub Co., N. Y.

Adpeople . . .


EDITOR, BROADCASTING:

If the President of the United States can take time to send congratulations to you on your 20th anniversary, it certainly is right and proper that a radio station in its 20th year should mark your accomplishments with a note of congratulations and good wishes for lots more.

I hope that everything is progressing nicely and that the coming years will bring much success and happiness.

John M. Rivers
President
WCSC-AM-FM Charleston, S. C.

EDITOR, BROADCASTING:

On Labor Day WORD marked its tenth year of service to the people of the thickly populated Carolina Piedmont.

It was WORD which on Labor Day, 1940, brought to Spartanburg its first network affiliation and primary nighttime service. On hand to take part in the dedication of Spartanburg’s FIRST network and fulltime radio station were such celebrities as James F. Byrnes, Burnet R. Maybank, Harry Butcher and others.

On that eventful day, WORD was dedicated to the service of Spartanburg and its bountiful trading area. During the past ten years WORD has lived up to that responsibility in every way. WORD’s success is the result of alert radio and community service to Spartanburg.

WORD entered its second decade of service with a renewed pledge. This being to make its ful contribution to the city and to the section it serves, and to continue to provide its listeners with the best in radio.

EDITOR, BROADCASTING:

Congratulations and many happy returns on Broadcasting’s 20th anniversary. It seems hard to be—

(Continued on page 10)
**FM—Pro & Con**

**EDITOR, BROADCASTING:**
I've never believed "dead duck" was a synonym for FM. I am pleased to note that your authoritative and comprehensive report on "FM's Pulse Beat" in the Oct. 9 issue of Broadcasting encourages others to believe as I do.

Edward L. Sellers
Directors, FM Department
NAB
Washington

**EDITOR, BROADCASTING:**
We at WABF were naturally very much interested in your leadoff story [Oct. 9] "FM's Pulse Beat" by J. Frank Beatty. The optimistic note sounded in the story based on the facts he pulled together and the meeting of the NAB this summer (which happened to be called at my personal suggestion) is one of the first affirmative signs of FM's inevitable turn of the road forward that has been published. Bravo!...

Some leaders of the broadcast industry and some former FCC Commissioners (who shall go nameless) know that the frustration of FM is no accident. It was a part of a well-conceived plot that almost succeeded. ... The manufacturers are beginning to see it is a profitable market just as advertisers and advertising agencies are gradually coming to pierce through the iron curtain drawn over FM.

Fortunately WABF has been able, through a unique programming format which offers a different service to people in the most highly concentrated radio market in the world, to build a place for itself and to establish an economic basis which is as sound and secure as FM and the programs we provide to all the people who want them.

Ira A. Hirschmann
President
WABF (FM) New York

**EDITOR, BROADCASTING:**
I would like to congratulate you on your very fine story of "FM's Very Lively Pulse Beat" in the Oct. 9 issue of Broadcasting-Telecasting. I certainly agree with you 100%.

Bob Culp
Commercial Manager
WFOW (FM) Madison, Wis.

**EDITOR, BROADCASTING:**
ADVISE SOONEST COST FOR QUANTITY COPIES FM PULSE BEAT STORY IN [Oct. 9] ISSUE.

B. J. Bush
WDO (FM) Chattanooga, Tenn.

**EDITOR, BROADCASTING:**
It may seem strange to you that an independent FM broadcaster should resent a lead story which casts a favorable light on FM. I don't resent it except that I think it's about time the FM broadcasters stop kidding themselves with phony figures calculated to make things look rosy when they are not. ... I contended that the AM broadcasters who have treated FM like a step-child are the basic reasons FM's plight. Is there anything libelous in saying that? ... Until the FCC does something to force the hands of AM stations holding FM permits, FM will just dawdle along grasping straws such as storecasting, transcasting, etc., but never replacing AM entirely. It will only serve to fill the holes in AM coverage. Ergo: If you own an FM station only, better latch on to an AM frequency and swim with both hands.

Sol Chain
Manager
WBIB-FM New Haven, Conn.

**EDITOR, BROADCASTING:**
Congratulations on your very interesting FM story in the [Oct. 9] issue of Broadcasting. I think you did an excellent job, and a very useful one.

Milton B. Sleeper
Publisher, FM-TV
Great Barrington, Mass.

**EDITOR, BROADCASTING:**
Please accept our congratulations on your superb FM article in the Oct. 9 Broadcasting. It is without a doubt the most complete unbiased analysis of the situation that has been published to date. FM broadcasters have a lot to worry about these days. But evidently they can at least plan on Broadcasting's being solidly behind them right down the line. These days, that means a lot. Your continued support will put FM where it belongs—in the top!

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

**EDITOR, BROADCASTING:**

"Hitting Jackpot"

**EDITOR, BROADCASTING:**
Mr. MacLaughlin... asked me to convey his thanks and appreciation to you for the fine write-up [On All Accounts] which appeared in Broadcasting, Sept. 18. There have been many men come into our office... to congratulate Mr. MacLaughlin, some of them knew only well enough to say "hello" to in passing. It seems regardless of what business they are in, lawyers, accountants, etc., they all recall Broadcasting. Our mailman also told us he had read the article.

Mr. MacLaughlin said the Bavaria radio station (WBTA) called him and congratulated him on "hitting the jackpot" in your magazine.

Thanks again for your "On All Accounts" sketch; it was very much appreciated.

Miss J. Andrea Connors
MacLaughlin Adv. Agency
Buffalo, N. Y.

**Extensive Coverage**

**EDITOR, BROADCASTING:**
Practically every one in the agency business here in New York, with whom I have had contact, has referred to your biography of myself [Strictly Business, Sept. 25], and on a trip south last week-end agency and station men all mentioned the publicity that had appeared in Broadcasting.

Lloyd G. Venard
General Manager
O. L. Taylor Co.
New York

**'Sell Ourselves' First**

**EDITOR, BROADCASTING:**
... Broadcasters are losing by default, in the battle of media, when networks and radio set manufacturers continue to go all-out for newspaper advertising. ...

As a forerunner to a super-selling BAB, we seem to need to sell to ourselves—the radio industry... We in broadcasting have not sold ourselves...

... We do believe... that "brains" of the industry are not producing the sales ingenuity—or the sales persistency—for which we little country boys in the industry are paying them, both positively and negatively—through lost sales.

James J. Lever Jr.
WANS Anderson, S. C.

**'Best in Field'**

**EDITOR, BROADCASTING:**
Many thanks for your list of pre-testing organizations... which to my mind, was just another example of the helpfulness and cooperation provided by the best publication in its field.

Robert S. Crain
George R. Nelson Inc.
Schenectady, N. Y.

**Cites Liaison Need**

**EDITOR, BROADCASTING:**
... One practice that has developed within industry... is really getting under my skin.

That's the idea of salesmen from the various transcription companies coming into our fair city, calling on our account executives, trying to sell them a program.

This is confusing to the station as well as to the sponsor... My gripe is that a client who

(Continued on page 78)
To 4 guys around a conference table

with a fifth in the background

- Gentlemen, relax a moment and refuel. As XYZ Company's Account Executive, you sir, are concerned about a sales slump. Perhaps it's only seasonal. In Iowa, seasons do not slump, because the state's $4 billion income is produced by agriculture and industry. While one business slackens, another speeds up; or rich harvests swell the farmers' income.

- You, Mr. Research Director, may utilise unemployment figures to analyze markets. More than 350 new industries have located in Iowa since World War II, creating 23,000 new jobs. Iowa ranks among the lowest trio of states in insured unemployment—2% against 5 to 7% for the nation—a statistic where it's a pleasure to come in last.

- And what about radio, Mr. Radio Director? You've been saying all along that you don't have to spend a million dollars. Especially in Iowa, where t-l-v-a-n is just a poltergeist on the horizon, and radio starts its information-and entertainment job at sunrise.

- Which brings us to you, Mr. Timebuyer. When you study coverage maps, please notice WMTland—the heart of the richest agricultural-and-industrial region in the nation. It's a market worth reaching—39,100 square miles (within the WMT 2.5 mw line) and over 1.1 million people. A one-minute Class A commercial (52-time rate) budgets at $27.00, which should be mighty interesting to both you and the fifth in the background—the sponsor.

- The Katz Agency man will provide full data upon request.

600 KC
5000 WATTS
DAY & NIGHT

BASIC COLUMBIA NETWORK
Herald Beckjorden, vice president in charge of radio-TV production, media and research of American Assoc. of Advertising Agencies, to vice president, account executive, and supervisor of radio-TV operations at H. B. LaQuatte Inc., N. Y.

Harry Woodworth, account executive ABC network sales, to Lennen & Mitchell, N. Y., as business manager radio-TV department.

Gerald J. Weipert, Brooke, Smith, French & Donravon, Detroit to Luckoff, Wayburn & Frankel, same city, as radio-TV director.

Roy W. Winsor to Biow Co., N. Y., in program development division. Was with Leo Burnett Co., Chicago.


L. C. DeForest, advertising and sales promotion manager for Hills.

I came to radio and television from a field where a 'guest shot' is a far less likely eventuality than a shot guest," explains William G. (Gerry) Martin, new television director of Duane Jones, New York.

Thus does he refer to his background in the hotel business that indirectly propelled him into his present position where he directs the spending of more than $1.6 million annually.

In 1934 Gerry's gifted work in hotels captured the fancy of Bing & Bing, a public relations firm for hotels, who invited him to New York and his first job in publicity. One year later he moved to NBC's promotion and publicity office, emerging ultimately as manager of guest relations there. At that point he took a year's leave to reorganize the public relations and sales department of the Lady Esther Co. He returned to the network in the spot sales division, transferring later to network sales.

In 1946 he forsook NBC again to join William Esty Co. as business manager in the radio department. When in 1948 the agency developed its television department Gerry moved over as one of the two top men in the video branch. Among the shows that he produced while with the agency were Grand Ole Opry on NBC, and the Paul White man show on A-B-C. He also supervised Super Circus for M & M Ltd. (candy) and was creative head for such clients as Camels and Pilsner beer.

In the middle of September of this year Gerry became television director for the Duane Jones Agency. Presently he supervises the Manhattan Soap Co.'s (Sweetheart soap & Blue White) network show, One Man's Family on NBC-TV and such active TV spot users as Pharmaco (Choco), Muel ler's (macaroni products), Marlin Five Arms (razor blades and guns), International Salt (Sterling salt), Borden's instant hot chocolate, and Hudson Pulp & Paper Co. (paper napkins). With the acquisition of Gerry Martin, the agency anticipates a new surge of television activity, both network and local.

Gerry maintains that since his entry into television, the press of time has compelled him to discharge honorably his hobbies photography and oil painting.

The Martins—she is the former Vera Deane, a professional vocalist—were married Dec. 16, 1944. They have three children, Virginia, Barbara, and John. The family lives in their own home in Pelham, N. Y.

**Two Top CBS Stations**

Two Big Southwest Markets

One Low Combination Rate

KWFT

Wichita Falls, Tex.

620 KC

5,000 Watts

KLYN

Amarillo, Tex.

940 KC

1,000 Watts

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

John Blair & Co.
beat

Brothers-Dromedary Co., N. Y., to Fred Gardner Co., N. Y., as account executive, merchandising coordinator and agency promotion manager.

STANLEY F. MERRITT, co-director of copy Albert Frank-Guenther Law Inc., N. Y., appointed director of copy.

ROBERT E. ANDERSON, executive in Buffalo office BBDO, named account executive for De Soto division of Chrysler Corp. account and manager BBDO Detroit.

BEN COLMAN, eastern sales staff Esquire magazine, to William H. Weintraub Co., N. Y., on contact staff for Schenley account.

RICHARD SMILEY, Foster & Kleiser, S.F., to Sawyer-Ferguson-Walker Co., S.F.

JAY BERRY to radio-TV staff Brooke, Smith, French & Dorrance, Detroit.

FRANK L. SHARPE, executive assistant to late J. Sterling Getchell, N. Y. advertising agency head, to Kenyon & Eckhardt as business manager of copy department.

WILLIAM CALLAHAN, Beaumont & Hohman, S.F., to West-Marquis Inc., S.F., as account executive.

W. BLAKE DENNIS to second vice president, and R. E. GOURLAY to director Vickers & Benson Ltd., Montreal.


HERBERT D. SCOTT, advertising and business manager and assistant to media director Colgate-Palmolive-Peet Co., to Carl S. Brown Co., N. Y. Will take over publication mail while Christine Petrin will remain in charge of radio purchases.

JANET WOLFE, copywriter for Compton Adv., N. Y., to Kenyon & Eckhardt Inc., N. Y.


BRIAN DEVLIN, manager Montreal office Erwin, Wasey of Canada Ltd., named director of company.


GEYER, NEWELL & GANGER Inc., N. Y., contracts for approximately 12,000 square feet of additional floor space for its media, production, traffic and art departments and art studio. Agency is located at 745 Fifth Ave., N. Y.

McCANN-ERICKSON Inc. moves L. A. office to General Petroleum Bldg., 612 S. Flower St., effective Nov. 1.

HARRY E. FOSTER Adv. Ltd., Toronto, building new two-story office building at 151 Alcorn Ave., Toronto. Cost estimated at $80,000.

JOHN WILLIAM ROSS Adv. moves to 821 Market St., S. F. Telephone remains YUkon 6-6906.

BROADCASTING • Telemarking

SARDINES FOR BREAKFAST?

...well, not exactly. But you can sell soup or sardines, meat or muffins, bread, butter or breakfast foods to housewives in Buffalo and Western New York through "Breakfast at the Lenox." Sold in ten-minute segments, this daily audience show is available two, three or five times weekly at relatively inexpensive cost. Get the whole story from Petry.

WBBN

NBC BASIC • BUFFALO

October 23, 1950 • Page 13
DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be your selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and sound late-evening programming.

"Mac" McGarry's deft style at the mike is a new selling force all its own... augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too... ask WRC or National Spot Sales.

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC (AM)
5000 Watts Day-Night

---

Sales

ARE WAITING FOR YOU ON THE BUSY FLORIDA WEST COAST WHERE ANOTHER BIG WINTER SEASON HAS ALREADY STARTED.

Spots YOU BUY ON WFLA GIVE YOU SOLID COVERAGE OF THE BIG TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA, AND POPULAR RESORT COMMUNITIES.

---

strictly business

RETAILERS who have been chronically hesitant about casting their advertising lot with sound broadcasting may do well to observe the radio-TV success story of Barker Bros., Los Angeles, which claims to be the largest home furnishings retail store in the United States.

Behind Barker Bros.' effective use of radio—and its more recent transition to television—stands Neil Petree, enterprising president of the store, who joined the firm in 1938.

No recent convert to spoken media, Mr. Petree had long had his own ideas and philosophy relating to the retailer's approach to radio, which he cultivated while in New York. Following his shift to the West Coast 12 years ago, he immediately applied his theories to Barker's new radio feature, Backgrounds for Living.

The half-hour, three-weekly program was aired over CBS' KNX Los Angeles for 10 years. In July 1949 it moved to television on KTLA (TV) Los Angeles on a once-a-week basis. The transition has proved to be a sparkling success of which Mr. Petree may well be proud.

Before he went to Los Angeles, (Continued on page 9)

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Mr. PETREE

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Can Openers are obtained from Miss California by these radio and television representatives (l to r): Hal Hong, Free & Peters; Harry Wise, George E. Hollingsbery Co.; Dick Elpers, CBS; Al Stanley, Scripps Howard.
THAT THIS WORLD UNDER GOD
SHALL HAVE A NEW BIRTH OF FREEDOM

The men and women and children of America have enlisted in a great Crusade for Freedom. Station WJR with its Mobile Studio brought the freedom scroll to thousands of Detroiter's. WJR's part in this fight against aggression and tyranny is another act in public service, that all those engaged in radio are proud to perform.

WJR
50,000 WATTS
760 ON YOUR DIAL
CBS
The Goodwill Station, Inc.
Detroit
RADIO—AMERICA'S GREATEST PUBLIC SERVICE MEDIUM
On July 3, 1950, the following advertisement appeared on page 9 of BROADCASTING-TELECASTING.

**ADVERTISEMENT**

An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Audience Ratings

**Two Umpires Behind The Plate Isn’t Any Good in Broadcasting, Either**

_What any radio station needs most is an accurate count of its audience. What it needs least is two counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don’t duplicate each other, then one or both are incorrect. Confusion results. It makes as much sense as having two umpires behind the plate—as well as two sets of rules._

Within the last few months both C. E. Hooper, who conducts audience surveys via the telephone-coincidental method (Hooper ratings) and Dr. Sydney Roslow, who conducts audience surveys via the personal interview-aided recall method (Pulse Ratings) have appeared before the Radio Department of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey. Mr. Hooper used it to show similarity in ratings produced in two samples, ‘telephone houses’ and ‘cross-section homes.’ Dr. Roslow used it to show similarity in ratings produced by two methods, “roster recall” and “coincidental.” Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximating par to the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Roslow that the telephone coincidental and the aided-recall methods are irremovable and both cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been alienation, bitterness and indigestion, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense not of Mr. Hooper or Dr. Roslow, but of the broadcasting industry.

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of money, temper, lines, controversies and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., be selected to both conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the samples.
2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., so that each has a basic interest in the results.
3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August (reviewing of C. E. Hooper, Inc., and The Pulse, Inc., final work of the month preceding).
4. That C. E. Hooper, Inc., and The Pulse, Inc., agree to furnish original field records, working material, interviewers’ instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) a advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. At least both Hooper and Pulse must submit to 10% of their interviewing being “observed” by committee members.
5. That the parties concerned either agree in advance that this house-to-house coincidental represents the true picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or other controversies regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, then Hooper is right and Pulse is wrong. If it agrees with Pulse, then Pulse is right and Hooper is wrong. If it agrees with neither, then both Hooper and Pulse are wrong.

Isn’t it better to settle this row, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity or confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The brouhaha of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal.

If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the NAB, the NCR, all parties who, like us, are looking for the truth about audience ratings.

We mean business: we don’t intend to let this matter drop, we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let’s get back to one umpire behind the plate so we can set on with the ball game.

Stanley S. Swan,

KJBS BROADCASTERS

1720 Pine Street

SAN FRANCISCO, CALIF.

As you can see, this was an all-type ad... and with unusually long copy. Nothing was offered except an expression of opinion. Furthermore, when this advertisement appeared, people had a lot of other things on their minds... the Korean struggle had just started. There were worries about Russia, the atom bomb, the draft, higher taxes. And this ad ran in BROADCASTING—only in BROADCASTING—just once.
This one ad created such a stir and uproar in the radio and advertising business that mail is still being received three months afterwards. Letters have come from agency principals, time buyers, account executives, advertisers, station managers, heads of research organizations. They've all written, adding their reactions to Mr. Breyer's calmly-worded proposal.

Best of all—just as KJBS proposed—a committee has been formed. It is today making a sincere, determined effort to straighten out the conflicts between different types of listener surveys.

And Mr. Breyer (who started all this) writes: “Our July 3 page in BROADCASTING-TELECASTING seems to have been a one-time shot heard 'round the radio world. The caliber of response from the elite of radio—from agencies, advertisers, stations and researchers. They called us by long distance and they wrote us.

"We knew BROADCASTING-TELECASTING was good, but we did not anticipate a bombardment. Without question, we are convinced that if it were not for the prompt and whole-hearted support accorded our ad via BROADCASTING, plus its intense readership among important people in radio, our proposal would not have achieved its goal of a fundamental check of research methods.

“Our hats are off to BROADCASTING, the publication that does the all-inclusive job.”

* * *

That's typical. For 20 full years now, over 15,000 people in radio (including the top advertising and station executives) have turned constantly to BROADCASTING-TELECASTING for news of their field. These decision-makers are men who read each copy thoroughly—both editorial content and advertisements. Ample proof is their immediate response to KJBS' one-time ad.

When you have a message aimed at time buyers, or at important station executives, place it where they are most likely to see and study it. And that, as the most successful advertisers will tell you, is in BROADCASTING-TELECASTING—the news magazine that's been first in the field for 20 years.

BROADCASTING
TELECASTING

National Press Building, Washington 4, D. C.

488 Madison Ave. 360 N, Michigan Ave.
New York 22 Chicago 1, Ill.

Taft Building Hollywood 28
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.
NBC CHARTS COURSE

By J. FRANK BEATTY

NBC AFFILIATE stations can look forward to increasingly popular network radio during the next few years, with TV continuing its rapid advance toward eventual dominance among all media, station operators were told at the fourth annual NBC convention, held Wednesday-Friday at Hotel Greenbrier, White Sulphur Springs, W. Va.

Some 450 management delegates were presented a network format designed to increase income from radio through a group of sales and programming projects. They also were warned that nothing can stop NBC-TV's onward rush—not even a series of regulatory jolts or the competition of other networks or other media.

Compared to some past NBC conventions, the Wednesday-Thursday formal proceedings were quite harmonious, aside from considerable criticism of a plan to make radio programs out of recorded sound portions of TV productions.

Affiliates United

If anything, recent regulatory actions in Washington seemed to have brought affiliates into closer relationship. This was reflected in the annual report of Clair R. McCollough, WGAL, Lancaster, Pa., chairman of the NBC SPAC committee. It appeared frequently during the meetings and again at a special Thursday afternoon session of TV affiliates. A joint radio-TV affiliate meeting was scheduled Friday morning.

For aural stations, the West Virginia meetings brought new and dramatic techniques designed to shake NBC loose from what was described as a quiet autumn selling season.

Charles R. Denny, NBC executive vice president, carried the ball for aural broadcasting, whose convention delegates indicated that they didn't want to be lost in the television shuffle. NBC was highly aware of this feeling and devoted the entire opening day's schedule to the older end of its business.

Aural stations were told NBC had invested $9 million in radio talent in the past year to insure program leadership and surround lavish production with highly saleable programs of low cost and high popularity.

NBC made it very clear, however, that it felt TV will become the most important single influence on the American scene in the minds and opinions of people.

The network said it had over $36 million invested in current TV plant plans and predicted the visual medium would be more profitable than radio. NBC-TV is sold out at night, is selling the afternoon fast and will start serious

Better Radio; All-Out TV Advance

The BAB group would convene, though a meeting is scheduled to be held in Washington shortly.

Members of the BAB Committee, who acted as incorporators of the new bureau, are serving as temporary board of directors pending election of a "new and representative" board by BAB member subscribers.

Matter of Speculation

Who would direct the industry's refurbished sales arm was a matter of speculation at week's end, though it was known that a prominent radio executive would be tendered the position.

Two or three prospects appeared to have ruled themselves out as possibilities following the BAB Committee's meeting in New York last Tuesday and Wednesday under chairmanship of Robert D. Sweezy, WDSU-AM-FM-TV New Orleans.

The new director would succeed Hugh M. P. Higgins, who has been serving as interim head of BAB since he replaced Maurice B. Mitchell this summer [Broadcasting, Aug. 21]. Mr. Higgins, former vice president and general manager of WMOA Marietta, Ohio, assumed the duties with the understanding that the new corporation would be free to name its own director. Mr. Mitchell, who left BAB to join NBC, is now associated with Associated Program Service.

Edgar Kohlak, consultant and part-owner, WTVW Thomson, Ga., who previously had been mentioned to take over BAB's reins on a temporary basis, told Broadcasting he definitely would not be available.

(Continued on page 25)
NBC Charts Course
(Continued from page 19)
out of the title and perhaps minimize TV mention on the sound broadcasts.
Mr. Denny told Broadcasting he thought the format should not be changed materially and felt the sound broadcasters' objections perhaps were hasty. He said emphasis could be shifted from TV in the title.
Most of the Wednesday-Thursday criticism was expressed off the convention floor since the program consisted principally of prepared presentations by NBC executives. At last minute addition to the Thursday morning TV program was a discussion of legal and regulatory problems facing TV. John Cahill, NBC board member and counsel, reviewed the color TV situation and the proposed new FCC rule restricting TV network affiliation hours. On the latter rule, Mr. Cahill suggested all licensees have a duty to inform the FCC about their feeling on the subject.
The new FCC rule runs counter to the U. S. Supreme Court decision upholding the FCC's decade-old network monopoly rules, it was suggested. These regulations had sought to prevent network monopolies by limiting the maximum affiliation hours. Now FCC's philosophy has shifted to limitation of both maximum and minimum hours.
'Temporary' Rules Hit
It also was noted during the discussion that many of the so-called temporary Commission rules tend to become permanent.
Clay Littick, WHZ Zanesville, Ohio, warned delegates whose properties are affiliated with newspapers that the next industry FCC may go after may be newspapers. With NBC's television plans already facing the color and restrictive-affiliation hurdles, delegates were apprised Thursday noon that FCC had tossed a third bomb in the form of a scheduled investigation of AT&T's allocation of networking facilities. Delegates were not prepared to speculate on its effect until more details were available.
The TV affiliates adopted a resolution at the Thursday afternoon session, calling for substitution of a dollar formula for allocation of hours to the network in lieu of the present plan. Suggestion was made that an independent auditor handle the allocations.
During discussion it was explained that whereas a station might have allocated 30 hours to NBC-TV at, say, $200 an hour a year ago, the cord rate now has been increased to $400 an hour and therefore the formula should be changed.
In any case, network and station officials agreed they had several common fights on their hands and the need for cooperative effort was emphasized.
Among encouraging signs in the sales side of radio and television was the prediction that some three million persons will have been added to civilian payrolls by next spring, with consumer income in 1950 to be $6 billion over 1949.
Satisfied they have a commanding lead in TV and the strongest aural radio structure, both from program and facilities view points, NBC wound up its presentation with the belief it had been the most successful of the four annual conventions.
Easily the high spot for aural broadcasters was the presentation by Mr. Denny of the four "new and revolutionary radio sales methods devised by NBC." These methods, he said, will permit advertisers at minimum cost to obtain "high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights."
First step in the four-point program for radio, Mr. Denny said, is Operation Tandum, of which NBC stations had learned in a closed circuit talk. This plan offers six advertisers high rotational and circulation exposure through participation in five separate one-hour program periods on different nights of the week. "What we are selling is mass circulation, and we are selling it at a very low cost," he said. "We are convinced that this is the direction radio must take to capitalize on its strength."
Three variations of Operation
(Continued on page 30)

BROOKS, SMITH

Get NBC Vice Presidencies

TWO vice presidential appointments at NBC were announced Wednesday by President Joseph H. McConnell at the network's fourth annual convention, held at the Hotel Greenbrier, White Sulphur Springs, Va.
William F. Brooks, formerly vice president in charge of news and special events, was promoted to vice president in charge of public relations.
Carleton D. Smith, director of television operation, is slated to become vice president in charge of station relations, a new post. Mr. McConnell said he would recommend election of Mr. Smith at the NBC board meeting in November.
Sheldon Hickox now serves as director of TV station relations. Easton C. Woolley has resigned as director of AM station relations to become vice president of KDYL Salt Lake City. Mr. McConnell paid tribute to Mr. Woolley in making announcement of the vice presidential appointments.
The vice presidencies are part of NBC's continuing expansion of operations, Mr. McConnell said.
In his new position Mr. Brooks will have direct supervision of press, information and continuity departments and maintain liaison with news and special events as well as advertising and promotion departments for both radio and television.
Mr. McConnell voiced pleasure at his ability to make the new appointments within the organization and said creation of the new post for Mr. Smith places station relations at its highest within the company organization.
MEXICO’S delegates withdrew from the NARBA conference last week, shattering hopes that a unanimous North American agreement on AM channel rights could be reached at this session.

The Mexican departure spurred efforts to achieve a multilateral agreement among the remaining nations, however, and observers Friday appeared still hopeful that the key stumbling-block in the path of such an agreement—differences between the U.S. and Cuba—may yet be overcome. But U.S. authorities were insistant that any agreement provide adequate protection to U.S. interests.

If the U.S. and Cuban delegations reach a basic accord, an agreement satified as the other nations seemed virtually assured. Despite her walkout, observers felt Mexico would be given a chance to subscribe to any treaty that is ever in American hands.

It was thought, however, that agreement must come soon or not at all—at least at this session. All of the forecast suggested that Cana-
dian, Dominican and Bahama-
man-Jamaican—have made clear their desire to return home as soon as possible.

With Mexico’s retirement, the prospect of cutting bandwidths from 10 to 9 kc—which loomed large early in the week as the only alternative to complete failure of the conference—has been pushed aside, at least for the present.

There remained a probability that machinery would be established to study such a plan as the basis for future negotiations. But it was conceded that the study itself would take much time, and both Mexico and the U.S. were fearful about the interference that would result from adoption of 9 kc separa-
tions in the North American na-
tions while Central and South American countries continue to operate on a 10 kc basis.

Plenary Session Problem

The 9 kc question, which no country including the U.S. wanted to propose officially [Broadcasting, Oct. 16], was formally raised in an emergency plenary session Monday after Mexico and the U.S. had again failed to come to any funda-
mental agreement on their differ-
ences.

It was decided then that the con-
ference Steering Committee would meet Tuesday to discuss procedures looking to a survey of the possi-
ibilites of 9 kc separation as a means of solving the 10-9 kc problem. The U.S. has 1-A clear channels, WNBR New York’s 660 kc and WCBS also New York’s 880 kc, provided Mexi-
can use of the frequencies would also be directionalized.

The Mexican delegation again re-
 fused, still claiming that they should be allowed to use the chan-
els to serve Mexican nationals within the U.S., with appropriate pro-
tection.

The next day—Wednesday—the Mexican delegates left the confer-
ence. Dr. Miguel Espejel, head of the delegation, said their departure was because of the conference failure. He expressed hope that a future conference would bring success. He said the delega-
tion could not consider bilateral agreements now because it lacked autho-
rization from the Mexican government, but that bilateral agreements could be made in the future, pending another conference.

The other delegates reciprocated the hope of ultimate agreement, and paid tribute to the work done by Mexico’s representatives since the sessions resumed Sept. 6.

FCC Comr. Rosel Hyde, chair-
man of the U.S. delegation, voiced his regret that agreement had not been reached when it had ap-
peared so near, and assured the retiring delegation that the U.S. looks forward to continuing friendly relations with Mexican broadcast interests.

Canada’s Commander C. P. Ed-
wards, chairman of the conference, assured the Mexican delegation that “you’ll have no trouble” from North American nations “encroach-
ing on your interests.”

In the meantime, reports that narrowing the bandwidth below 10 kc might be considered had stirred concern among U.S. broadcasters. Early in the week Stephen A. Cis-
ler, secretary of the Assn. of Inde-
pendent Stations, notified Comr. 
Hyde that the association, repre-
senting stations in 36 markets, had gone on record in a meeting in St. Louis unanimously urging that every effort be made to reach agreement without adopting or con-
sidering any narrower bandwidths.

The association recommended that FCC take a “definite stand and break national clear channels for wider and greater usage in public interest.”

U. S. Views Asked

It was obvious before the 9 kc proposal came up Monday that no delegation wanted to be the one to suggest it formally. In the end, the subject just showed up on Monday’s agenda in Canada and Mexico, which had been expected to make a pro-
posal, asked for U.S. views on the subject.

Comr. Hyde said he had been hopeful that “shared use of chan-
els” might provide the basis for an agreement which would make all sides “reasonably happy,” though he felt some U.S. interests would be least happy of all.

The U.S., he said, has been and remains quite willing to consider the viewpoints of other nations, but was unsuccessful in reaching agree-
tments even though she had made offers which would require adjust-
ments in the U.S. broadcasting pic-
ture. Unless the other nations also made some concessions, he saw lit-
tle chance of agreement “within the present channel system.”

Answering Dr. Espejel’s request for comments on the 9 kc plan spe-
cifically, he emphasized that the proposal was not made by the U.S.; that it involves many technical dif-
ficulties which have not been stud-
ied in detail, and that it should be approached with care.

Dwight said for all NARBA na-
tions would be better served by a reasonable agreement than by lack of one, however, he said the U.S. delegation is prepared to “con-
sider any proposal for narrower bandwidths. But if agreement should be reached on the basis of

(Continued on page 79)

MEXICAN DELEGATION WITHDRAWS

CONSTRUCTION has started on the new KCBS San Francisco 50 kw trans-
mitter in Novato, Calif. Discussing progress at the Marin County site were (1 to r) Charles Hogeman, construc-
tion crew foreman; Arthur Hull Hayes, vice president for CBS in San Francisco and general manager of KCBS, and Alan Carmack, chief en-
geineer of KCBS.

BROADCASTING  •  Telecasting

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HURRICANE

Miami Stations Rise to Occasion

A SMALL but vicious hurricane roared down on Miami, Fla., last Tuesday, Oct. 17, and once again proved beyond reproach its ability to perform outstanding public services.

The “blow,” which the previous night’s reports and morning papers had said would miss the Miami area to the east, skirted the Keys and bore down on Miami direct. It was the quick warnings flashed by Greater Miami radio stations that enabled the Red Cross and other official agencies to evacuate the residents of the lowlands. The storm, estimated to have caused more than $30 million in damages.

Many radio towers were levelled and broadcasting schedules dis-
ruped temporarily until stations could put emergency equipment in operation. WGBS Miami suffered no damage and remained on the air throughout the storm, airing telephone recorded interviews as the storm approached the south and moved north. When Miami Beach was cut off, WGBS, Fort Industry Co. outlet, relayed mes-
sages to police and disaster work-
ners and fed other Fort Industry

stations special reports. The station continued after the storm to warn against fallen wires, blocked streets and other dangers.

Special broadcasts were made by WGBS to areas north of Miami expect ing the gale, supplying them with vital information relative to shelters and instructions necessary for safety.

WQAM Towers Down

WQAM Miami on the Venetian causeway lost two towers without damaging the transmitter or ware-
house directly beneath them, a minor miracle according to Owen F. Urdige, general manager of the station. The 400-ft. tower which stood about 100 ft. out in Biscayne Bay fell to the west barely missing the transmitter building; a smaller tower crashed into a corner of the warehouse and shop. Men were in both buildings but none was hurt, it was reported.

Mr. Urdige said tentative plans already have been made for a new tower with erection expected to be completed within two or three months. In spite of the downed towers, WQAM was back on the

(Continued on page 76)
ABC SALES SPLIT
Thrower Heads AM, Ayres TV

SALES operations of ABC were split between radio and television last week.
Fred M. Thrower, vice president in charge of sales since 1942, was named vice president in charge of television sales. Charles T. Ayres, eastern radio sales manager since July 1948, was named director of radio sales.

Separate sales departments under the two chiefs will be established for radio and television. Robert E. Kininer, ABC president, announced. Mr. Thrower entered radio as an NBC page, rose through various sales positions to become general sales manager for NBC's Blue Network in early 1942 and vice president in charge of sales in October of that year.

Joined Navy in 1943
In 1943 he joined the Navy, returning to ABC as vice president in charge of sales in November 1945. Mr. Ayres joined ABC's sales department in March 1948 as an assistant executive and three months later became eastern radio sales manager. Before joining ABC he was with Ruthrauff & Ryan as vice president and business manager. Prior to that he was with Hanff Metzger Agency, which succeeded by Buchanan & Co.

KOBAK WARNING
'Stop Running to Government'
EDGAR KOBAK, radio consultant and former MBS president, warned broadcasters to "stop running to the government when you're in trouble" unless they are willing to accept increased governmental interference in private business. Mr. Kobak spoke at a recent meeting of the Alabama Broadcasters Assn. at Tuscaloosa.

He said a case in point was the appeal to the FCC by two television networks for government intervention in allocations of AT&T television network facilities.

The danger of appealing to the FCC in this matter, he said, is that "the FCC may come up with a set of rules that won't be temporary." He referred to FCC's proposed rule limiting the amount of programming any TV station could take from any one network.

"If you don't want the government to run your business, you've got to stop running to the government when you're in trouble," Mr. Kobak said.

HOLIDAY SPOT
Sponsors Plan Additions in Radio-TV

HOLIDAY spot buying in radio and television is adding new vigor to an already active display of spot activity, Broadcastings predicted in a special survey last week.

Sponsors planning spot campaigns, recently supplemented their plans, ranging in variety from manufacturers of expensive watches to makers of toy balloons.

One of the holiday purchasers, Wally Frank Pipes, starting in the middle of November, will use approximately 50 stations in both radio and television to promote the purchase of pipes for Christmas gifts. The spot announcements are direct mail pull—contracts placed through Huber Hoge & Sons, New York.

The toy balloon manufacturer, Save-By-Mail, is planning to use over 350 stations on a direct mail spot schedule. In addition, it is arranging to use a network show or two on a short term basis before Christmas.

Helbros Expanding
Helbros Watch Co., through Ray Hirsch Co., New York, currently is expanding its already extensive radio and television schedule (Broadcasting, Oct. 2) to 187 markets for Christmas promotion. The agency also is working out a post-holiday campaign for January 1961.

Merit Greeting Cards has been using a direct mail schedule for the past few months to line up saleswomen to sell the firm's Christmas cards. Listeners were asked to write to the stations for employment, and it was understood that the responses numbered in the thousands. L. F. Herman Co., Newark, N. J., purchased the time for the greeting card company.

Among the non-holiday spot purchasers is General Foods for Cerio (a jelly agent), which on Nov. 6 starts a spot announcement series on KFI Los Angeles and KCBS San Francisco through Benton & Bowles, New York. If successful, the schedule may be extended throughout the country.

Use 60 Stations
Fletcher-Castoria, through Carl S. Brown, New York, starting the last week in October is using 60 stations, five times weekly in southeast and southwest markets.

Home Test Products (cookie and doughnut makers) is preparing a 100-station schedule starting Nov. 1 for one minute transmissions in rural radio markets. Advertiser is currently is using a heavy TV schedule employing three quarters of the video stations in the country. Huber Hoge & Sons, New York, is the agency.

KERSTA RESIGNS
NORAN E. KERSTA, who has been with the William Weintraub Co., New York, since Jan. 1, 1949, has resigned as director of radio and television. His duties will temporarily be assumed by Harry Trenner, vice president of the agency. Mr. Kersta will announce his future plans shortly.

PULSE EXPANDS
New Markets Added
PULSE Inc. expansion is evidenced in two directions by the announcement that the research organization will enter eight new radio and TV markets this fall and that it has increased its sample of TV homes interviewed for Columbus (Ohio) TelePulse from 150 to 200.

Radio reports will be made for the first time for Birmingham, Buffalo, Minneapolis, New Orleans and Worcester; while the TelePulse records will be made in New Haven, Syracuse and San Francisco.

DOLBERG TO N. Y.
Becomes BMI Stations Head
TRANSFER of Glenn Dolberg, West Coast representative of Broadcast Music Inc., to its New York headquarters office as station relations director, effective Jan. 2, 1951, has been announced by BMI President Carl Haverlin. In making the newly-created post, Mr. Dolberg will free Roy Harlow, vice president in charge of station service, from those duties to concentrate on BMI's expanding services.

Mr. Dolberg has a varied broadcasting background, having served as program director of the Don Lee Broadcasting System and of KFI and KECA Los Angeles. During World War II, after his association with a West Coast shipbuilding firm, Mr. Dolberg became program director of KPO San Francisco before joining BMI in 1944.

PROGRAM CLINIC
BMI Holds One-Day Project
A ONE-DAY program clinic will be held by Broadcast Music Inc. Monday, Oct. 23, at the Stevens Hotel in Chicago. Robert J. Burton, vice president of BMI, will address the group at the luncheon. Burt Squire, of BMI Chicago station relations, is chairman of the clinic.

Others on the panel are:
Ray Harlow, BMI vice president in charge of station service; Charles Bondhart, program manager, WMIB-Peoria; Harry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program manager; Maggie Hruska, BMI assistant director, WXYZ-Detroit; Al Morey, program manager, WBKB-Chicago; Don Marcotte, supervisor of music, WMAL-Chicago; Ernie Simpson, WBKB-Chicago; Bill Evans, WGN Chicago; Leo Fletcher, chief of music library of ABC Chicago.

About 200 persons are expected to attend the meeting.
H-R GETS TRANSIT RADIO

FIRST major expansion of H-R Representatives Inc. since its formation last February will materialize Nov. 1, when Frank E. Pellegrin, vice president of Transitchain, Inc. in charge of sales, and Carlin S. French, Transit Radio Western sales manager, join H-R as vice presidents and directors, Frank M. Headley, H-R president, announced Friday (CLOSED CIRCUIT, Oct. 16).

Concurrently with the addition of these two new executives, H-R will assume the national sales representation of Transit Radio's 19 FM stations, Mr. Headley said. Allan W. Kerr, now a member of the New York sales staff of Transit Radio and formerly with CBS, Free & Peters and WPIX (TV) New York, will join H-R as an account executive on Nov. 1.

Mr. Pellegrin has a background of 18 years in radio, including a seven-year term as director of the NAB broadcast advertising department from 1940 to 1947. He is a member of the Planning Department of the New York sales staff of Transit Radio and formerly with CBS, Free & Peters and WPIX (TV) New York, will join H-R as an account executive on Nov. 1.

Mr. Pellegrin has a background of 18 years in radio, including a seven-year term as director of the NAB broadcast advertising department from 1940 to 1947. He service there was interrupted by a three-year wartime hiatus during which he was on active duty in charge of the planning section of the radio division of the War Dept.'s Bureau of Public Relations. He served overseas for 19 months and made three D-Day landings, going on inactive status in 1945 with the rank of lieutenant colonel.

Pellegrin KSTL Founder

In 1948 Mr. Pellegrin founded KSTL St. Louis, putting it on the air in three months and "in the black" in five. He is vice president of that station's operating company; a director of WATO Oak Ridge, and a stockholder of Hamtramck Radio Corp., which is a station in Hamtramck, Mich., which he acquired as sales vice president of Transit Radio at its last board meeting Oct. 12 in Cincinnati.

Mr. French entered radio after 18 years in a newspaper, advertising executive of Hearst newspapers in New York and Chicago. He was owner-operator of WTMV East St. Louis, general manager of the radio department at Lorenzen & Thompson, newspaper and station representative, and is now western sales manager of Transit Radio with offices in Chicago. He will be associated with Dwight J. Reed, H-R executive vice president, in Chicago, after Nov. 1. Mr. French also is part owner of WATO and WATC, both in Mo.

H-R Representatives Inc. was organized early this year after its principals had resigned from Headley-Reed Co., station representative firm of which Mr. Headley had been president and Mr. Reed vice president (BROADCASTING, Feb. 20). H-R currently represents KMP-C Los Angeles, WBOK Rockford, WPBF Altoona, WJIM AM-TV Lansing, WFGG

NEW members Frank E. Pellegrin and Carlin S. French are welcomed by the board of H-R Representatives Inc.

Pellegrin, French Join

Kalamazoo, WONS Hartford, KXXX Colby, Kan., and WMAY Springfield, Ill. WJW Cleveland will join the H-R station list on Jan. 1.

C. L. Thomas, president of Transit Radio, said he felt the move was a definite step forward for the Transit group. He pointed out that the connection with H-R would give them five regional offices instead of the two they have had until now and would materially increase the number of salesmen selling for the firm.

H-R maintains headquarters inNew York's Chrysler Bldg. and territorial offices in Chicago and San Francisco. Plans call for the establishment of new regional offices in Los Angeles and Atlanta after the first of the year and also for expanded space in New York and Chicago.

ATTORNEY GENERAL Thomas E. Fairchild of Wisconsin declared Thursday that seven radio and television programs aired in Milwaukee are lotteries. Some of the programs cited already had been dropped voluntarily by the stations involved. Stop The Music, both AM and TV, was among those listed.

The attorney general had been asked last July by District Attorney William J. McCauley of Milwaukee County for an opinion on the legality of the programs. Shortly before this request was made, WMAW Milwaukee was ordered to take its giveaway program Lucky Social Security Numbers off the air. Thursday's decision is believed to have resulted from an investigation of all Milwaukee radio and television giveaway shows, made at the urging of WMAW's General Manager Jack Bundy.

Programs cited are: Stop The Music, ABC network; WTMJ-TV; WMJ-TV; Jackpot Quiz, WTMJ; Tello-Test, WISN; Bread Quiz No. 1, WISN; Bread Quiz No. 2, WISN; Radio Auction, WMIL (off the air); Food for Thought, WTMJ-TV (off the air).

Although signed by Attorney General Fairchild, the opinion was written by William A. Platz, an assistant attorney general of the state, who said that all of the programs contained the three elements necessary to a lottery under Wisconsin Law—prize, chance and consideration. Mr. Platz disclosed he used wire recordings, scripts and descriptions of programs contained in advertisements in arriving at his decision.

The Journal Co. immediately cancelled its two programs—Jackpot Quiz on WTMJ and Stop the Music on WTMJ-TV—as of Thursday without awaiting any district attorney's complaints," Walter Damm, general manager of the stations, told BROADCASTING. Other stations reportedly had taken no action.

Wis. Cites 'Lottery' Shows

"No Comment!" Louisa G. Cowan, president of the firm which produces Stop the Music, had "no comment until I have time to study the facts," and ABC was awaiting official notification from the Wisconsin attorney general's office. NAB was not prepared to issue a statement.

BROADCASTING learned that Deputy District Attorney Joseph E. Tierney of Milwaukee County and Mr. Bundy conferred with the attorney general in Madison last July, shortly before the probe of Milwaukee giveaways was started. At this meeting, Mr. Tierney was asked to prepare a list of programs which might be in violation of the state's lottery laws. Stations cited in the opinion were those on Mr. Tierney's original list as submitted to the assistant attorney general for further study.

In his opinion, Mr. Platz said consideration did not necessarily have to involve money, that merely entering a store to obtain information about a lottery, or a coupon, would be sufficient grounds.

"The enticement of an audience for a radio program under the inducement of winning a prize by chance is consideration accruing to the station and to the sponsors," he said.

"That Stop The Music is a lottery within the principles heretofore stated is too clear to require further comment. In the Jackpot Quiz, the listener is required to find out the name of a bread salesman in his neighborhood, and his attempt to get the name is of great value to the sponsor," he noted.

Bread Quiz No. 1 was described as requiring a person to listen hear a question, then to go to the stores, and look at ads, to obtain clues to answers. Bread Quiz No. 2 required listening to a program to get a question, the answer to which listener must find. Tello-Test is a program designed to increase the radio audience, Mr. Platz noted, and Radio Auction involves auctioning of articles for which pay was in stage money 'obtained from mer-

(Continued on page 78)"
"I can spot a radio customer he's acquainted with TO THE LIST OF SATISFIED LOCAL SPOT USERS...

Add Arrow Typewriter Co.

T HE GOING was very slippery when Arrow Typewriter Co., Washington, D. C., got its feet wet in the business world late in the post-war era. Now the typewriter repair-rental-sale enterprise is on high, dry ground thanks to a continuous campaign on radio.

Many factors have contributed to Arrow's success, but perhaps none more important than radio. The campaign was planned to bring sales up through the air waves.

The basis of the campaign on radio was the story of Jack O'Donnell, an expert typewriter repairman and owner of the Washington shop, the Arrow Typewriter Co., which specializes in repairing typewriters.

The story of O'Donnell and his shop appeared on the radio network of WPK, the Washington station. It was a simple sales pitch: the story of a man who knew the business, who knew how to sell.

Radio Spots Used On Limited Basis

Mr. O'Donnell launched his first business seed in March 1948. A former typewriter repairman and government worker, Mr. O'Donnell, convinced that he wanted a shop of his own, opened his typewriter repair enterprise at 604 F St. N.W., less than a block from Hecht's Department Store.

While studying his business, Mr. O'Donnell began testing radio pretty much as one would shop for a good insurance policy. In the beginning, he set aside $15 per month for one one-minute spot per week over WPK, an independent daytimer in Alexandria, Va. He watched for a return.

The spots placed at this time, Mr. O'Donnell explained, were point ing up servicing of home and office machines. "I got a few nibbles from this type of advertising," he says, "and surprisingly, enough of them clicked to make it pay."

During this time, Mr. O'Donnell gave radio a lot of thought. If the first few radio trials could kindle some success, he reasoned, why couldn't a more thorough and scientific use of radio bring about a good measure of success?

Exactly a year after he opened his shop, Mr. O'Donnell began placing three 30-second spots, seven days a week over WPK.

As is his way, Mr. O'Donnell likes to do things himself. This practice he carries over into his radio treatment. He writes all his copy himself. Each spot begins with the background of the business, the type of work done.

Before launching the radio advertising schedule, Mr. O'Donnell knew where he was heading. By surveys, telephoning and personally interviewing people in his marketing area, he found WPK's coverage radius reached the people he wanted to sell. Most important, he discovered a good many potential portable buyers were regular WPK listeners.

Simple Sales Pitch Found Most Effective

A few more discoveries popped up, all of which proved profitable later. Mr. O'Donnell found that in a good amount of his copy he had stressed too many varied things. He decided to make his sales pitch simple and to the point—taking a single item and stressing only that. Stress would be on sales because Mr. O'Donnell found that radio can't sell the people about a whole list of services items in a half-minute's time. Mr. O'Donnell continues, "Radio may uncover a few people that would be interested in having a typewriter repaired or to rent a machine, but its effectiveness is sales power."

Mr. O'Donnell didn't have to be told he was on the right track; his sales chart showed it. "By giving the reader copy," he found that his short announcements, aired three times a day to reach as many people as possible, began to build up his store's name in the WPK listeners' area.

Experimenting further, he found it was best to advertise a portable for sale which would fill a specific need. "Just any typewriter for sale is not important to people," he says, "but when you narrow it down to a purpose then you have something extra to sell."

Mr. O'Donnell soon recognized that when he advertised around school graduation time in May-June, he found people entering the store who were interested in buying a typewriter to give as a graduation gift. When he advertised a portable with emphasis on it as a practical Yuletide gift in the late fall, a host of people would come in to Arrow to purchase one of the machines as a Christmas gift. In this same way, students in the cosmopolitan Washington area would respond to announcements pointing up machine models which could type in a half-dozen different languages.

Specialization now firmly established, Mr. O'Donnell went a bit farther. He advertised Spanish-typing portables over a Spanish language program at WPK. Response to the copy read in Spanish, he observed, was gratifying. Now he is doing similar advertising on a Greek language program over the same station. In one day, Arrow sold five Greek adapted machines.

Mr. O'Donnell always has advertised on WPK. As he explains it in his direct manner, "My success over the station has been phenomenal. So I continue to advertise on WPK." Other media? To answer that question, Mr. O'Donnell has to dig far. Here and there he finds some record of token newspaper advertising, nothing as yet on television.

His present campaign? "Now," he says, "I am concentrating on advertising machines which are fitted with keyboards especially adaptable to particular needs of professions." Mr. O'Donnell does not advertise just for the sake of advertising. He has a purpose and he knows the needs in his market area.

Here's what only a few of his records show:

After continually advertising sales or machines for business offices, college students, news correspondents, he stopped that type of appeal in May 1948. In five weeks, 22 portables were sold. Nearly all the buyers had remembered hearing of Arrow on the radio.

O'Donnell Convinced Of Radio's Impact

Mr. O'Donnell then was convinced that "the only way the typewriters could be kept moving was through radio advertising."

In July-August of that year, he sold 18 International Portable machines (Royal) at $97.50 each, resulting direct from Spanish broadcasts.

At the May 1950 "Home Show" (Continued on page 78)
HOOPER RECORDING

AN AUTOMATIC system of broadcast audience measurement capable of delivering reports on today's listening from 6 a.m. to midnight at 11 tomorrow morning is being offered by C. E. Hooper, president of C. E. Hooper Inc., at a news conference in New York.

The system, being marketed by Hooper under the name of "Telecasting" and the slogan "figures the will be known," can be installed by 1950, or 35,000,000 sets, with 90% of the homes in New York, Los Angeles, and Chicago covered.

Hooper's new automatic, instantaneous recording device.

New Device Shown

In SCOTUS Review

**LIBEL DAMAGES ISSUE**

QUESTION of how much protection the state can give newspapers or broadcasters when libelous matter is printed or broadcast is expected to be answered by the U. S. Supreme Court which last week agreed to hear argument and rule on the issue.

The case involves California's libel law, which applies to both newspaper and radio, and grew out of a suit against the Southern California Associated Newspapers by Erwin P. Werner, former city attorney of Los Angeles.

Point of contention is the Constitutionality of a state law extending to newspapers or publishers, from paying general damages providing a retraction is broadcast, or printed.

In the California case, Mr. Werner, a newspaper executive, was ordered to deposit a retraction of an allegedly libelous newspaper story, thereby barring a damage suit unless he could prove specific damages to his business or property.

Last April, the California State Supreme Court had ruled the statute as not violating the State Constitution and as not failing to give judicial redress of such damages. A month later, the court refused a rehearing.

According to California's law on libel: If a retraction is printed or broadcast in a "conspicuous manner" in the newspaper or on the broadcasting station as were the statements claimed to be libelous, the statements claimed to be libelous may recover general, special, and exemplary damages. The latter category are not payable if "actual malice" in publication or broadcast is proved.

In considering the case, the State Supreme Court had ruled in a split (6-2) decision that the state can substitute a retraction for money damages. In its opinion, the court said:

Plaintiff contends . . . a person who defames another must be fully responsible for any damage caused thereby, and that the substitution of a retraction for all but special damages is an unconstitutional attempt to reach newspapers and radio stations from full responsibility for the (Continued on page 78)

October 23, 1950
CINCINNATI U. grid sponsorship on WCPO-AM-FM. Cincinnati is ar- ranged this season (1 to 1) in the WCPO station dir.: (standing) G. E. Murray, Cincinnati Oil; John Hoyt, WCPO; James Heckin, Hoechs- Adv. Agency; Bill Gilmore and Robert Spina, WCPO.

FOURTH consecutive renewal of WCPO; WCPO's Station manager. Station Commercial Manager Gustave Nathan II and Gene Valenzano, show look on.

IN mammoth Wichita Falls, Tex., deal Ellis Head, pres., Head Brothers Furniture Store, renews Welcome to Hollywood, and signs for two other shows, each five times weekly on KFDX. At left is Sid Grayson, KFDX local sales manager. Right is Doc Warren, show organizer, and D. A. Cannon (seated), KFDX president.

AIMS Meetings in St. Louis

CONFIDENCE in future of AM radio, with particular emphasis on the independent station outlook, was expressed by members of AIMS (Assoc. of Independent Metropolitan Stations) at its annual fall convention, held at the Lennox Hotel, St. Louis, Oct. 16-18.

AIMS members pointed to increases in national and local business, and a majority indicated they have been affected least by all of television's rock-bottom sales. Many TV manufacturers who turned to independent stations to sell their sets. It also was pointed out that nighttime network buyers are diverting part of their budgets to daytime spots.

The AIMS group, under the chairmanship of William E. Ware, KSTL St. Louis, also adopted for submission to FCC a resolution urging the U.S. Government to make every effort to reach a NARBA agreement now without narrowing channels. It also recom- mended that FCC "take a definite stand and break national clear channels for wider and greater usage in public interest."
The highly controversial Red Channels, published these records of Communists, fellow travelers or dupes of Communist-front organizations and causes was responsible for General Foods Corp's action in dropping Miss Muir as an employer and through radio as an instrument of democ-tracking the first link in a chain that must be Communist influence in American radio. But there also must be the slightest weakening of genuine Americanism from Communist infiltration of the radio industry."

Termed 'Un-American' Describing the approach of Red Channels as 'utterly un-American,' Mr. Swing stated:

It lists names of persons for no other reason than to suggest that having Communist connections of sufficient bearing to render them unacceptable to American radio. The list has been drawn up from reports, newspaper stories and letters, without checking and without testing the evidence and without giving a hearing to anyone whose name is listed.

The only real danger in Red Channels, Mr. Swing declared, is "that the man who does not control American radio should allow it to deflect them from a rigorous, rugged maintainance of true Americanism in the radio industry." While it is difficult to tell who is a Communist, because he will lie about it, he said, it is not so difficult to determine whether "anyone dealing with news or current events is so weak in character that he is using his position to protect the free rights of the individual, even if, by some bleak and dreadful tragedy, American radio should come under the control of persons intent on producing a single conformity of thinking in America, it will not be the pressure groups or the black-liters who will do the damage, but those now in charge of radio. They have it in their keeping and what happens to it will be their doing and only their doing.

Radio Club Views 'Channels'

"We don't know that no one listed in Red Channels should be employed," he stated, "but we do say that anyone with a continued record of association with Communist organizations, activities, publications, anyone who has continued such activity after June 25 of this year, should be eliminated from employment on the air." Raymond Swing, noted commentator, now on WOR New York, opened his attack on Red Channels by stating that the issue is not solely how the "American public is to be protected from insidious, concealed Communist infiltration in the radio industry," although that is an understandable anxiety of the greatest urgency and importance."

"There is also a need," he declared, "of protecting American standards and American freedom, both in radio and television, and of protecting the American public, from the insidious, concealed Communist infiltration in the radio industry," although that is an understandable anxiety of the greatest urgency and importance.

The Aldrich Family, was the radio club's next luncheon on Nov. 2-color television.

T. C. Kirkpatrick, managing editor of Counterattack, publisher of Red Channels, quoted J. Edgar Hoover, FBI director, as having "gone out of his way" to inform a Senate investigating committee about Red activities in radio, and cited AFTRA's recent move to change its constitution to bar Communists from membership in this union as proof that Communist infiltration of radio and television is not a vague threat but a real danger.

Pointing out that Red Channels is chiefly a compilation of material already on public record, Mr. Kirkpatrick said the main purpose of publishing these records of pro-Communist activities of radio personnel was to show the extent to which Communist-front names for its purposes had already gone and to discourage misguided liberals from naively lending their names to Communist causes in the future.

This objective already has been largely realized, he said, noting that since the publication of Red Channels scores of radio actors and artists have rushed to have their names removed from membership and committee lists of organizations described in the book as Communist or subversive. Almost as important, he stated, is the effect of the book in awakening the American people as a whole to the threat of communism and the need for taking positive steps to combat it.

Kirkpatrick's Stand "We don't say that no one listed in Red Channels should be employed," he stated, "but we do say that anyone with a continued record of association with Communist organizations, activities, publications, anyone who has continued such activity after June 25 of this year, should be eliminated from employment on the air."

Doing so as an employer and through radio as an instrument of democracy would be allowed to earn his living in radio in a capacity where he has no editorial influence on public opinion. . . .

Other Dangers More potentially dangerous than the radio performers, Mr. Swing stated, are the radio technicians, who wrote the master controls in a radio station in a time of civil conflict might do irreparable damage," and radio's executives.

"It would be quite sinister if Communists were finding their way into the administrative and operating end of radio," Mr. Swing concluded.

"The danger of Communist interference, not by resorting to stealthy weapons, not by black lists, not by unproven and often inaccurate charges, but openly and with courage-they have done it in Americanism which formerly protected the free rights of the individual."

"If, by some bleak and dreadful tragedy, American radio should come under the control of persons intent on promoting a single conformity of thinking in America, it will not be the pressure groups or the black-liters who will do the damage, but those now in charge of radio. They have it in their keeping and what happens to it will be their doing and only their doing."

Time Dispute Lewis Says Senator Erred Charge by Sen. Millard Tydings (D-Md.) that he had to appeal to FCC and MBS to get time on Fulton Lewis. WJZ's station manager, the commentator's alleged attack on him was branded by Mr. Lewis last week as a "cheap, deliberate and contemptible lie."

At the same time, MBS in New York issued a statement in which it said that the commentator, "on his own volition and with the approval of Mutual, offered to turn over his program to Sen. Tydings on Thursday (last) or any night thereafter." Mr. Lewis, MBS stated, read the request and the Senator's statements Tuesday and "voluntarily" offered him equal time.

Appeal by Sen. Tydings, who spoke on MBS-WCHM Baltimore last Thursday, was directed by the FCC to MBS in New York as a customary routine matter, a Senate spokesman said. Sen. Tydings also sent the network two telegrams and called by telephone, requesting air time, according to MBS. When his talk was delayed four hours because of transmission failure, he was offered Mr. Lewis' Friday period.
MEETING at the Albany NAB session, William Fay (2d l), WHAM Rochester, N. Y., and District 2 director, receives a hearty handshake from the retiring director, Michael R. Hanno, WHCU Ithaca. Looking on are (l to r): Oscar F. Soule, WFBL Syracuse; C. A. Bengston, WINR Binghamton, N. Y.; James Howe, WCTC New Brunswick, N. J.

LINCOLN NETWORK
New Illinois Group Starts

ABE LINCOLN NETWORK, comprising six Illinois stations, started daily programming of two 15-minute periods Oct. 16. Membership includes WCIL Carbondale, WHOW Clinton, WLBH-AM-FM Mattoon, WMIX-AM-FM Mt. Vernon, WROY Carmi and WVTN Olney. J. R. Liveasy, president of WLBH, was named chairman at a meeting Oct. 15.

Live organ recital, featuring Ken Jakie, is fed from WLBH-FM from 1:15 to 1:30 p.m., and news round-up originates from WLBy-AM and WMIX-FM from 1:45 to 2 p.m. Two minutes of news is supplied by each station during the period, with FM stations picking up reports from other stations by AM and then relaying by FM. Network is strictly non-commercial.

NAB DIST. 2
Seeks Set Measuring Plan

A RESOLUTION directing William B. Fay, WHAM Rochester, NAB District 2 director, to request the NAB board at its November session to research a means for measuring TV set manufacture and distribution was adopted by District 2 delegates meeting at the Ten Eyck Hotel, Albany, N. Y., Oct. 12-13.

In a second resolution, Mr. Fay was directed to appoint an emergency committee under his chairmanship of New York and New Jersey broadcasters which would set up immediately a "bistate emergency disaster network" as requested by Gen. Lucius D. Clay, New York civil defense chairman [Broadcasting, Oct. 16].

Although Mr. Fay has not yet announced the members of the committee and its plans, Gen. Clay's letter calling for establishment of a disaster network listed three "major" activities:

1. To teach the public self-protection if an A-bomb attack should come;
2. To warn the public of an impending attack, and (3) to notify the public to evacuate target areas, or to prepare to receive evacuees from other areas.

Gen. Clay's letter went on to say:

"You and your members are aware that ignorance and indifference are the gravest danger in an A-bomb attack. This fact was established at Hiroshima and Nagasaki. Your network can be a major factor in consistently educating the public to the gravity of an A-bomb emergency as affecting the individual, his family and his neighbors.

A small stations meeting, led by Si Goldman, WJTN Jamestown, N. Y., was told of two successful promotions. One involved distribution of tags to voters as they registered, followed by the awarding of prizes to children and school classes collecting the highest number of such tags. Another was a Meet the Sponsor program.

STARS AND BARS
WRC's Herson Goes 1865

A LOT of Confederate money may be passed in the nation's capital beginning today, Oct. 23. This is the date set by WRC Washington's Bill Herson (morning m.c.) to turn his studio into an 1865 clearing house— or so it will seem to the NBC station's listeners.

By courtesy of Mr. Herson and WRC, Confederate bills will become legal tender for the purchase of a $525 RCA combination AM-FM-TV set with 16-inch picture tube. Set is to be purchased by the listener mailing in bids on the highest number (not the face value) of bills he or she can pay. On Nov. 18, the listener quoted by Banker Herson with the highest number will be asked to produce the bids and the "buyer" then can take title to his new receiver.

With the "broad" and "sale" slated for Nov. 20, WRC by then expects attics and other old storage places in the nation's capital to be thoroughly raided for that "valueless" money.

MRS. JOHN D. EWING

MRS. JOHN D. EWING, wife of the Louisiana publisher and radio station owner, died Oct. 12 at Gulfport, Miss. Mr. Ewing is owner of KWKH Shreveport and KTHS Hot Springs, Ark., publisher of the Shreveport Times and president of the News-World Publishing Co., which publishes the Monroe (La.) World and Monroe News-Star.

GATHERED at the NAB District 2 meet (l to r): Seated, Andrew Jarema, WKOP Binghamton, N. Y.; George F. Bissell, WEA Plattsburg, N. Y.; Martin Karig, WWSC Glens Falls, N. Y.; B. J. Rawan, WGY Schenectady. Standing, W. A. Riple, WTRY Troy; W. J. Purcell, WGY, Carl Mattison, WWSC.

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You get a lot for a little*

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

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE
Delegate Matthews

SECRETARY OF THE NAVY
Francis P. Matthews doffed his Cabinet trappings to become the delegate from WOW Oneshaka-1 DeBry North Plate, Neb., at NBC's White Sulphur Spring affiliates convention.

A charter member of the original WOW executive staff, Mr. Matthews continues his active interest in the two-station operation. He took part in discussion during the Thursday afternoon meeting of TV affiliates, declaring he considered FCC color action dictatorial.

only means of alerting the nation instantaneously.

Joseph H. McConnell, NBC president, said evening network has become harder to sell. Claiming NBC has long led in facilities, he said the network is building programs for top ratings at key points in the schedule and is developing a wide variety of moderately priced shows to aid in the drive to the advertiser. In the past year, he reminded, NBC has spent $9 million in radio talent and show promotion, listing some of the network's leading performers.

Referring to the Assn. of National Advertisers report calling for reduced AD rates in view of television's progress, Mr. McConnell said the confidence of advertisers in network radio must be restored. NBC is starting a big research drive and an active sales campaign, he said.

As to TV, Mr. McConnell said the job has been made more difficult by FCC's adoption of incompatible color and its proposed rules to restrict stations in selecting TV network service.

NBC is strengthening its daytime TV service, according to Mr. McConnell, with evenings substan-

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GEOGRAPHICAL diversity of attendance at NBC White Sulphur Springs annual meet is pointed out by this informal gathering of affiliate members (Continued from page 32)
DEARBORN STATION CAPTURES DETROIT WITH LUCKY NUMBERS

Program Public Service Feature, WKMH

"Lucky Social Security Numbers have definitely increased listener interest to the 1310 spot on Detroit's radio dial.

Incidentally the local Social Security office came to us and asked our help in publicizing the revised aspects of the new Social Security law recently signed by the President. We are doing this on our LUCKY SOCIAL SECURITY NUMBERS program. It's working out very successfully and we, consequently, are able to make this Social Security gimmick a public service of value too. (Signed) Walter Patterson, V.P., WKMH, Dearborn, Mich.

GREATEST STIMULANT IN RADIO TODAY SAYS WDUN

Completely Sold Out In 8 Days!

"WDUN considers LUCKY SOCIAL SECURITY NUMBERS the greatest stimulant in radio today.

We have had phenomenal results in less than a week's time. After the second day it was literally 'the talk of the town'. We sold every number in eight days time! WDUN has 26 different advertisers, Lucky Numbers, the most satisfied customers this station has ever had. Two of the above advertisers have purchased eight time signals a day apiece to simply state that they have all numbers on display at their stores. Perhaps the biggest effect the LUCKY SOCIAL SECURITY NUMBERS PROGRAM has brought to our station is the fact that only a few weeks before it began, our competitor had in their hands a survey that was more favorable to them than it was to us. LUCKY NUMBERS stopped their sales story from the survey overnight. So my recommendation is that anyone behind in their Hoopers will find that LUCKY SOCIAL SECURITY NUMBERS will easily make them the 'listener's choice' overnight." (Signed) John W. Jacobs, Jr., Gen'l. Mgr., WDUN, Gainsville, Ga.

LUCKY NUMBERS MOST VALUABLE TIME ON WKAX

Builds Biggest Audience In Town

"LUCKY SOCIAL SECURITY NUMBERS builds big audiences quicker... holds audiences longer than any radio program we've ever put on the air. It has become the most valuable time on our schedule. Check after check shows we have the biggest audience in town when LUCKY SOCIAL SECURITY NUMBERS is on the air."

(Signed) Glenn V. Tingley, Mgr., WKAX, Birmingham, Ala.

Over 70 other stations now using this show throughout the U.S.A. . . .

GREATEST AUDIENCE BUILDER SINCE "MEN FROM MARS" INCIDENT

AZRAEL ADVT. AGENCY PAYS ALL WINNERS

STATIONS PAY ONLY LOW FIXED CHARGE

$85,000 CASH PAYOFF ON "LUCKY SOCIAL SECURITY PROGRAM"

GREATEST AUDIENCE BUILDER SINCE "MEN FROM MARS" INCIDENT

400% HOOPER BOOST WITH LUCKY NUMBERS SAYS WDET

"Our share of morning audience, as shown by the most recent Hooper report—makes apparent an increase of 400% over the report of November—December 1949. Major credit for this increase can go to the use of the Lucky Social Security Numbers Program." (Signed) Erwin F. Lyke, Gen. Mgr., WDET, Rochester, New York

PULSE BOOST REPORTED BY WIBG PHILADELPHIA

"Your LUCKY SOCIAL SECURITY NUMBERS program has upped our Pulse Rating, and this is so despite the fact that we have been unable to use the numbers consistently in the same spots on the board." (Signed) Rupe Werling, Prod. Mgr., WIBG, Phila., Pa.

ATTENTION, STATION MANAGERS

If you want results like these... If you want your station to be the one offering $100 every hour, $1,000 per day in your area, wire or phone for complete details and sample transcription NOW. No obligation, of course.

NOTE: We've just signed twenty new stations as this ad goes to press . . . more coming in every hour!

ATTENTION, TIME BUYERS

You can get these spectacular premium audiences for your commercials. Write for complete list of subscribing stations. If not now in market you wish to cover, we can arrange to make LUCKY SOCIAL SECURITY NUMBERS available in that community. Sample transcription sent free on request.

LUCKY SOCIAL SECURITY NUMBERS

Copyrighted by: MAURICE AZRAEL

1000 N. Charles Street

Baltimore 1, Maryland

Phone Mulberry 2532

October 23, 1950 • Page 31
NBC Charts Course
(Continued from page 30)
tially sold out. Participation and advertising revenues aid advertisers in meeting high TV production costs.

Mr. McConnell was confident radio will be maintained as the lowest cost entertainment medium and TV will become even more profit-
table than radio.

NBC has started a drive to step up radio coverage by tape, according to William F. Brooks, newly named vice president in charge of public relations (see page 20). He noted the pro-
file of listeners being reached by news for radio, he said, that in event of general war, broadcast news rooms would be the nation's first line of defense.

NBC correspondents everywhere have now been equipped with tape recorders to transport listeners right to the scene of the news event, of interest and possible trouble spots have been manned for any eventuality, he said.

Mr. Brooks described tape as the outstanding improvement in radio news. He reminded that 15% of all radio programming consists of news; two-thirds of it sponsored. The four networks gross $18 million from news, he said.

NBC is engaged in the most ag-
gressive showmanship in its his-
tory, declared Charles C. Barry, radio program vice president. He called the 6:30-7 p.m. Sunday night program starting Nov. 5 on NBC "the biggest variety show in history, but it won't be such a bad name.

Fred Allen, Jimmy Durante, Tal-
lulah Bankhead, Bob Hope, Fibber McGee & Molly and outstanding Hollywood and Broadway acts.

More Listeners Per Dollar

Mr. Barry said television is "tem-
orarily" more talked about than radio but declared NBC's new program will bring the schedules to the level of high radio advertisers get more listeners per dollar than a decade ago, he reminded.

George W. Wallace, director of advertising and promotion for radio, declared the network's first cooperative advertising campaign, started Oct. 15, is a success. The campaign is running in 100 newspapers in 25 cities, he said, and another cooperative drive will be started soon on the new Sunday evening 1-2-hour program. He also said the network is making all possible air promotion for its programs, including stars ringing chimes at station breaks.

Harry C. Kopf, NBC vice presi-
dent of radio sales, said the network is extremely "bullish" on sales for the winter and spring. He submitted an optimistic report of the radio advertising market. Ad-
vertisers are recognizing radio as their most efficient and economical medium for national sales, he re-
ported.

At the opening of the convention Wednesday the delegates paid a silent tribute to the late John J. Gillin Jr., WOW Omaha.

With a record of 460 in attend-
ance, the delegates spent three days listening to NBC officials describe radio and television plans and dis-
cussing points brought up by the network officials.

Three entertainment programs were staged at night. On the Wed-
nesday night program were Tex Beneke and his彩带 band, The Accro-
manics, Julie Wilson, Dunninger, Stan Fisher and Phil Silvers. Thursday evening's show was fea-
aturing the Hal Roach Senior Car els, Two and a half men, Milton Berle and Mandy Carson topped the Friday program.

NBC's television news department sets an all-broadcast film lab-
tory and editing equipment to the Greenbrier. Sound cameras filmed highlights of each day's activities for a daily convention newsletter.

Film stories from all parts of the nation were flown to the convention each day. Francis McCall, director of TV news and special events, headed the crew. Clarence Thomas, supervisor of the NBC-TV news department, coordinated the Green-
brier setup with network operations in Washington, New York and Chicago.

Video Plans Outlined

Pattern for television program-
ning and sales was unveiled Thursday morning by Sylvester L. (Pat) Weaver, television vice president, who predicted the simulcast will reach new heights and use of TV audio on AM will be a natural de-
velopment. The network talent pool, he predicted, will use AM as a form of at home audio tape recording. He doubts if any major NBC stars will be absent from AM shows in the fall of 1951.

Mr. Weaver said NBC will use "great entertainment to get the all-family circulation of all sets." He said programming will cover the arts, dance, literature, music and major TV events by stimulating interest in these "currents."

NBC is trying to establish a TV schedule "which will be as well-
known to the average viewer as it is to us, by means of broad con-
cepts, and block programming means," Mr. Weaver said, pre-
dicting that NBC's programs in a short time will become "the most important single influence in the American scene on the minds and opinions of the American people."

Mr. Weaver outlined plans for next year, calling for development of spectacular dramas including 16 or 18 high-budgeted motion picture films made for TV by an out-
standing producer, alternating with 15 or 16 theatre productions by top Broadway names. Alternating on a three-week cycle will be tele-
vision originals under the super-
vision of top NBC producers. By 1961, Mr. Weaver promised, the network will have solved the problems of presenting daytime serials on television.

Mr. Madden declared that by increasing product sales, TV will bring the network open.

Edward D. Madden, NBC vice president in charge of TV sales and operations, discussed economics of television from the advertiser's viewpoint. He said the network's vast new research study will aid the advertiser in making full use of the new medium. He advocated "companionship purchase" of radio and television by advertisers to insure maximum 100% coverage of Amer-

icamilies.

George H. Frey, network di-
rector of sales, said NBC-TV net-
work is completely sold out every night of the week, holding superior spot in number of stations sold per program, total number of hours sold and total number of sponsors.

The afternoon schedule is rapidly being sold out, he added, and the sales staff's next big job will be sale of morning time.

Carleton D. Smith, director of TV network operations who has just been elevated to a vice presi-
dency in charge of all station re-
lations, showed an NBC News Dept. film depicting NBC's progress in production and staging facilities. NBC's daily production alone contains 10,000 items for stage sets.

Frederick W. Wilk, director of technical products, exhibited a pictorial compilation of production personnel and said the network is using high-quality entertainment to communicate with the public.

Mr. Weaver outlined plans for

Use Companion Media

Radio and TV used as companion media provide lower cost than magazines, Sunday supplements and newspapers, he said. NBC's projected TV research survey, he said, will be based on a sample of a major TV market with 6,000 interviews covering three-fourths of all network programs and com-
mercial announcements. Points to be studied are sales effectiveness, daytime sales facts, current and future program trends, efficient TV techniques for advertisers, comparisons with printed media and facsimile records.

NBC will open television sales offices in Detroit and Hollywood and will institute a sales training program, he said.
IN IOWA

You get far more with the CBS Four

And it'll cost you less.

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS hometown stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station. Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average “inside” share of audience of 46.2—250% greater than that of any other single station.

There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own hometown stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the CBS Four throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives.

You'll find you get more with the CBS Four . . .

All sources on request

---

**KSO**
Des Moines
Represented by Petry

**WMT**
Cedar Rapids
Represented by Katz

**KGLO**
Mason City
Represented by Weed

**KSCJ**
Sioux City
Represented by Hollingbery
THE FIRST PHASE of FCC's hearing on the news policies of G. A. (Dick) Richards wound up last Thursday, its 88th day, after a round of charges that FCC had deliberately suppressed primary evidence that would prove the fairness of newscasts on Mr. Richards' KMPC Los Angeles.

FCC Examiner James D. Cunningham, conducting the hearing in Los Angeles, told counsel for Mr. Richards Thursday that he had checked the testimony on which the charges were based, and that "there is no indication that the FCC has done this monstrous thing and interfered with supplementals."

"I'm not deceived," he continued, "by charges of Communism or by charges of suppression or destruction of evidence."

With the Los Angeles phase finally at an end, Examiner Cunningham set Nov. 9 for the start of sessions in Detroit to consider Mr. Richards' proposal to set up a trusteeship to control his three stations—KMPC, WJR Detroit and WGAR Cleveland, all of whose licenses are at stake in the proceeding.

Hugh Fulton, chief trial counsel for Mr. Richards, based his suppression charges on testimony of Mrs. Emily Timmons, Los Angeles manager of Radio Reports Inc., who said she had made checking records and notes on KMPC newscasts since 1942.

Refuting news-slayn charges against the station, Mrs. Timmons said she monitored the radio herself or supervised the monitoring of KMPC newscasts since 1944 to 1949 and never heard anything unfair to racial, religious or political groups during that time.

Lewis Investigation

She testified that Ray Lewis, FCC investigator, in March 1949 checked as far back as 1946 and also checked newscast discs as far back as 1943. In taking some of them, she said, Mr. Lewis contacted CBS to make any available to KMPC.

She said that a little later Mr. Lewis subpenaed all recordings of KMPC programs from 1942 to 1946, plus a number of discs for later years.

In June 1949, she said, FCC through General Counsel Benedict F. Cottone, authorized Radio Reports to re-surfacing KMPC newscast records prior to 1947 and permitted them to destroy note sheets for that period also. She said Radio Reports had asked permission to do this because the space occupied by these checking records was needed.

Claiming the Commission had supplied destruction of a large percentage of newscast evidence, and had known of the availability of this material without informing KMPC, Mr. Fulton moved to strike from the record all testimony by FCC witnesses as being improperly based on their oral versions when the Radio Reports material would have been evidence that was "complete as to subjects, infections, and tone."

Under cross-examination Thursday, Mrs. Timmons indicated that material taken from Radio Reports by FCC investigators was taken under subpena, and that Investigator Lewis explained to Mrs. Timmons that the subpena required that the records be reserved for the use of FCC.

She said that when Mr. Cottone permitted re-surfacing the KMPC newscast discs she was not told, "you must destroy them."

Although Mr. Fulton said he had only recently learned about the Radio Reports material, Mrs. Timmons said KMPC knew about its organization's activities and purposes, having been in contact with Radio Reports since 1942.

Her firm serviced several KMPC advertisers.

Earlier in the week, Examiner Cunningham admonished Mr. Fulton and Joseph Burns, associate counsel for Richards, that assertions to the effect that the subpena against Mr. Richards was communist-inspired and must stop.

"Question... Sincerity."

Mr. Cunningham said he had reached the point where "I question the sincerity of such statements," and that "they have no basis in fact."

After listening to some 14,000 pages of testimony, he said he had heard "not a shred of evidence that any communist organization is in any way connected with this hearing."

"I'm satisfied with the testimony by Commission witnesses that the charges on which the Commission's issues were based were substantial," he continued. "They should be met by concrete evidence, not by charges that this hearing was inspired by a communist group."

Mr. Fulton maintained that "the community had its own opinions as to how these matters arise," and that "there is a feeling in the community that there would be great rejoicing in communist circles if Mr. Richards loses his station."

Disputes between Mr. Cottone and Mr. Fulton flared frequently. At one point Examiner Cunningham warned that their name-calling amounted to "personal conduct in this proceeding."

Rebuttal witnesses presented by FCC as the hearing neared an end included Ed Chandler, KMPC announcer, who testified under subpena that when he joined the station in 1946 it was told the names of President Truman, Henry Wallace, and the late President Roosevelt were taboo, but that J. Edgar Hoover and Gen. Douglas MacArthur, among others, were to be built up.

Chet Huntley, CBS news analyst, testified that at an April 1949 meeting of the Radio News Club of Hollywood, when charges against KMPC were discussed, Larry Smith, then special affairs and news director of the station warned members they might be subject to legal action by Mr. Richards. Mr. Huntley quoted Mr. Smith as charging that the Radio News Club was subverted by communist influence and that KMPC had dossiers on members.

Since its start June 14, the Los Angeles phase of the hearing has consumed approximately 2,800,000 words. KMPC had 270 exhibits with supplements; FCC, 145 with supplements. Spokesmen for the station owner estimated transcripts of the proceedings has cost him more than $32,000.

WBBM VS. LONG

Hearing Slated for Nov. 6

CBS-WBBM Chicago's $1 million damage suit against W. E. Long Co., Chicago advertising agency, will go before the master in chancery of Chicago's Superior Court Nov. 6 (Broadcasting, Oct. 9, 16). CBS-WBBM last week abandoned the application for a temporary injunction against the agency, whereby it sought to restrain W. E. Long Co. from "soliciting and inducing" CBS-WBBM performers from working for the agency.

Earlier in Superior Court, CBS was granted a temporary injunction against three WBBM-CBS performers, Singer Elaine Rodgers, Announcer Pahley Flynn and M.C. Jim Conway, enjoining them from working for the agency on agency-produced shows and commercials. CBS claims the artists violated exclusive station contracts, and that W. E. Long used the three persons without permission. Long asserts it was given permission to hire the three. Master in Chancery Gerard Conners will consider the case, on behalf of Judge Joseph Graber. After he has heard arguments of CBS attorney, Art Morse, and W. E. Long attorney, Loy N. McIntosh, he will make recommendations to Judge Graber.

New Representative

NATIONAL TIME SALES Inc. has been established by Pan American Broadcasting Co. as a subsidiary to represent domestic radio stations. New company plans to concentrate entirely on U. S. stations limiting its representation to 20, according to Arthur Gordon, sales manager.

Campus Clinic

A CLINIC for campus radio station representatives will be held Oct. 27-28 at Lindenwood College, St. Charles, Mo. Representatives from 17 schools in seven states are expected to attend. The clinic is being held under the auspices of Region Seven of the Intercollegiate Broadcasting System. Jean McNamah, WMWW, MacMurray College, Jacksonville, Ill., will serve as general chairman.
YOUR STATION'S A BIGGER MONEY MAKER
WITH STANDARD LIBRARY SERVICE!

Why does Standard hold the top spot in the transcribed library field? Because Standard is the most solidly commercial of all libraries—built to sell more sponsors . . . more time . . . at more profit to Standard Stations!

Here's what STANDARD has done for its stations in the past year

- Released 106 sixteen inch discs—nearly 9 a month—15 to 50 per cent more than any competitive service!
- Increased to 29 quarter hours a week, the Standard STAR SHOWS especially created for commercial sponsorship.
- Produced voice tracks of informal introductions and sign-offs by name stars and guests, to give STAR SHOWS "network quality."
- Added Tommy Dorsey and Jerry Gray to the list of greats already featured on STAR SHOWS, including Bob Crosby, Kay Starr, Curt Massey, Frankie Laine!
- Continued the exacting quality control no other library maintains—actually playing every 10th record before release.
- More than doubled the output of similar music by any other service, with the release of 17 new discs featuring 40-piece top concert orchestras!
- Provided a "bonus" of 60 Weather Jingles by famous Two-Ton Baker to all Standard stations. These Jingles alone are bringing stations 25 to 50 per cent of their library cost!
WASH TO MBS
First Major FM-Only Affiliate

MBS last week signed its first affiliation contract with a major-market FM-only station, WASH (FM) Washington, adding the FM audience to its capital coverage. Contract was signed by E. M. Johnson, MBS vice president in charge of station relations and engineering, and Everett L. Dillard, owner of WASH. The deal was made with cooperation of Harold H. Thoms, president, and Howard Stanley, general manager, of WEAM Arlington, MBS AM affiliate in the Washington area. Also representing MBS in the negotiations was Robert Carpenter, of the station relations department.

Signing of the FM affiliation pact came as American Research Bureau, independent survey firm,

WASH becomes a Mutual affiliate as the contract is approved by (to r): Mr. Johnson, Mr. Dillard and Hudson Eldridge, WASH commercial manager.

disclosed there are 114,000 FM-equipped radio and TV sets in the Washington metropolitan area compared to 51,282 sets a year ago and 78,000 six months ago.

The increase in the capital FM audience amounts to 65%, according to James W. Saller, of ARB. Mr. Dillard observed that the increase in FM set ownership, as shown by ARB’s survey, is faster than the 36% increase in TV set ownership in the last six months. He said there are now two FM homes for every three TV homes in the Washington area.

ARB’s figures were compiled on the basis of a diary study sampling method using 1,000 diaries, with ARB checking each home reporting an FM set to verify ownership of an FM tuning circuit and ascertain if it was in operating condition.

In announcing the WASH-MBS affiliation Mr. Dillard explained the arrangement will in no way affect the operation of Continental FM Network, of which WASH is key station. Continental programming will continue to stress good music and quality of reproduction, he said. WASH carried Washington Senators baseball last season for Chesterfield, cooperating with WWDC Washington, and the World Series.

“FM broadcasting has established a firm position of its own in the radio audience of the nation’s capital,” he continued, “and has grown to the point that it represents a definitely salable product to the advertiser.”

All four major networks are now heard by FM in the Washington area.

---

Lexington, Kentucky
(KENTUCKY’S 2nd MARKET)

Now
5000 WATTS (d)
5000 WATTS (n)
630 K.C.

With this
POWER INCREASE TO 5000 WATTS

... And 1000 Watts (N) WLAP is the First and only POWER station programming exclusively for Central and Eastern Kentucky listeners.

Ask A John E. Pearson Company Representative For The Facts—Now!

FM SERVICE
94.5 Megacycles
Channel 233
4.6 K.W.

WLAP
A NUNN STATION
J. E. Willis, Manager
Miller A. Welch, Ass’t. Manager

Lexington, Kentucky

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WJIV ON AIR
New Savannah Day Outlet

WJIV Savannah, Ga., began regular operations Oct. 6. The new daytime station, owned by E. D. Rivers Jr., operates on 900 kc with 1 kw. Studios are located at 152 West Taylor St. and the transmitter is on Hutchinson Island in the Savannah river.

Construction of the station was under the supervision of William H. Keller, chief engineer of WEAS Decatur, Ga. Mr. Rivers also owns WEAS.
The Headquarters Office of
WESTINGHOUSE RADIO STATIONS Inc
—in Philadelphia since June 1940—
has moved to
WASHINGTON, D.C.

Commonwealth Building
1625 K Street N.W., Washington 6

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
NAB N.Y. Meet

Review Business Conditions

SEVENTEEN leading industrialists, economists and broadcasters comprising the NAB Business Trends Committee met last Monday at the Waldorf-Astoria, New York, to discuss general business conditions.

First meeting of the committee, appointed last spring by NAB President Justin Miller, went into economic developments and stations were exchanged on elements affecting business and industrial trends.

The all-day session was opened by Judge E. M. Richart, NAB employee-employer relations director, leading the discussion. Economists submitted data on business trends after which the committee members took up the problems.

Meetings are to be held twice yearly. Minutes will be submitted to committee members.

Railroad Radio

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Church Radio-TV Week

THE WEEK of Oct. 22-24 has been designated as National Lutheran Radio and Television Week, according to the Lutheran Church-Missouri Synod-owned station KFUO St. Louis. Special "Reformation Week" programs will be carried by the station. A pamphlet distributed by the station urges church groups to try and get time on the air over their local stations, and stresses the importance of the medium in church activities.

MISS AMERICA, Yolande Betbeze, is interviewed on arrival in her home town, Mobile, Ala., by Walt Turner (l), special events announcer for WKRG Mobile, while F. E. Busby, WKRG general manager, extends the station's official welcome.

WANT RICHMOND

Plans December Opening

TARGET date for the appearance of WANT Richmond is set for December, according to Richard Eaton, president, The United Broadcasting Co., which operates WOOK Silver Spring, Md., and WSID Essex, Md. WANT will operate on 990 kc with 1 kw daytime.

Station has purchased land and tower formerly used by WLFL Richmond at 1705 Colorado Ave. where it plans to locate its tower and transmitter. Plans also are being made, Mr. Eaton said, for a Broad St. studio.

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Church Radio-TV Week
The new 892-page 1950-1951 Edition of CONSUMER MARKETS reports the most comprehensive, complete and up-to-date local market statistics available. It covers every state, every county and every city of 5,000 and over in the U.S., the U.S. Territories and Possessions, Canada, and the Philippines. Its Retail Sales Estimates are adjusted to the current (1948) Census of Business.

Here are some of the uses advertisers, agencies and media are making of it:

- planning merchandising campaigns
- determining sales potentials
- checking sales franchise requests
- laying plans for market research projects
- determining specific markets for trials
- checking food, beverage, and other retail outlets
- checking media potential coverage
- market comparisons and selection
- checking retail sales figures for

Note to Media Buyers:

Used in conjunction with the consumer media Sections of SRDS (Newspaper, Radio, TV, Magazine, Transportation Advertising), you'll find CONSUMER MARKETS a valuable tool for evaluating individual media and their market coverage.

One agency Director of Research says, "In my opinion, CONSUMER MARKETS is the most complete data book of its kind now available."

FAREWELL lunch honors Dorothy Ayres, timebuyer at Henri, Hurst & McDonald, Chicago, who is retiring to get married. Her host is NBC-TV salesmen Howard Meyers. Miss Ayres will marry J. Saulord Johnson, former of Chicago, they will live in St. Louis.

SPORTS RIGHTS

Court Upholds Exclusive Pact

SCHOOL officials have legal right to sell an exclusive franchise to broadcast football games in Fairmont, W. Va., Judge J. Harper Meredith, of Marion County Circuit Court, ruled Oct. 13 in denying petition of WVVW Fairmont for an injunction to restrain interference with its broadcasts.

J. Patrick Beacom, president of WVVW, said an appeal will be taken from the decision. It was considered possible that following denial of a temporary order the issues will be finally determined on the chancery side of the court docket in November.

WMMN Fairmont had filed a demurrer to the WVVW petition, along with school officials. WVVW contended it began broadcasting East High School games in 1948 under a verbal agreement and had not defaulted on what it called a continuing contract. Exclusive rights to games had been granted in September by school officials to WMMN, according to that station, under a 1949 state law.

STUDENTS interested in sports announcing at KVDU, Denver U. station, required to take courses in basketball and football fundamentals under university coaches.

NABET COUNCIL

Re-elects McDonnell Pres.

JOHN R. McDONNELL, technical director at ABC San Francisco, was re-elected president of the National Assn. of Broadcast Engineers and Technicians (NABET) at the 17th annual council meeting in Chicago Oct. 13. Mr. McDonnell will serve another three-year term.

At the meeting, which took place at the Edgewater Beach Hotel, Edward B. Lynch, chairman of the NABET chapter in Rochester, N. Y., was re-elected president. New national executive board members elected for a one-year term are Ed Stolzenberger, chairman of the New York chapter; David B. Stewart, Detroit chapter chairman, and George W. Smith, head of the Chicago chapter. George Maher of Chicago was re-elected executive secretary for a three-year term. National council, comprised of the executive board, fulltime NABET employees and chapter chairmen, met for seven days in Chicago. The council authorized money for hiring double the number of present national field representatives responsible for organizing and negotiating.

Field Offices Planned

Two more field offices will be set up in the upper New York state area and in the southeast. Operating policies were established to provide for organization on an industrial basis in commercial radio and television and “associated industries.”

Council also reported that members of the Assn. of Documentary and Television Field Cameramen voted unanimously to affiliate with NABET.

AGENCY GUIDE

Discusses Business Phases

GUIDE designed to aid advertising agencies in the business administration of their financial affairs is being circulated by Lynn W. Ellis, Ellis Plan Foundation, Westport, Conn.

Titled Why Too Many Agencies Die Young—And Too Many Older Ones Lose Money, the publication is based on the premise that a large majority of agency owners and top management personnel are fundamentally “creative” advertising men, with little equipment to cope with purely “business” affairs. Work contains a management checklist on auditing, production, accounting, and sales administration, and sections on agency discounts, suggested reading references for agency management, art charges, agency layouts, etc. A topical cross-index of subjects also is included.

WOW New York extended broadcasting hours from midnight to 3 a.m. signoff, effective Oct. 9.

. . . star-filled cast and perfect direction. Smooth-as-silk script and a plot that's terrific. The angels are happy because it looks like a hit. But they aren't sure yet. That's still speculation—and will be until the final box-office score is in.

And that's how it is in show business. Whether you're backing a play—or buying radio, television, or motion picture stock. The risks are great—but the rewards are, too. And some of them you can measure.

So that's what we did in our latest booklet called RADIO, TELEVISION, AND MOTION PICTURES.

It starts by assuming a semi-war economy for some time to come, tells what should happen in the event of a change.

Then it takes up the movies . . . studies the “star-system”, production costs, finances, and the shrinking foreign markets.

Both branches of the industry are covered . . . detailed reports on movie-making and movie-showing . . . a thorough discussion of just what television means to them now—and might mean tomorrow.

It does the same kind of job on the networks, too . . . explores TV both as a problem and a promise—and reviews the role that color might play.

And the survey ends with specific help for investors. Thumbnail descriptions of twenty-six leading companies give you current figures on sales, earnings, dividends, outlook—a good idea of just how each company stands.

If you own stock in these industries now, are thinking of buying or selling some any time soon, or just want to know a lot more about them, don't miss RADIO, TELEVISION, AND MOTION PICTURES. A copy is yours for the asking. Simply write—

Department SL-81

MERRILL LYNCH, PIERCE, FENNER & BEANE

70 PINE STREET NEW YORK 5, N. Y. Telephone: W1-hill 4-1212

523 West 8th St., 6361 Hollywood Blvd.
LOS ANGELES 14 HOLLYWOOD 28
Tel: Mutual 4331 Tel: Hillside 0111

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EXCLUSIVELY LANG-WORTH
SHEP FIELDS
Rippling Rhythm in a Tiffany setting—a glorification of dance music.

EXCLUSIVELY LANG-WORTH
TITO GUIZAR
Colorful interpretations of his native songs from South of the Border.

EXCLUSIVELY LANG-WORTH
CONNIE HAINES
Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH
CARLOS RAMIREZ
Internationally popular baritone—MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH
THE 4 KNIGHTS
Radio's most versatile Negro group—pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH
EVALYN TYNER
"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH
JACK LAWRENCE
One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH
RAY ANTHONY
Dancing America halls new star—full-throated melody and a solid beat.

EXCLUSIVELY LANG-WORTH
PATTI PAGE
"That Singing Sage, Miss Patti Page"—song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH
RED NICHOLS
Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH
TONY PASTOR
Tony, with Rosemary Clooney and a solid band—music that satisfies.

EXCLUSIVELY LANG-WORTH
EUGENIE BAIRD
Paul Whiteman's protege presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH
THE AIRLANE TRIO
Hammond, accordion, guitar—memory tunes, novelties, standard pops.

EXCLUSIVELY LANG-WORTH
RUSS CASE
Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH
LENNY HERMAN
"The mightiest little band in the Land"—homespun, novelty hits, pops.

EXCLUSIVELY LANG-WORTH
DICK BROWN
Good looks and a way with a song—romantic portraits in melody.

EXCLUSIVELY LANG-WORTH
THE RIDERS OF THE PURPLE SAGE
Foy Willing and his singing Riders occupy the top rung of Western popularity ladder—motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH
HENRY JEROME
Sparkling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH
TEDDY POWELL
New sound and conception—the current vogue in dancing-listening music.

EXCLUSIVELY LANG-WORTH
HENRY BUSSE
The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH
BLUE BARRON
Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH
CHUCK FOSTER
"Music in the Foster Fashion" is synonymous with rhythm that pleases.
IMMEDIATE DELIVERY

Lang-Worth's new and revolutionary transcribed program service is completed.

The basic library of over 5000 selections lists 120 separate artists, orchestras and groups — 107 of these are "exclusively Lang-Worth." All of them are comparable in audience appeal to those illustrated.

Advertisers and agencies are right now giving earnest consideration to this new reservoir of outstanding talent and commercial program material for their 1951 campaigns.

Lang-Worth's Transcribed Program Service is now available at 650 affiliated broadcasting stations.
MEXICO's Crossroads

MEXICO's regrettable and, we think, completely unjustifiable withdrawal from the NARBA conference last week obviously nullifies hopes of securing an all-inclusive agreement on North American AM allocations in the immediate future.

What may happen next was not within the realm of accurate prediction in the first hectic days following Mexico's mid-week walkout. The conference could blow up at any moment, or it might proceed to an amicable agreement among the remaining nations.

The first steps were, wisely, we think—in the direction of a multi-lateral treaty which might be acceptable to all North American nations except Mexico. If anything, the Mexican action emphasizes the need for an agreement of this sort. Otherwise the nations will be confronted with two alternatives: A series of bilateral agreements, or the possibility of mutually destructive ether warfare.

In many respects Mexico's walk-out leaves the conference exactly where it started more than a year ago at Montreal. Mexico did not participate in those first sessions, either. The year that has passed, however, has made a fundamentally fair treaty even more urgent.

The conduct of the U. S. delegation during the negotiations has made clear that this country is bending backwards to work out an amicable settlement. Some of the offers which Mexico rejected would have created untold strife in the U. S. broadcasting field—particularly a last-minute offer to directionalize two U. S. i-A clear channels, which Mexico turned down because it wanted absolutely clear rights on those channels herself.

The U. S. delegations' willingness to consider a reduction in channel widths from 10 kc to 9 kc with its far-reaching effects on allocations among the 2,000-odd U. S. stations, similarly demonstrates this nation's willingness to explore any possible solution to avoid total impasse. The future of the 9 kc proposal, which apparently nobody wanted except as an absolutely last resort—was unknowable in the wake of the Mexican retirement. It seemed a long-range basis for agreement, at best.

Radio engineers among the North American nations would get a much-needed boost if the Mexicans should reconsider and return. Despite their protestations of friendship and hope of later agreement, however, they can contribute most by abandoning their strange concept of "sacrifice," which to them appears to apply only to the other fellow. A treaty is urgently desirable. But, irrespective of the treaty's involvement, the future must be based on fairness, good engineering standards, protection of national service, and an allocation of channel rights in accordance with national needs.

R: Rating Relief

RELATIVE ACCURACY of program ratings is a question that has been puzzling everyone in radio for a long time. Several weeks ago Stanley Breyer, commercial manager of KJBS San Francisco, posed it again. Pointing to differences in industry surveys in his area, he asked which of the two systems was the more reliable. He proposed a way of finding out.

The KJBS challenge stirred the industry. To many station, agency and advertiser executives it seemed the opportunity to push for the answer to the question that had been puzzling each of them. After some debate a special committee was named under the chairmanship of Dr. Kenneth H. Baker, NAB research director, to study the whole situation.

Though the story has dropped from the headlines the past few weeks it is apparent that it has not dropped from the minds of the industry. After several meetings Dr. Baker prepares a report from his committee for mid-November (the statutory issue). It is expected that the report will recommend experimental tests to set up standards against which differences in research data can be measured. The results of this committee are awaited eagerly there can be no doubt. One broadcaster writes:

"I am a stockholder in two stations, one in a large market and one in a small. In one city we buy research reports every month based on the aided recall technique; in the other we buy reports on the coincidental method. We would much prefer to settle on a single type of audience research, in which everybody would understand and accept. I believe there are thousands of others in the same position. Here is an excellent opportunity to settle the problem. Let's make it!"

This is the charge now. The problem has waited too long. Dr. Baker's committee can do all of radio an immesurable service if it can come up with a workable answer.

ANA Post-Mortem

NOW THAT the record is closed on the 41st annual convention of the Assn. of National Advertisers, a little shop talk is timely. Radio advertisers have always been reluctant to discuss their business, largely because it was abortive and ill-timed in a wartime economy.

As a matter of fact, all media took a lambasting rate spiral—radio was worst off. Sales, which hasn't had the stomach to ask for one when it had been singled out for the attack. The radio case, nevertheless, is better than that of the printed media because radio rates always have been too low as was inadvertently attested by several ANA speakers who called radio the best dollar buy.

Newspaper and magazine top brass were at the convention, and Chicago Chautauquas all their story. Radio, for some unaccountable reason was not. To be sure, Mr. Niles Trammell, NBC board chairman, was there. So was Dr. Frank Stanton, CBS president, and certainly none of his key sales executives. Mr. Edgar Kobak, now a consultant, was on hand—a fireman who attends practically all meetings where there's an advertiser's buck floating about and a job to be done for radio.

Here was a convention of the men who spend 75% of the national advertising dollar—for network, for spot, for dealer co-op, as well as for magazines and newspapers. Literally dozens of newspaper and magazine men were seen around the Drake convention headquarters. Several were on the ANA program. We saw only the broadcasters above-mentioned.

Wasn't it time for radio and TV to tell the radio or TV story? Isn't it timely for radio, for example, to point out that the price of Mr. Bill Smith's Lipton Tea has increased from a thin dime to 33 cents per package in the last decade; that same gas is no longer six gallons for a buck; that cigarettes aren't two packs for a quarter—and that in the last decade radio's rates, despite saturation circulation, have remained virtually static? (Incidentally, circulation is all the printed media sell, not proved readership.)

The spring meeting of ANA will be held March 29-31 at Hot Springs, Va.

SAMUEL FRANK CROWThER

If Samuel Frank Crowther ("Red" Cross to the initiated) found a box of Cuesta Rey cigars among the gifts marking his half-century of life last September, it must have lit up a fond memory for the versatile commercial manager at WMAS Macon, Ga.

Those hand-rolled smokes were part of Mr. Cross' piano act in the late '20s when he barnstormed radio stations. The Cuesta Rays were the pianist's contribution for the best letter writer.

While the tour of outlets was in the way of keeping the cupboard full, it also served to introduce him to the people in the field who were pioneering in the fast-blooming medium. During the cross-country run on the piano keys, Mr. Cross met WMAT, later to become his radio home.

This was Mr. Cross at the age of 28—an accomplished artiste at the ivory board, a chemical engineer and ex-General Electric employee, former assistant to radio's Norman Brokenshire, and winner of the title "World's Champion Marathon Pianist." His life up to that point could be described as just one great adventure.

Samuel Frank Crowther was born at the turn of the century in Schenectady, N. Y., the only child of Dr. Frank Crowther, dentist and member of Congress, representing that New York district for 24 years.

In 1904, when Mr. Cross was four, his mother died and Dr. Crowther placed his son in a succession of schools in this country and abroad. He entered the U. of Pennsylvania, only to leave for a year's duty with the Army. The Armistice in 1918 found him at Plattsburg. Returning to school, Mr. Cross graduated as a chemical engineer and launched his career at the Schenectady GE plant.

From this point on, Samuel Frank Crowther was dropped and the name "Red" Cross ushered in. It all happened when he was spending off-hours at WGY Schenectady where he went to use his piano talent. Announcing via the old-style inverted megaphone-to-microphone was a trick which did things to the name Frank Crowther, Mr. Cross recalls. Thus, the announcer observing the shock of red hair and shortening the last name to a palatable Cross, renamed the upstate New Yorker, "Red" Cross.

After two years at General Electric, Mr. Cross went to Washington, as assistant to Norman Brokenshire, where he says his main duties were "carrying equipment and ringing the chimes" for Mr. Brokenshire.

While on assignment in Miami, Mr. Cross stepped out of his hotel to fall victim to a

(Continued on page 47)

BROADCASTING • Telecasting
“ Marshalling the forces of advertising to help solve national problems and to make democracy work better...”

Do you know that the forces of advertising are engaged today in one of the world's greatest jobs of mass education... in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business—advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without... the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is your organization... The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations, will mean a lot to us. And remember... What helps America helps you!

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council... how it started... what it is... what it does... Or ask for material on specific campaigns. Address: The Advertising Council, 25 West 45th Street, New York 19, N. Y.

Published in the public interest
by

*BROADCASTING* The Newspaper of Radio and Television

Telecasting

*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD*
DEAN FITZER, general manager WDAF-AM-TV Kansas City, unanimously elected to board of directors Kansas City Star company and becomes managing director radio-TV. Succeeds late E. E. Robertson, advertising manager and board member. Mr. Fitzer started with Star in 1920 as reporter and became WDAF manager in 1925.

ROBERT LEE, commercial manager CHUM Toronto, to manager, succeeding ROLY FORD, resigned.

FREDERICK A. CURRAN, assistant treasurer and comptroller WILI-AM-FM Hempstead, L. I., resigns to become assistant deputy for civil defense, Hempstead, L. I.

Mr. Fitzer

Mr. LEE to general sales manager in charge of local and national sales WSBK Cleveland.

CY WAGNER, manager television and radio department Mutual Entertainment Agency, to ABC-TV as account executive to work with Manager Jerry Vernon. ARTHUR BERG resigns as salesman at WGN-TV Chicago to join AM network sales division as account executive, ABC, headed by Robert McKee. Mr. Berg is former radio-TV director MacFarland-Aveyard Adv. Agency, Chicago.

DEAN LAMBS [BROADCASTING, Oct. 10].

**Front Office**

DEAN UPSON to national sales manager KTBS Shreveport, La. Was with NBC and CBS as producer. CHARLES F. WHITESIDES Jr. to local sales manager for KTBS. Was with KPFT Houston, Tex.

GORDON THOMPSON to sales staff WSYR Syracuse, N. Y.

G. F. (Red) BAUER, sales manager WINN Louisville, Ky., retires to Ft. Lauderdale, Fla.

HAMILTON ROBINSON to assistant to George Frey, director NBC TV sales, succeeding JOHN WILLIAMSON.

JOHN E. SUTTON, vice president and general manager WBBM Baltimore, elected 2d vice president 1951 Chesapeake Bay Fishing Fair Assn. . . . DAVID M. SEIDEL, general manager Cotton Belt Group and KTFJ Texarkana, Tex., visiting L. A. while recuperating from pneumonia.

FREDERICK A. KNORR, president and general manager WMH Dearborn-Detroit, elected vice president Dearborn Chamber of Commerce. . . . DANIEL W. KOPS, vice president and general manager WAVZ New Haven, Conn., appointed chairman of civic affairs committee of Jr. Chamber of Commerce. RICHARD (Moe) MONAHAN, commercial manager WAVZ, appointed New Haven and Connecticut chairman of Voice of Democracy contest.

FRANK SCOTT, veteran radio attorney and former congressman from Michigan, at Mayo Clinic, Rochester, for series of operations. Good progress reported . . . PHILIP G. LASKY, general manager KPIX (TV) San Francisco, replaces DAVID CRANDALL as president S. F. chapter, Academy of Television Arts and Sciences. Mr. Crandall recently reigned as KGO-TV San Francisco program manager to join NBC-TV New York as director [BROADCASTING, Oct. 9].

JOHN W. NEW, general sales manager WBT-AM-TV, Norfolk, is convalescing following illness due to overwork. Expected to be away from work about one month. JACK DAVIS, manager W. S. Grant Co., station representative, N. Y. office, father of boy, Kenneth Steven, Oct. 3.

**AAW Expands**

*Increases Scope of Board*

EXPANDING its sphere, Advertising Assn. of the West, which represents advertising agency groups in 11 Western States and Western Canada, has appointed to its board of directors representatives from other media, agency and advertiser groups.

Named to represent broadcasting was Robert J. McAndrews, managing director, Southern Calif. Broadcasters' Assn.; agencies, Carl E. Teter, vice president and general manager, Philip J. Meany Co., Los Angeles, and governor, Pacific Council, American Assn. of Advertising Agencies. Other adds from which representatives were named include direct mail, newspaper, magazines, outdoor advertising, and retail.

**NEED MORE COVERAGE?**

For a nice piece of business, aim at North Dakota's multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To tap this market, you'll need KFYR's coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.

**KFYR**

350 KC 5000 WATTS
NIBC AFFILIATE
BISMARCK, N. DAK.
curb-hopping automobile. The accident put him in the hospital where he underwent a series of leg operations the better part of a year. It left him with an ankle rebuilt of silver pins and plates which allow movement of the foot in only one direction.

Nearly penniless (the auto driver had no insurance, no assets), the indestructible "Red" Cross went to his own relief. He revived his piano-playing ability and entered the famous piano marathon craze of the era, winning himself the world championship.

When the stock market crash cracked the economy wide open, Mr. Cross found himself depression-stranded in Asheville, N. C., without a traveling expense sponsor. He went to work for WWNC there in June 1929 and met Gertrude Hills, whom he married one year later. He left Asheville to join WSB Atlanta as program director when the station downed 5 kw power in 1930. A year later, he turned up in the commercial field as station manager and then operations manager for Virgil W. Evans of Spartanburg, S. C., who was operating WSPA there in Augusta, WNOX Knoxville, WBHS Huntsville (Alabama's first).

To WMZ in 1938

In 1938, Mr. Cross became a member of the WMZ family, liked his new association and has been settled in Macon ever since.

As an executive in the radio commercial field, he has made it his business to be a cog in the community's merchandising wheel. Many small concerns in the city look to him as their advertising director, aware that "Red" Cross never will hesitate to recommend other advertising media or other stations if he thinks it particularly wise for the firm's needs.

A community builder, Mr. Cross is director of the American Red Cross and the Community Chest in the local area. He has been named "Outstanding Exchangee" by the Macon Exchange Club. He has served as president of Georgia Assn. of Broadcasters and only recently became chairman of GAB's 1951 Radio Institute.

As a hard-hitting commercial manager, Mr. Cross would be the first to deny that he goes in for philosophy. But in the practical sense, radio to him is the neighbor who leans over the fence to tell a story. From where Mr. Cross views the medium, radio is meant to tell a story—"say it, don't play it," he says. He insists that radio is not the home folks' jukebox or record player and while an entertainer, it is primarily the medium through which the listener wants to be "told something."

Public Service Views

WMZ's "gentleman" executive—the station hasn't used contracts for local business since 1943 and the bad debt charge-off has been a rarity since then—also asserts: "No show is worthwhile unless it is commercial." To Mr. Cross, no station will spend the money for a sustainer that a sponsor will for a commercial. Equally strong is his feeling that putting a poor program on the air just because it is a bad practice. Both he and Wilton Cobb, WMZ general manager, abide by the theory that a station can be 100% commercial and still make a good public service job. "It's what you give the listener that counts," they say.

Mr. Cross likes to remember his freighter trip to South America, cross-country drive in an early Kissell car, a summer on a Western ranch—all summer vacation experiences in his college days. Or he recalls when in 1932, Sen. Richard B. Russell of Georgia, himself Governor, reduced his rank from "damn Yankee" to plain "Yankee," or when a few years later, Gene Talmadge, who was Governor at the time, made Mr. Cross "A Fellow Countryman."

But no matter where Mr. Cross may dip into his colorful background to recount a rich experience, it is bound to have reference to the art of broadcasting—because "Red" Cross helped to nourish it to full bloom.

LIBERTY SIGNS

KMPC New L. A. Affiliate

LIBERTY Broadcasting System has signed KMPC Los Angeles as an affiliate effective immediately, according to Benton Paschall, vice president in charge of LBS' western division operations. Deal was negotiated by Mr. Paschall with Robert O. Reynolds, KMPC vice president and general manager, and Loyd Sigmon, chief engineer.

Contract brings to 40 total number of Liberty West Coast affiliates. West Coast executive offices of Liberty will be moved to the KMPC building at 5939 Sunset Blvd., Hollywood, effective Nov. 1, according to Mr. Paschall.

CFOR Orilla, moves from 250 w on 1450 kc to 1 kw on 1570 kc Nov. 15. Tower was built for new frequency.

Respects

(Continued from page 44)

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully, because if this writer collects, we're in. At one time or another, we've had ideas on how to double the profits of Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. We might even build a new asylum.

* * *

Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

By AWFREY QUINCY

"Titwillow"

(In Color)

On a bat-wing antenna a broadcaster saying "Color, oh color, oh color!"

Then flopping his arms to the pavement he sprang With "Color, oh color, oh color!"

He cried, "You're not acting with propriety"

For 'interest, convenience and necessity'"

But the poor dope just goggled and said weakly, "Color, oh color, oh color!"

* * *

Philip R. Irwin

PHILIP R. IRWIN, 38, staff announcer with KGW Portland, Ore., died Oct. 10 of polio. Mr. Irwin had been with the station for 16 years, with the exception of two years service in the Marine Corps during World War II. Surviving are his widow, Mrs. Eloise Irwin; two children, Priscilla, 3, and Mark, one; his parents and a sister.

WSBR to CBS

WSBR Pensacola, Fla., becomes an affiliate of CBS, effective Nov. 5, bringing total number of CBS affiliates to 193. Owned and operated by WBSR Inc., Pensacola, WBSR broadcasts with 250 w on 1460 kc. Don Lynch is vice president and general manager.

TRADE TOWER OAKLAND, CALIFORNIA

Represented Nationally by Burn-Smith

October 23, 1950 • Page 47
CHARLES LEWIS, WWJ Detroit announcer, named producer.
CHARLES PENMAN shifted from AM to TV production. JAMES LYNCH, CKLW Windsor, Ont., to WWJ as announcer.
MITCHELL BENSON, manager packaged programs and talent contract NBC, named assistant manager to director of talent and program procurement NBC-TV.
TED JAFFEE, WNAV Annapolis, to announcing staff WAAM (TV) Baltimore. ORVIS SHATTUCK, staff photographer, to active duty with Army. JOHN KELLEY replaces him.
JIM HART, KTKT Tucson, announcer-operator, to KPRO Riverside, Calif., in same capacity.
THOMAS R. BRODO JOIN WRNT (TV) New York as merchandising supervisor. Was associate director radio-TV Al Paul Lafton Inc. N. Y. agency, and assistant to commercial program director MBS.
EDWARD W. QUINN to manager sales promotion and research WTAG-AM-FM Worcester, Mass.
ROBERT S. YEAGER, production manager WMTA Charleston, S. C., named assistant program director.
BEVERLY RUSH, promotion assistant and continuity writer KRON Omaha, named promotion manager.
GEORGE GOTHBERG, WMJO Cleveland, to WSSR same city doing three shows daily and supervising continuity. JACK MORRISSEY, program director WAAB Worcester, Mass., to WSSR announcing staff.

KATHRYN CLARK, KOIL Omaha, to WOW-AM-TV same city, as traffic manager.
CLAIR WEIDENAAR, radio writer and director of NBC-TV's Texas Star Theatre, and other network productions, to KKI Honolulu, T.H., as program director.
MAURIE KIRK, disc jockey WCBC Anderson, Ind., named chief announcer.
Mr. Weidenaa

JACK MORRISSEY, announcer, shows ROBERT SADO supervisor. THOMAS J. MOONEY, manager WCOS Columbia, S. C., to WIS same city as announcer. HELEN HILL, music librarian WIS, resigns. RUTH STONE, pianist, succeeds her and conducts Jack Stone Show.

RAY KUBLY, announcer-operator KAVR Havre, Mont., to KIST Santa Barbara, Calif., in same capacity.

The overall well, e. aphor, CHARLES LEWIS, when it should delivers a thousand listeners hiislàer hiislàer.
CHARLES PENMAN announcer, Washington, D.C., to KSFR San Diego Nov. 5 in similar capacity.
PHIL IRWIN, KGW Portland, Ore., staff announcer, suffering from polio.
JOHN EVANS, WCGS Columbia, S. C., to WIS same city as announcer. HILTON, music librarian WIS, resigns. RUTH STONE, pianist, succeeds her and conducts Jack Stone Show.


WBBW is NOT Youngstown's first station in listeners. CBS station is. And it should be for the cost involved. Then you look at the record and find your station...

- delivers a thousand listeners at 16.9% less than the CBS station and 10.5% less than ABC station
- ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independent anywhere
- presents the top disc Jockeys and the greatest coverage of news in this market
- comes home "The" sports station for a half million listeners
- scoops most outside-city listening (including 5 NBC, 50 kw) captured most of their previous ratings

Well, modestly, you know you're a giant's whisker away from being the overall NUMBER ONE Youngstown station Modestly? We ARE the outstanding buy in Youngstown

Of 3 Youngstown stations WBBW... First Choice of the Local Advertiser

So buy WBBW Third Largest Market

The lowest cost per thousand in Youngstown. We, or Forje, can prove it.

BROADCASTING • Telecasting

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask
JOE WEED & CO. 350 Madison Ave., New York
They also know about our new 5000-WATT TRANSMITTER
HALFAX NOVA SCOTIA
CHNS NOVA SCOTIA
HALFAX

BILL STEVENS, graduate Radio Operational Engineering School, L. A., to KKRM Spokane as announcer-operator.
J. P. LANDON, KLML Clayton, N. M., announcer-operator, to KCLF Clifton, Ariz., in same capacity.
PAUL BRESNIAK, KWST Mt. Shasta City, Calif., combination man, to KSBE Salinas, Calif., in same capacity.
JAY CHARLES, announcer-operator WJUN Chattanooga, S. C., to KMOD Modesto, Calif., in same capacity.
BOB HAWKINS, recent graduate Radio Operation Engineering School, to KJWJ Globe, Ariz., as announcer-operator.
ARTHUR DAVID HILTON, film editor, to direct first Buster Keaton TV film to be made at KTIV (TV) Los Angeles.
JACK WAREN, KDFW Helena, Mont., announcer-engineer to KVQG Ogden, Utah, in same capacity.
HILLARD M. MARKS, producer CBS Jack Benny Show, named producer comedian's TV show debuting Oct. 28 on CBS-TV.
MARC HANAN and JACK GRAY, graduates Radio Operational Engineering School, L. A., to KSRC Yreka, Calif., as announcer-engineers.
ABERT SCHICK and WALTER DE PUT, graduates Columbia Institute School of Radio, to WAY Wayneboro, Va., as announcer and copy writer, respectively.
JACK NEWMAN, KQTV (TV) Tulsa, Okla., to announcing staff KOME same city.

News...

THOMAS J. HYNES, Broadcasting, to WBC-WNBW (TV) Washington news and special events department.
JEAN MONTGOMERY, ELEANOR BURTON, AL SIMONSON, cameraman, and JIM CURTIS to NBC-TV news and special Washington Office.
HAL MALONE to sports commentator CJOR Vancouver, B. C.
AL WOOLRidge, news editor WAND Canton, Ohio, to news editor WCBC Anderson, Ind.
JACK BUTLER, Washington Times-Herald news staff, and Mrs. VIRGINIA N. MILLION, St. Louis Times-Stars Washington bureau, named to WWDC Washington news staff.
A WARNING that a “continuing crisis may undermine and eventually destroy” freedom of radio, press and other information sources was sounded in a research report issued by the Committee for Economic Development Oct. 14.

This conviction was voiced by Prof. Harold D. Lasswell, noted political scientist, in his new book, National Security and Individual Freedom, which is part of the work initiated by the CED Research and Policy Committee of businessmen in their own analysis of the security-freedom problem.

CED charged last December that the government is drawing the veil of secrecy around vital security data to the detriment of individual freedom. Such measures, CED declared, would ultimately dry up radio and other channels of information [Broadcasting, Dec. 19]. Charge was contained in the committee’s statement on national policy based on the research group’s earlier findings.

Prof. Lasswell sets forth “four traditional principles of national policy”—freedom of information, civilian supremacy in government, civil liberties and a free economy—as a backdrop against which the whole security program must be measured.

“They merit emphasis because they are peculiarly likely to be violated during a prolonged period of crisis,” Prof. Lasswell cautions.

“...The problem is to determine whether the potential loss of freedom can be avoided or reduced without endangering national security beyond the margin of reasonable risk.”

The “urgent problem,” he adds, is to keep sacrifices of freedom at the lowest point consistent with national security, “since an unnecessary loss of freedom is an unnecessary blow to security.”

Prof. Lasswell urges all levels of America to be “fully conscious of the dangerous possibilities that lie ahead,” and underscores the “gradual and insidious process” of withholding of information, decline of public opinion, expansion and centralization of government, rising government expenditures, weakening of political parties and the courts, and decline of Congress and civilian administrators.

Prof. Lasswell’s book is the 13th full-length report written for CED, a non-profit organization of leading businessmen and educators engaged in non-partisan consideration of national policies. The book, published by McGraw-Hill Book Co., presents his own views and not necessarily those of CED, it was stressed.

KWAB Omaha moved full scale operations to Nebraska State Fair. Talent played shows all day, every day, both for watching and listening audiences.

**MEDIA COSTS**

**Schroeder Backs Rate Jump**

ADVERTISERS must spend more money today than they did 10 years ago to get the “same sales results” because the cost of advertising has increased along with other services, Willard Schroeder, general manager of WOOD Grand Rapids, Mich., told the city’s Advertising Club Fortnight ago.

Noting that additional products and media compete for the consumer’s dollar and attention, Mr. Schroeder pointed out that TV’s availability to advertisers will continue to grow and that AM radio can be expected “to shrink rather than grow, mostly because there are simply too many stations in operation for all of us to make a profit.” He attributed this in part to FCC policy governing revised AM station standards and the grant of hundreds of new AM outlets.

Mr. Schroeder told the group that “it is time for us to be completely honest with ourselves and frank with our clients about the real cost” of advertising.

He cited a Pittsburgh radio station which in 1940 sold 15 minutes of nighttime for $190 and still adheres to that rate. But most businessmen, he continued, sense increased cost of advertising, and top-flight advertisers “know that a 1940 advertising budget can’t do the job required of it in 1960.” He observed that General Mills increased its 1949 budget 25% on the premise that the real cost had gone up “more than that percentage.”

Mr. Schroeder also felt that “favorable statistics on cost-per-thousand” listeners do not present the picture accurately, nor do set sales mean listening or viewing.

“Sales results are what count in advertising. You simply have to spend more money today than you did 20 years ago to get same sales results—regardless of what the rate cards and circulation data indicate,” he said.

**The Market**

**ALBUQUERQUE**

**NEW MEXICO**

Leads in Total Retail Sales Percentage Gains over all “official” Metropolitan Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

**KVER** Mutual - - Albuquerque

delivers more listeners for advertising dollar

**The Station**

**KVER** Mutual - - Albuquerque

delivers more listeners for advertising dollar

**CHECK SRDS FOR RATES**

**HOOPER RADIO AUDIENCE INDEX**

City Name, Albuquerque, N. M., Spring 1950

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M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

W. T. KEMP, President. KEN PALMER, General Manager. KEITH TIE, Station Manager. PAUL KEHLE, Sales Manager. BERT LEBHAR, III, Ass't Mgr.

**Represented by**

**FORJEE & CO.**

**NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO ATLANTA**

October 23, 1950 • Page 49

**Freedom of Information May Die—Lasswell**

**IN SECURITY’S NAME...**

**North Jersey Reporting**!

THERE’S ONLY ONE WAY TO REACH THIS QUALITY MARKET... DOUBLE POWER OFFERS INCREASED COVERAGE AT LOWEST COST. SPECIAL INTEREST EVENTS, NEWS EVENTS, GUARANTEED LOCAL IMPACT. LET US SEND YOU THE COMPLETE REPORT.

**WMTR**

BROADCASTING • Telecasting

GWORTHAY

MORRISTOWN, N. J.
IMPROVED facilities for KRMG Tulsa, Okla., and WJOC Jamestown, N. Y., were anticipated in two initial decisions issued last week by FCC Examiner Leo Resnick.

The decisions tentatively approved KRMG’s application for an increase in nighttime power from 10 to 25 kw, directionalized, as well as WJOC’s request for 1340 kc with 250 w, fulltime, in lieu of its present daytime-only operation on 1470 kc with 1 kw.

Engineering conditions would be attached to each grant. The decisions become effective in 40 days unless the Commission is asked to hear oral argument or calls for it on its own motion.

Both applications had been set for hearing largely on engineering questions.

In the KRMG decision, Examiner Resnick said the station, which operates on 740 kc with 50 kw day and 10 kw night, would provide a new nighttime service for 54,143 persons in an area of 1,336 square miles by boosting night power to 25 kw. Its total nighttime service area would cover a population of 202,217 in 7,722 square miles.

In the WJOC case, Mr. Resnick said the proposed new fulltime operation would give Jamestown its second nighttime AM service, covering 44,500 persons within a 15.5 square mile area at night while servicing 60,200 persons in an area of 642 square miles daytime.

It was the second initial decision anticipating a grant of the WJOC application. The first, issued by Examiner Resnick in February, was later set aside by the Commission for further hearing on the question of possible interference to CROX Woodstock, Ont. In his decision last week Mr. Resnick held “it is clear that WJOC would not cause any objectionable interference whatsoever to CROX.”

Transit Radio’s Value

TRANSIT Radio is becoming “a most valuable emergency instrument of public safety,” according to “Sie Gloria Transit Radio,” an article by George W. Keith, published in the Sept. 28 issue of Public Utilities Fortnightly, Washington, D. C. Mr. Keith says not only have the TR’s eyes been cut, but the wisdom teeth are showing, and TR is here to stay, a permanent part of the national panorama.”

Hubert Taft Jr. (WKRC-AM-TV WCTS (FM) Cincinnati) of the board, Transit Radio Inc., is quoted extensively in the article which describes “progress and pitfalls” of the transit companies’ “supplementary service.”

---

**Technical**

**John Peffer,** chief engineer WTR Norfolk, Va., since 1946, promoted to newly created post of manager of operations for WTR-TV. RICHARD L. LINDELL, assistant chief engineer for WTR-TV, succeeds Mr. Peffer.

**JERRY CUNNINGHAM,** GWKY Charleston, W. Va., to engineering staff WEAZ Huntington, W. Va.

**Jack Dorfman,** graduate School of Radio Technique, N. Y., to cameraman WAAM (TV) Baltimore. EDWARD HAMPTON, Capital Radio Engineer, Washington, to WAAM engineering staff.

**Henry Welsey** to studio engineering staff WIS Columbus, S. C., replacing WILBUR SWYGERT, transferred to transmitter staff.

**Bill Olson,** graduate Broadcasters Network Studies, Hollywood, to WYB Coldwater, Mich., as combination man.

**Series** of pictures depicting radio TV activities at WSYR-AM-TV Syracuse, N. Y., to be featured during fall in pictorial gravure supplement of Syracuse Sunday Post-Standard.

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**JOHN W. ELWOOD,** recently re-appointed general manager KNBC San Francisco, opens offices as general business adviser retained by NBC. Offices are at 57 Post St., S. F.

**Hilliard Rose,** freelance TV director, to Chicago office Cowan & Whitmore for the manager, replacing FRAN WEIGLE, resigned.

**Lida Livingstone,** assistant to Margaret Ettinger, director, Ettinger Co., Hollywood (public relations), to firm’s N. Y. office for three months as temporary replacement for ETHEL KIRSENEH, resigned.


**Leo Shire,** formerly with United Nations, to head newly formed program division of Pan America Broadcasting Co., N. Y. representative of foreign radio stations. Division will include complete foreign language radio production service. Pamphlet explaining “Foreign Language Broadcasts” may be obtained by writing to Pan American Program Division, 17 East 42nd St., N. Y. 17.

**J. L. (Leo) Kaufman,** public relations director Funcheon & Marrs Inc. to Ettinger Co., Hollywood, as vice president in charge of West Coast operations.

**Oliver M. (Solly) Solinger,** film talent representative, to Melvin, Newell & Reiter, Hollywood (public relations), as vice president and general manager in charge of movie star endorsement programs servicing advertising campaigns for national accounts.

**Martin H. Work** to executive secretary National Council of Catholic Men, producer of The Catholic Hour, Hour of Faith and Faith in Our Time, network radio shows. Succeeds JAMES S. MITCHELL, resigned to become executive director of Associated Services for Armed Forces.

**John Carradine** contracts to make The John Carradine Show, three-weekly 15-minute TV package for Depny Co., N. Y. TV producer.

**Famous Properties & Programs** announces World Passport, hour-long weekly TV series, featuring talent from members of United Nations. Star entertainers from 69 nations will participate, firm claims. Sponsor and network to be announced soon.


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**Equipment**

**John F. Byrne,** vice president and chief engineer Airborne Instruments Lab., Minolo, N. Y., to Motorola Inc. Chicago, as associate director of research in division of communications and electronics.

RCA Victor Div. packaging and materials handling engineers won two first places and two honorable mention in competition sponsored by Society of Industrial Packaging and Materials Handling Engineers.

**General Electric Co.** tube divisions announce new half-wave rectifier tube designed for TV receivers. Type L82A is suitable for use in both radio frequency and fly-back types of power supplies.

**American Electroplating Corp.,** L. A., moves to 5065, 27 and 29 W. Jefferson Blvd.

**Cornish Wire Co.** moves general office to 50 Church St., N. Y. 7, effective Oct. 30.

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**Mr. Pfeffer**

**Mr. Lindell**

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**Peace on Earth. Good Health to Children.**

For the sake of your children, and your children's children, make sure you buy and use Christmas Seals.

Christmas Seal funds have fought tuberculosis since 1907. And today your children have a far greater chance of escaping TB than you did.

Yet tuberculosis still kills more people than all other infectious diseases. So give your children a still better chance. Send your contribution today.
Big Show Costs Blinding You to the Facts?

See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it.

Network or local—time and talent are modest—results are big.

We thought it up. We can make it work. For You.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
WPTZ is proud to announce that the Atlantic Refining Company, through its agency, N. W. Ayer & Son, Inc., again is sponsoring its telecasts of the home games of the University of Pennsylvania football team. This marks the 11th consecutive year that Atlantic and WPTZ have combined to bring these games to Philadelphia television viewers. Not only is this the oldest series of football telecasts in America, but the Atlantic Refining-WPTZ association marks the longest, unbroken client-station relationship in the television industry.

Philco Television Broadcasting Corp. • 1800 Architects Building • Phila. 3, Penna. • Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

Page 52 • October 23, 1950
COURT COLOR TEST

THE AWAITED court test of FCC's adoption of CBS color television standards was launched on two fronts last week—by RCA in Federal District Court in Chicago, and by Pilot Radio Corp. in Brooklyn.

Both suits—which FCC said it will "vigorously oppose"—seek temporary restraining orders to prevent the execution of FCC's color decision pending trial for permanent injunctions.

Though no dates had been set for hearings, the Commission was known to be expediting its responses in an effort to get early disposition of the cases. Unless stayed, approval of the CBS system becomes effective Nov. 30.

One of the Commission's first moves in the RCA case was expected to be an attempt to have the suit moved to New York, on grounds that the Chicago court lacks jurisdiction. With respect to the Pilot suit, FCC may claim the company lacks legal standing to appeal since it was not a party to the color TV proceedings.

RCA, whose dot-sequential compatible color TV system was the CBS technique's chief rival in the FCC hearings, was joined in its suit by NBC and the RCA Victor Distributing Corp., both wholly owned subsidiaries.

The case was assigned to Judge Philip L. Sullivan, and two other judges will be named to sit with him in hearing the suit.

FCC Order Hit In its complaint, accompanied by some 80 pages of comment on the color question, RCA charged that FCC's order approving CBS color "is illegal, void and beyond the power, authority and jurisdiction of FCC," and "will impede the future growth of the television industry." Signed by RCA President Frank M. Folsom and filed by Weymouth Kirkland of the Chicago office of Kirkland, Fleming, Green, Martin & Ellis, with RCA's New York attorneys Cahill, Gordon, Zachry & Reindel appearing as counsel, the complaint charges the FCC order:

- Is contrary to public interest, convenience and necessity, the "basic statutory standard" of the Communications Act.
- Is "unsupported by substantial evidence, is Arbitrary and capricious, and is an abuse of discretion."
- Was adopted "before the FCC had discharged its statutory duty to inform itself adequately before issuing a final order in a rule-making proceeding. The FCC was powerless to consider additional evidence of determinative significance to its decision and wrongfully denied the RCA petition."
- Was based on "rejection by the television industry" of FCC's proposal for adoption of bracket standards by manufacturers "without a hearing."
- "Lacks plaintiffs of property without due process of law."

In addition, the complaint charged that an FCC engineer—E. W. Chapin, chief of the FCC Labs Division—was permitted to continue work on TV color tests and on the hearings after it was revealed he had invented a device (automatic adapter) "useable only on the CBS color system."

This engineer, RCA charged, "took the most active role throughout the hearing on the current system's behalf and was in charge of the laboratory which tested the color systems." RCA said FCC relied on his advice "because the majority of the Commission have no engineering training and the decision is stated to be based entirely upon engineering considerations."

"Although the engineer foresaw any financial interest in his device, he did have professional prestige and reputation at stake which could be furthered only if the CBS system were adopted."

This charge provoked a prompt reply from the Commission—a reply quoting from the record at the time Mr. Chapin's development was disclosed.

Comments by Coy When RCA counsel objected to an FCC move to put a description of Mr. Chapin's invention into the record last November, FCC pointed out, Chairman Coy answered that:

"Mr. Chapin is . . . in no way in position to determine the vote of a single member of the Commission; nor is any other member of the staff of the Commission. The Commission is perfectly competent and has the ability to determine between contesting forces in these hearings . . . and I want to say on the record that I resent the suggestion very much that the Commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings . . . ."

Pilot's suit charged that approval of the CBS system was "arbitrary and capricious" and was issued upon "hope and speculation and the inchoate belief that further experimentation and possible improvements would subsequently justify the Commission's decision."

Pilot claimed that as soon as the FCC decision was published, "plaintiff began to receive and has continued to receive cancellations of previously placed orders for its black-and-white television receivers." Pilot dealers, the suit said, "find themselves burdened with a large stock of black-and-white television sets which have been rendered unsaleable as a result of said decision."

RCA, which said it had manufactured more than 1 million TV sets since the fall of 1946, and NBC (Continued on page 65)

AT&T FACILITIES

ON THE HEELS of its proposal to equalize television network competition [BROADCASTING, Oct. 9, 16], FCC last Thursday launched an investigation of the lawfulness of AT&T's allocation of the use of its video network facilities—coaxial cable and radio relay—among the four TV networks.

The question of FCC adopting regulations to govern such allocations was posed as one of the subjects to be explored. Another was whether FCC should classify customers for intercity video transmission service—i.e., television networks, TV broadcast station licensees, persons engaged in theatre TV, etc.—and establish a "basis for allocating usage of facilities among such classes of customers."

Overlapping Questions The answers to these questions would depend substantially, it appeared, upon the answers to other questions which the Commission raised—whether the telephone company's allocations for the current quarter are just and reasonable, for example, or whether they make "an unjust or unreasonable discrimination" among customers.

Giving the investigation high priority, FCC called for hearings to start Nov. 20. Examiner Hugh B. Hutchinson was designated to preside. FCC said he will certify the record to the Commission for a final determination the hearing is completed, instead of preparing an initial or recommended decision himself.

"Opportunity of customers for intercity video transmission service to compete effectively in the field of television broadcasting may be materially affected by allocations of usage of available facilities," FCC's order asserted.

Allocation Breakdown The order noted that AT&T's current quarterly allocation of usage of 19 intercity video channels gives NBC-TV 160 out of 399 possible hours of usage per week in the "preferred" 8-11 p.m. segment; CBS-TV, 114 hours; ABC-TV, 49, and DuMont TV, 36, with the remaining 40 hours per week open for further assignment.

The allocation is for the period Sept. 30 to Dec. 31, and was made by AT&T after weeks of unsuccessful efforts to secure voluntary agreement by the networks. Although initiated as separate proceedings, the investigation inevitably ties in with FCC's pending proposal to equalize TV network charges by limiting the number of program hours which stations in one-, two-, and three-station TV markets may take from a single network. The latter, however, was advanced as a temporary expedient "while the scarcity of television broadcast stations persists."

ABC-TV, DuMont Protest Both Allen B. DuMont Labs and ABC-TV had protested AT&T's allocation of networking facilities, DuMont by filing a formal complaint and ABC-TV by charging in a petition that the allocation was not equitable and asking FCC to issue an interpretive rule that a pro rata allocation is required [TELECASTING, Oct. 2].

FCC said ABC-TV's petition raises "basic questions relating to the public interest which should be decided only after public notice and hearing." But the hearing and investigation, FCC said, (Continued on page 64)

FCC Probes TV Allocations

October 23, 1950 • Page 53
PRESS REACTION

EDITORS HIT COLOR PLAN

IMMEDIATELY following the FCC's decision in favor of the CBS system of color television transmission [TELECASTING, Oct. 16], editorial writers on papers across the country started swinging with both sets.

In the New York Times of Oct. 18, an editorial pointed out that for present sets to receive even black-and-white pictures from a color transmitting station would cost a vast amount of money. Stating that "the Commission has not entertained itself with setting standards," the editorial says:

"In the face of [FCC] pressure to manufacture what kind of television sets are to be made if images are to be received in color without converters and in black-and-white with adapters. . . . This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction. . . . The time for judicial interpretation of the phrase "to ensure broad public interest" has arrived."

The Washington Evening Star of Oct. 18 asked editorially: "Why All the Haste?" The paper agreed with the FCC contention that delaying the decision would only increase the number of sets to be converted and pointed out that "that argument would be valid if the television industry were ready today to start producing color TV receivers. . . . Indications are [however] that it will take many months, perhaps several years, before quantity production of color TV can be achieved."

After exploring the possibility of further development on another color system which might later prove superior, the editorial said:

"This much is plain. The prospect of early transformation of the television industry from black-and-white to color is still as slim as ever. . . . (and) . . . it is very difficult to believe that the public interest or the interest of an industry that is still in the hardening stage has been served by this needlessly premature commitment to a particular color system."

The same day in the New York Herald Tribune carried a dispa-
sionate editorial which said FCC "faced up to a grave responsibility" in making its color decision. It pointed out that there are "admitted flaws in the CBS color system. . . . But" opposing systems, on the other hand, have failed to match the fidelity of the CBS pictures, and the FCC showed no great confidence that they could eventually be as successful. In its conclusion, the paper said: "The one certainty that stands out in the aftermath to the FCC decision is that the last word has not been spoken on this perplexing problem."

REACTION IN KENTUCKY

In a blistering attack on the color decision, The Paducah (Ky.) Sun-Democrat of Oct. 13 stated:

"This appears to be one of the worst recent examples of the abuse of authority by an over-enthusiastic bureaucracy." The paper also hit FCC for "having published . . . a report on a large section of the population . . . that the color freeze will affect the future of millions of TV sets already in the hands of the public"; said FCC had "arbitrarily halted further research in color television along technical lines different from the CBS system, which is itself not perfect"; and bemoaned the fact that "CBS color receivers already on the air face the prospect of having to make large new investments to accommodate their transmitting equipment so as to handle color. . . ."

RTMA REPLY

CBS ACCORDS SPRAGUE TIME TO ANSWER

BOTH SIDES of the color television controversy were to be presented to CBS network listeners last week.

President Frank Stanton took to the air Oct. 15 to "clear up" confusion created by "the reaction of some of the television set manufacturers," and to criticize the decision of the FCC that Columbia's incompatible color system.

His speech brought a demand from Radio-Television Mfrs. Assn.'s President Robert C. Sprague for time in which to reply. Mr. Stanton answered that "obviously CBS will apply its long-standing policy of presenting both sides of important public issues," and Mr. Sprague was scheduled to appear yesterday (Sunday) at 5:45-6 p.m. over the CBS radio network.

RTMA demands for 10 minutes on CBS to answer Mr. Stanton was issued Monday after the association's Television Committee, which held an all-day meeting in New York, had refused to consider TV producers calling for equal time on both sides of controversial public issues.

Committee Set Up

RTMA's committee will set up a subcommittee to submit factual information to the public and trade in has-referee, to clear up confusion caused by "a misunderstanding of technical issues and the circulation of misinformation."

Dr. Baker concluded, "We are confident that the public knows the facts that it will have no hesi-
tancy about continuing to buy black-and-white sets in large num-

bers while the industry works out the technical problems of future color television."

(Continued on page 60)

COLOR DEBATE

INVITATION to participate in a radio public debate on the current color controversy was declined last week by Frank Stanton, CBS presi-
dent. Brig.-Gen. David Sarnoff, chairman of the board of RCA, had not replied as of Friday. Idea had been advocated by Dr. Clin-
ton H. Churchill, president and general manager of WKBW Buffalo, who wired the offer stating that two hours of sustaining class A time, 3-5:30 p.m., Oct. 24, had been cleared by WKBW for presentation of case, rebuttal and questions from the floor. Pointing to the impor-
tance of this question to the public, Dr. Churchill declared the whole subject "should get a thorough airing . . . by qualified representatives of the interested parties. . . ."
THE BATTLE over FCC's approval of the CBS color television standards raged on last week, with political as well as manufacturing and broadcasting forces joining the fight.

While RCA-NBC and Pilot Radio Corp. went into separate courts to seek injunctions against the effectiveness of FCC's order (see story page 53), the week saw other developments:

- Sen. Edward C. Johnson (D-Col.), chairman of the Senate Commerce committee and one of Capitol Hill's most outspoken color advocates, defended FCC's decision and accused manufacturers of staging a "sit-down strike" in rejecting FCC's bracket-standards proposal. Chairman Robert Crosser (D-Ohio) of the House commerce committee said he would put the color issue before his committee when Congress reconvenes.

- The major set manufacturers continued to pull FCC's color decision or questioned its practical effectiveness—among them spokesmen for Allen B. DuMont Labs, RCA, General Electric Co., Westinghouse, Motorola, Arco's Crevis Division, and Sylvania Corp., aside from others who had spoken out against the decision earlier this year [Broadcasting, Oct. 15].

- Companies planning to turn out CBS color equipment increased, with Majestic-Journalistic, Telecasting, Muntz TV, Television Equipment Corp., and, reluctantly, Belmont Radio Corp. (Raytheon) among those joining Tele-Tone Radio Corp., Webster-Chicago Corp., Celormat Corp., and Hallcrafters Co., which had said earlier they would begin to market color converters at an early date.

- Hallcrafters Co., which criticized the decision but planned to build sets on a limited basis, said a survey of 1097 TV sets in New York on May 30, 31, and June 1 showed that 565 replies, with 54 reporting no plans to use the CBS system and only three reporting definite plans (story page 64). WCAT-TV Philadelphia, however, announced it will begin colorcast as soon as programs are available, and Humboldt J. Greig of WHUM Reading, Pa., said his station was prepared to notify FCC that it desires a color rather than monochrome TV grant.

- The letter of the law that may be needed to develop a color service was emphasized—without the outspoken criticism that marked many statements by industry leaders, including Televising Broadcasters Assn. President J. R. Poppele, of WOR-TV New York; former FCC Comr. E. K. Jett, of WJSK-TV Richmond; and Storer of Port of Port Industry Co., and H. L. Hoffman of Hoffman Radio Corp.

- RCA announced it would demonstrate improved versions of its compatible color system in a series of showings in Washington starting Dec. 5.

FCC ruled that tests of the RCA color system on RCA-NBC's WNBT (TV) New York—or any other TV experimentation in the VHF—must be made "during periods other than normal broadcast hours in accordance with the experimental basis." First newspaper editorial reaction to FCC's decision appeared to be largely adverse (story on opposite page). RCA's plans to demonstrate improvements in its system were announced Tuesday in telegrams sent throughout the radio-television manufacturing industry by E. C. Anderson, vice president in charge of the commercial department of RCA Labs.

RCA System Improved

Mr. Anderson noted that RCA had been "criticized for certain performances" in its system since it was last demonstrated to licensees on March 30, and reiterated the company's intention to do this May 30, 1941, "we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully compatible, all-electronic, high-definition system in color television available for immediate adoption of final standards."

He said the Dec. 5 demonstration will include a showing of a converter for the RCA system. (FCC's color decision had said that "no practical converter" was demonstrated to the Commission by RCA.)

Extension Granted

FCC meanwhile granted RCA-NBC 90-day extensions of special temporary authorizations for tests of the RCA system on WNBT and WNBT, on condition that "such experimentation shall be limited to programs that are not part of the regular broad- cast operation, whether commercial or sustaining programs."

The Commission said this is in line with its interpretation in its Oct. 31 report approving CBS color standards.

THE PUBLIC, facing an estimated $500 million loss because of FCC's color TV decision, must be aware of the disastrous potentialities posed by the Commission action. James B. Shouse, vice president and director, Aveco Mfg. Corp. and chairman of the board, Crossing Broadcasting Corp., told a gathering of newspaper executives in Cleveland last Tuesday. Crossing operates three television outlets — WLWT Cincinnat i, WLWD Dayton and WLCW Columbus, Ohio.

Mr. Shouse re- manded, "We are in a critical bargaining situation with Fi- nance Officers, at their third annual meeting at the Hotel Cleveland, that newspaper owners have heavy investments in television which they should protect.

Warning of the threatened loss to set owners because of conversion of their receivers to CBS color standards, Mr. Shouse pointed out that "We know of the majority of the sets could be salvaged."

The press, he said, must arouse the public to the shortcomings of

Mr. Shouse

CBS COLOR HURTS
Shouse Urges Press
To Inform Public

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Moore's

Reactions to FCC Color Decisions Are on Following Pages:

Arbach, Leonard, Majestic Radio & Television
Baldwin, William, Philip Corp.
Brandt, Arthur A., General Electric
Buck, Walter A., RCA Victor
Craig, John W., Aveco Mfg. Co.
Crompton, Charles N., Zephyr
Dunn, William L., Belmont Radio
Galvin, Robert W., Motorola
Goldsmith, Dr. Thomas T., Jr., DuMont Labs
Greige, George L., WHUM Reading
Hoffman, H. L., Hoffman Radio Corp.
Jett, E. K., WMAR-TV Baltimore
Kennedy, Michael L., Sightmaster Corp.
Kilpatrick, John B., Fort Industry Co.
Kirkland, John, Television Equipment
Mach, Frank, Television Installation Service
Mann, John C., Sightmaster
Munsie TV, Inc.
Pepper, R. E., WOR New York
Simons, James H., Metropolitan Distri- buting Corp.
Smith, George B., Fort Industry Co.
Tele-Tone Corp.
Thompson, Donald W., WCAU Philadelphia
Zworykin, Dr. Vladimir K., RCA Labs

The Commission is required by

(Continued on page 80)

October 23, 1950 * Page 55
GHOSTS of FCC’s postwar FM reallocation and recent color decision haunted opening sessions last week of the Commission’s lengthy general allocation proceeding looking toward lifting of the now two-year old TV freeze.

Specters of the former conflicts arose as:

• Consulting Engineer Paul A. deMars challenged the qualifications of Dr. Kenneth A. Norton, National Bureau of Standards radio-propagation authority whose earlier FM work had been subject to similar attack.

• Mr. deMars also questioned the qualifications of Edward W. Allen, Jr., chief of FCC’s Technical Research Division, to head the Ad Hoc Committee of government and industry experts which has sought to resolve basic engineering problems.

• FCC Counsel Harry Plotkin, attacking the record of Television Broadcasters Assn. for assignment of all 700 channels to VHF band to TV, indicated the Commission would not tolerate “broad general conclusions” drawn from unknown facts and data such as occurred, he charged, in the color TV case.

Other hearing developments included:

• Indication by Philo and DuMont that regular UHF service is possible now, at least to limited extent.

• Presentation by DuMont of revision of its earlier-presented nationwide VHF-UHF allocation plan.

"Unsound Allocations" Mr. deMars charged “unsound allocations” would result if FCC relied upon the controversial reports of the Ad Hoc Committee. He said certain assumptions of Dr. Norton used in the calculation are “misleading and inaccurate.” He contended Dr. Norton admittedly has been mistaken in the past and conflict over Dr. Norton’s calculations in the 1948 engineering conference on TV and FM propagation had necessitated formation of the Ad Hoc Committee to resolve the disagreements.

Mr. deMars said a number of engineers support his position and specifically named Prof. Edwin H. Armstrong who queried by Conr. Frieda B. Hennock. He requested about 10 days to prepare data which he said will show Dr. Norton is “incompetent as an advisor on allocation matters to the Commission.” FCC indicated the examination will be permitted but no date was specified. It was clarified whether Mr. deMars will carry out his wish to question Mr. Allen’s qualifications as chairman of the Ad Hoc group.

Mr. deMars said the answer to the charge that the entire proceeding was only a tempest in a teapot arose, however, when Jay W. Wright, CBS chief radio engineer, stated he believed there really would be little practical use of the material which was the subject of most disagreement.

The present proceeding, held Monday, Tuesday, Thursday and Friday last week and scheduled Tuesday through Friday this week, seeks first to consider the revised general TV allocation proposals issued by the Commission in July 1949. [TELECASTING, July 11, 1949].

Revised Proposals It was first report of the Ad Hoc Committee which prepared the way for these revised proposals [TELECASTING, June 13]. As a result, co-channel separation between TV stations would be increased from 160 miles to about 220 miles while adjacent channel separation would be raised from 75 miles to 110 miles. This reduces the number of possible stations.

Upon conclusion of the general allocation proposals, FCC will take up the individual community allocation requests. The specific community allocations were proposed in revised form in July of last year.

It’s conservatively estimated the general and specific allocation phases of the present hearing will delay FCC’s ability to lift the freeze on new station construction until some time in mid-1951.

Initial consideration at the hearing includes FCC’s proposal to add 42 six-megacycle UHF channels with the balance of the UHF band allotted for TV experimentation.

The Commission proposes to employ VHF standards in the UHF. Further proposals to be considered relate to allocation priority methods, grades of service, permissible interference ratios, classes of stations, station service areas and directional antennas.

As the hearing continues, consideration will be given to FCC’s proposals on required field intensities, prediction of TV propagation and station separations as well as to non-FCC proposals relating to Strabizon, Polycasting, reservation of channels for noncommercial educational TV stations and “metered television.” Possible aid to improving service through synchronized or offset-carrier operation also will be explored.

Testifying Monday before Comra. Hennock, Robert F. Jones, George E. Sterling and Paul A. Walker with Chairman Wayne Goy presiding, Mr. Allen detailed the history of the Ad Hoc Committee and activities leading up to issuance of its contested second report, Volume II [TELECASTING, Sept. 18]. Mr. Allen endorsed both Volumes I and II without reservation.

Ad Hoc Reports The ad hoc reports are the basic tools of technical definition and calculation by means of which FCC must determine its revised TV allocation policies. The June 1949 report, Volume I, specifies and evaluates troposphere and terrain factors as they relate to propagation problems and designates means to predict effects of one predominant interfering signal upon a desired signal, Mr. Allen indicated.

Volume II in principal presents simplified methods for evaluating TV service in the presence of multiple sources of interference. It recommends none of them. The preliminary report explained multiple-interference predictions as “a very difficult theoretical problem” which the committee considered “extremely important” since it “might seriously affect the allocation process.”

Mr. Allen stated while data are too few in many cases for accurate predictions, Volume II particularly explains its own weaknesses in this respect. The reports would in no way be made, Mr. Allen said, they should be made by people qualified to make them.

Ad hoc material presented to FCC by Mr. Allen disclosed that Dr. E. U. Condon, director of NBS, in a letter dated Oct. 9 explained the status of four unpublished references attached to Volume II which have been the object of opposition to the second report. Dr. Norton and certain other NBS and FCC staff members are authors of the references.

Dr. Condon wrote Mr. Allen that the unpublished references (C, E, K, and M) without more have been the subject of editorial review and if “has not been agreed that all these papers in their present form are suitable for publication. These publications of NBS, they may be regarded as working papers prepared especially for the use of your Ad Hoc Committee.”

The “editorial review indicates that the author's conclusions are not consistent with freedom from technical errors,” the white paper said. “It is not yet determined, however, in that clarity and precision of turn in the Bureau other Allocations” re-quires in its official publications.”

A second point that was raised, Dr. Condon said, was “that the analysis is made data view, so the author has been meager amount of observational data themselves feeling that the situation is inherently a complex one, and that all the factors considered not recommend any that are extremely delicate industries.” He foresaw possible conclusion as “as a practical working matter.”

Others Testify Other members of the Ad Hoc Committee testified Monday and Tuesday on their views of the reports and supporting references. Those endorsed Volume II without reservation included Ralph N. Harmon, engineering manager of Westinghouse Radio Stations Inc.; Robert P. Wakeman, Allen B. DuMont Labs, and FCC engineers William C. Di, Dr. H. Wilmotte; Dr. George W. Valdo and E. F. Van- divere Jr.

Endorsements with reservations were made by Consulting Engineers Stuart L. Bailey, Albert F. Murray, Frank G. Kear and Raymond M. Wilmotte; Mr. Wright; Dr. George Carroll and George H. Page, both NBS associates of Dr. Norton. Mr. Carroll strongly contested the Norton assumptions in both reports.

Mr. Harmon, who also endorsed Volume I without reservation, stated he originally complained about the complexity of Volume II but decided one couldn’t come up with the amount of information if the experts are to be considered. He urged a definite program of gathering more data through the 107 TV stations now operating.

Mr. Wakeman, who also approved Volume I, presented a detailed answer to the criticism lev-
On November 1, 1950, Blair-TV Inc. adds another great outlet, KEYL, San Antonio, in the heart of the rich and responsive Southwest. For full details on the importance of this station and this market to spot television advertisers, call Blair-TV today.
ADVERTISERS of Food & Food Products were the largest product classification using television time in August, according to the latest TelePulse, Inc., Television Advertising. In all there were 560 such firms using the medium during the month (see table).

Out of 71 advertisers on the four networks, there were 12 firms which used TV to sell food products. This product classification had the largest number of network advertisers. In all 12 firms sponsored 12 different programs, several of them appearing several times a week.

Smoking Second
The second largest classification of network users was Smoking & Smoking Materials. In this group there were eight firms sponsoring 12 different programs. American Tobacco Co. and P. Lorillard Co. had three shows each during the month.

Food & Food Product advertisers also were the largest users of spot television during August, Rorabaugh reports, with 205 different firms using the medium for spot campaigns. Running a poor second in number of accounts were Beer & Wine advertisers. In this classification of spot advertisers there were 133 active accounts in August on the reporting stations.

In the local field the largest number of accounts was placed by advertisers of Household Furnishings, Equipment & Supplies. During the month there were 146 firms which placed local business. Food & Food Products was the second largest local classification with 433 accounts.

**TelePulse Reports**
**Belle Top for Six Months**
MILTON BERLE'S Texaco Star Theatre was the top-rated program in the Multi-Market TelePulse reports for the six-month period from January to June 1950. The program received a rating of 54.9, according to a compilation just released by The Pulse Inc.

The top 10 programs during the period, with their ratings, were reported as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>54.9</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>51.1</td>
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<tr>
<td>Toast of the Town</td>
<td>40.1</td>
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<tr>
<td>Godfrey &amp; His Friends</td>
<td>39.7</td>
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<td>The Golden Bench</td>
<td>33.7</td>
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<tr>
<td>Ford's Theatre</td>
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<td>Kraft TV Theatre</td>
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<td>Saturday Night Revue</td>
<td>28.9</td>
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<tr>
<td>Studio One</td>
<td>28.3</td>
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**Weekly Television Summary—October 23, 1950, TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Outlets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Outlets</th>
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<td>Albuquerque</td>
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<td>Louisville</td>
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<td>Newark</td>
<td>WJZ-TV</td>
<td>105,230</td>
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<td>New York</td>
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<td>16</td>
<td>Wilmington</td>
<td>WDEL-TV</td>
<td>46,749</td>
</tr>
</tbody>
</table>

* Telecasting * BROADCASTING
VOTED BEST AGAIN in Dayton's PULSE* Parade!

PULSE PROVES...
8 out of the 10 top rated weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
6 out of the 10 top rated multi-weekly shows telecast in Dayton are on WHIO-TV!

PULSE PROVES...
2 of the Dayton's top rated multi-weekly shows are locally produced by WHIO-TV!

PULSE PROVES AGAIN...
WHIO-TV is Dayton's First and Favorite Television Station!

PULSE PROVES AGAIN...
WHIO-TV is the people's choice in the great Dayton market! It's your best TV buy!

Sell your product right in Miami Valley's living rooms... faster and at lower cost per viewer... on WHIO-TV!

Put Your Product At The Head Of The Sales Parade In Dayton and the Miami Valley! Put It On WHIO-TV—Now!

*Proved by ratings published by The Pulse, Inc., Sept., 1950

Represented Nationally by The George P. Hollingbery Co.

Affiliated with The Dayton Daily News and Journal-Herald

News - Sports - CBS, ABC, DuMont Best Shows

Television - Broadcasting
RTMA Reply

(Continued from page 54)

who had been upset by the color controversy. He assured listeners that present TV sets will not be useless after Nov. 20, the date CBS color standards go into effect under the FCC decision.

"Despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out," he said, "nothing could be further from the truth. As a practical matter, color programs will not, overnight, entirely replace black-and-white programs."

Mr. Stanton predicted that the number of color programs "will increase at an orderly rate as the number of sets capable of receiving them increases."

To Buy or Not?

Another question he thought was troubling non-owners of television sets was: "Should I buy an ordinary black-and-white television set at this time?"

Although he said he could not give a flat answer, Mr. Stanton did give "some facts which may help you make up your own mind." He pointed out that black-and-white sets now on the market "will continue to receive present black-and-white programs."

"These programs," he added, "will continue for a considerable period of time, although at a diminishing rate within a year or so."

Most sets now on the market, he said, can be adapted to receive color telecasts in black-and-white and can be converted to receive color in.

He continued:

"On the other hand, I want to point out that it will be somewhat cheaper and more satisfactory to buy a black-and-white set which is already adapted, so that it has built-in compatibility. Furthermore, a new combination color and black-and-white set may be somewhat less expensive and will be more satisfactory than an ordinary black-and-white set adapted and converted for color."

Therefore, if you wait for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color.

On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color.

Mr. Stanton said some "progressive" manufacturers were preparing to make color equipment, but he regretted that "this constructive attitude is not being displayed by all manufacturers."

He said he had telegraphed a request to the Radio-Television Manufacturers Assn. to attend the meeting held Monday in New York to consider the RTMA's attitude toward color, but had been advised that the meeting was closed to CBS.

"If any statements come out of that meeting," said Mr. Stanton, "I hope you will read them in the light of these facts. We do not want the future of color television to fall into the hands of any self-appointed group meeting in secret behind closed doors. We know you do not want that either. We intend to do everything we can to prevent anyone, either television manufacturers or anyone else, from blocking color television and keeping it from the American public."

Mr. Stanton said that "some manufacturers are trying to create the impression that the Commission's decision is sudden and that, as a result, they are not prepared to build the necessary new color receivers, adapters, color converters and black-and-white sets internally equipped to receive color as well as black-and-white pictures."

The decision, he said, "was anything but sudden."

GARDEN EVENTS

Cheesbrough Part-Sponsor

CHESEBROUGH Mfg. Co. (Vanline hair tonic) will sponsor the 10:30-11 p.m. portion of the Saturday night Madison Square Garden events, telecast on DuMont Television Network. The series consists of 25 supporting events telecast every Saturday night through March 1951. Cayton Inc., New York, is the agency.

This marks the second television show for the sponsor.

TOA MEETING

TV Subjects High on Agenda

TELEVISION and theatre television will be the subjects of a number of speeches and discussions when the Theatre Owners of America hold their annual convention in Houston, Tex., Oct. 30-Nov. 2, at the Shamrock Hotel.

Speeches before the full convention include:

Mitchell Wolfson, chairman of the television committee of the Theatre Owners of America and owner of WTVJ (TV) Miami, Fla., will report on "Television Broadcasting." Bob O'Brien, secretary-treasurer of United Paramount Theatres, will cover "Television and the results of the Big Ten theatre television experiments." Marcus Cohn, television counsel to the theatre owners, will speak about the prospective hearings on theatre television now before the FCC, and other aspects of television in movie houses. Nathan Halpern, also TV consultant to the theatre owners, will detail the experiment of theatre television and its growth. Also scheduled is a workshop at the Century Theatre, Miami, Fla., to discuss the engineering problems of allocating frequencies for theatre TV.

Other small committee meetings will be held to discuss in greater detail the subject of television as it is related to the theatre owners.

At the close of the sessions Mr. Halpern will introduce a resolution urging the use of television advertising for promotion of movie television, which, according to Mr. Halpern, is proving very successful in building audiences.
Mr. Wright saw little practical need for Volume II since there are few cases of multiple co-channel interference in the present FCC plan. Station spacings would take care of adjacent channel situations, he said.

Dr. Norton testified that in view of methods evolved in Volume II he could now endorse Volume I without reservation. He believed the "most accurate and workable method presently available for evaluating the location probability of service" to be the log-normal method of combining interference from several sources, one of the four techniques suggested in Volume II.

Dr. Norton's Views

He also stated he did not believe it has been established "that the best location for a television station is necessarily always in a large city but... that a good case might be made for locating television stations halfway between cities, at least in some cases." Dr. Norton also predicted "machine computation" may help in future TV service calculations.

Several "general principles" were given by Dr. Norton which he claimed will be true under any arrangement of TV stations, based on a study contained in unpublished Reference K ("A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 30 Mc by Dr. Norton and Mr. Fliege) and K ("The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Off-Set or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received from Several Transmitters" by Harold Starns of NBS).

One principle cited stated the "use of maximum available antenna height and maximum practicable power ensures covering the maximum total area. Although a horizontal increase in power for a given geographical arrangement of television stations will increase the number of receiving locations at which interference between stations is noticeable, it will not increase the mutual station interference at any receiving location and will reduce the interference arising from noise at all receiving locations. A horizontal increase in transmitting antenna height is even more advantageous since it will not only reduce the interference arising from noise at most receiving locations but it will also reduce the mutual station interference at most receiving locations."

To queries by Comr. Hennock as to the cause of the opposition to his work, Dr. Norton indicated it was the "earlier FM hearing, of course," and had nothing to do with the "substance and merits" of the ad hoc reports. He said he had "tried many months" unsuccessfully to find out the objections to the ad hoc conclusions.

Dr. Carroll reiterated his strong objections to both Volumes I and II, questioning the assumptions made in the reports and noting one unpublished reference hasn't been made available to the whole committee. He termed Volume II as particularly vulnerable, complicated and confusing. Questioned closely by Comr. Hennock, on his strong objection to Volume II, Dr. Carroll stated he proposed to submit his own simplified version in a week or so.

Asked by DuMont counsel, Col. William A. Roberts, if his statement had been reviewed by NBS before his appearance, Dr. Carroll indicated several portions had been deleted. One deletion referred to his own report, he stated, while another concerned a "simplic'way of computing service according to ad hoc definition found only the previous week by a colleague and which was said "not to exist" in Reference E.

Mr. Page, a mathematical physicist who stated he agreed with Messrs. deMars and Carroll "to some extent," testified he was "in agreement with the Committee's basic approach to the problem of determining television service" but felt that the analysis presented "is confusing" and the results are not "in practical form and do not give direct answers to the basic problems." Although not a propagation expert, Mr. Page indicated he had been named to the committee to assess the statistical and mathematical methods used.

Presents TBA Request

John Preston, chief allocations engineer for ABC and member of the TBA Engineering Committee, presented a TBA request for assignment of 70 UHF channels to provide "truly nationwide and competitive television system" as well as a minimum of four channels per market for the first 140 metropolitan districts.

He explained that in the interest of "efficiency, stability and economy" it was desirable to allocate all of the UHF band now to TV. This would allow set makers to incorporate these channels in their receivers at the conclusion of the hearings. Mr. Preston said, "thereby avoiding needless repetition of an once
A N ESTIMATED 225,000 Tar Heels held their breath as they watched the opening kickoff of the Notre Dame-North Carolina football game on Sept. 30. It was a dramatic moment for the thousands (10 viewers to one set owner) of Piedmont spectators seeing for the first time a direct telecast of a UNC game that was being played hundreds of miles away in South Bend, Ind.

And it was a momentous occasion for WFMY-TV Greensboro, N.C. on Sept. 30 marked the station's addition to coaxial cable service, an event dutifully logged in television history. This period in WFMY-TV's service to the Piedmont area will linger in the memories of executives and staffers for a good time to come. Only a week before, on Sept. 22, the station marked its first anniversary on the air.

The cable debut was the signal for WFMY-TV to close the "getting started" chapter and begin a new page of operation — full schedule of network and local programming. In only one week, the station's hours increased from 30 hours per week to over 60 hours. On Oct. 16, WFMY-TV began a new daytime schedule, adding 10 hours of extra afternoon programs each week.

Gaines Kelley, WFMY-TV's general manager, says the new jump in hours since "C-Day" means an increase in programs by some 250%. With this boost in programming, Mr. Kelley reports a concurrent increase in set sales. "Calls, cards, letters and visitors have weighed down our desks and sofas until I suppose our station is permanently settled for good in more ways than one," Mr. Kelley observes.

Greensboro is located in a heavily concentrated area. Within less than 30 miles lie Winston-Salem, High Point, and Burlington, a trio of important North Carolina population centers. WFMY-TV promotion must be extended to these cities. Efforts along this line by the station's promotion staff already have paid dividends in a set owner rise and greater TV-consciousness.

In the television sense of the word, this area was "frontier" land when WFMY-TV greeted Piedmont residents last fall. Literally starting from the ground up, WFMY-TV builders had welded the facilities of the sister station WFMY (FM) and solicited aid from the parent Greensboro Daily News and The Greensboro Record. Concentrating on speed, TV installations were completed and an all-out audience promotion campaign undertaken.

Set Ownership Increasing Rapidly

The count of sets in the area was about nil before the station went on the air. By the time the outlet began operating on Channel 2 (64-60 mc) with .84 kw aural and 1.67 kw visual power, set ownership had reached an estimated 2,000 to 3,000. The figure now has passed the 25,000 mark with an expected 30,000 or more by the first of the year.

This wide acceptance of television, heretofore confined to film and local programming, is the keynote upon which WFMY-TV is building its new schedule. With "live" network programs available from CBS (its primary affiliate), NBC, ABC and DuMont, the station anticipates still greater success in its area.

On occasion of the cable bow, North Carolina's Gov. W. Kerr Scott said in his letter of congratulations: "In joining the national television network . . . your station will be making it possible to bring thousands of North Carolinians entertainment, sports, educational programs and news direct from all parts of our nation. This marks a new era of educational and cultural advancement and is another step forward in our march of progress."

At the ceremonies, dignitaries joined crowds of interested spectators invited to "come and be seen on television." Despite the chilly, misty day, the crowds were caught by the camera and the scenes transmitted to the thousands before their sets at home.

All spot announcements adjacent to commercial programs have been sold. But perhaps WFMY-TV's "secret weapon" is contained in its ability to draw a viewing audience by its local fare.

Despite the fact that WFMY-TV has the use of only one camera, a film chain and balopticon, its program department has been doing an outstanding job in local programming.

One of these features is the "Carolina Rangers," sponsored by a local furniture chain with stores in Greensboro, Burlington and Winston-Salem. The "Rangers," via TV, have earned themselves a top rating as a western-hillbilly-folk song group.

Another successful local show is The Tel-Tones bringing tune-fare over piano, organ and drums. It has been sponsored for 39 weeks by two appliance firms, located in Greensboro and in Burlington. The program has been renewed for another 26 weeks.

Other local programs such as TV Song Shop, Requestfully Yours, Musical Mélange, the Cooleater Scoreboard, starring Sports Director Charlie Harville, are popular.

Lays Stress on Local Programming

The station has operated with 60% of program time devoted to local shows. The balance is divided into network programs and film shows. Pilot Life Insurance Co., a leading insurance firm of the Southland and sponsor on the station since its inception, has been paying the tab for Crusade in Europe, the now TV-famous film on Gen. Eisenhower's literary piece. Pilot Life is backing a new show, continuing its long sponsorship.

Directing the WFMY-TV operation is a well-balanced and experienced executive corps. Heading the WFMY-TV-FM operation is Gaines Kelley, general manager. Starting with the Greensboro News Co. as classified advertising manager, Mr. Kelley plunged into the art of broadcasting when appointed...
Mr. Lamb to manage the firm’s radio-TV operations.

Under his supervision are the following:

Robert M. Lambe, commercial manager, who had previous experience in AM operations in Asheville, N. C., and Memphis; George Currie, program director, who came to WPMY from WICU Erie, Pa.; Carl Lamb, station manager, and Carl Jeffress, business manager.

The tie-up between television programming and radio is logical. The firm started The Greensboro Record more than 60 years ago and now operates the only morning and evening newspapers in the community.

WPMY-TV’s tower lords 1,298 feet above sea level and is adjacent to the studios and transmitter.

Three weeks prior to the opening date, an unexpected dose of excitement was added to preparation when the tower fell during its raising. It was righted in the nick of time.

Compact Layout

For All Studios

TV studios, and those of FM, are in a single building located beside the News structure. On the main floor are studios and program department offices; film editing rooms are on the lower floor. A total of both FM and TV transmitters and control rooms.

Although the station is the only TV service in the productive market area, Mr. Kelley recalls, “We learned the hard way that television is big business.” And that is the way WPMY-TV, with an estimated $400,000 investment, is operated.

Mr. Kelley reports 49 local advertisers from six cities in the area as station clients, with future commercial prospects “more than a hope.” Mr. Lambe adds: “This is not a local station, it’s a regional sales job.” The WPMY station sales staff is carrying that thought through.

Although only a year old, the station already has piled up a wealth of success stories. National business is at an all-time high. Exponential growth in “leaps and bounds.” The station estimates if conditions don’t change radically, business will more than double in another year.

Fremont advertising agencies now are adding TV to their campaigns. The station is making commercial films for such firms as Fleetwood Coffee and Kingdown mattress.

Of the future, Mr. Kelley says the emphasis will continue on “the entertainment and enlightenment to Piedmont televiewers,” keeping sights on sports, religious and news events. Citing education as an important adjunct to its services, Mr. Kelley continues:

FREELANCERS

TV FREELANCE writer contract demands upon NBC-TV, CBS-TV and ABC-TV were announced in New York last week by the National Television Committee of the Authors League of America, representing the Writers Guild, Radio Writers Guild, Television Group, Screen Writers Guild, Dramatists Guild and Screen Composers Assn., all league affiliates.

A one-year contract was proposed with provision for re-openings of minimums after six months and 100% union shop, and the following terms:

Bargaining unit to comprise all TV writers, except staff writers and “certain employees of affiliated networks, including artists and parts of the music.”

Use of material except for television to be reserved to the writer, and copyright to be in his name. Except for syndication deals, use is to be on a one-shot basis within specified time limits. Telecasting to be simultaneous over all affiliated stations, except in syndication and any agreements not to be used within 30 days of first telecast.

Wage minimums include: Telecasting time, $1,250 for 10 commercials or 25 regulars; $750 for 25 commercials or 50 regulars; $500 for 50 commercials or 100 regulars.

For first telecast, the writer is to receive 50% within two days after contract is to be in. Additional use; background for $750 and sustaining for $1,050, additional use for $450 per week. Expiration of contract.

Other terms:

- Payment due within 30 days after each telecast.
- Out of respect, the writer is to be notified of any changes in policies or in contracts.
- Each writer is to be given a copy of the contract.
- A dollar increase every five years.
- Disputes to be handled by a three-man arbitration board.

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NBA’S PLEA

Ask Boxing TV Review

A POSSIBLE conference between TV network and boxing officials to explore means of “reviewing commercial boxing” was seen last week in New York following a declaration by Abe J. Greene, National Boxing Assn. commissioner, that television is killing the fight game at its roots.

It was reported that he was speaking for Archie Hindman and Harvey L. Miller, president and executive secretary of NBA, as well as for himself. Mr. Greene made it clear that this is not an attack on television, but rather an appeal to TV to harness its benefits to boxing.

Paid-attendance fan interest is dwindling in an alarming manner, he said. The failure of fans to respond is destroying the smaller clubs, where embryo major-event fighters develop. Such development is “unrealizable,” he said. “Hungry” promoters, because of radio and TV commitments, “skycroket unprepared youngsters into main events.”

...Through our program department we have loaned our facilities to the University of North Carolina for their television courses, telecast programs for the Greensboro public schools, and Guilford College. Our policy at WPMY-TV is to see that the well-learned recognition of the Greensboro News Co. will be part of this station at all times.

Contract Demands Announced

AMERICAN RELEASING Corp., 1746 N. Las Palmas, Hollywood, has entered commercial field with new Television Spot Division. Currently producing series of spots for Mission Bell Wineries and Petri Wine; agency Young & Rubicam. Bill Faris is producer and Hugh Harman is directing animation. ARC is employing experienced advertising men to interpret needs of advertising agencies.

Owl Drug Co., Los Angeles, has contracted for 78 1/2-minute musical TV films from Snader Teleictures Corp., Beverly Hills. Films to be telecast for 15 weeks on KTLM(TV) Hollywood. Package tentatively titled Night Owl Varieties, to be emceed by Stan Chambers. Total weekly expense of package for station reported to be around $4,000. If program successful, drug company plans to expand to New York, San Francisco, Boston, Atlanta and Fort Worth.

Harry Lehman of One-Tel, Los Angeles, producing three TV films for Optimist Club for showing on 60 stations during National Optimists Week Nov. 12-18. Marian Richman, radio actress, and Dewey Butler, TV actor, did voice work on four TV films, Chimplock Hams, series recently completed for Bing Crosby Enterprises by Courneous Productions, Los Angeles.

ABC-TV Adds

IN ORDER to accommodate the rapidly growing number of TABC is expanding its New York TV Center to include two new studios and three film preview rooms. This brings the total of TV studios in the Center to seven, and will enable ABC to eliminate “parcelling out” of TV production in network studios. Additions should be in operation by Nov. 1.
Court Color Test
(Continued from page 58)

have an approximate $100 million dollar investment in television, the complaint asserted. NBC's television broadcast operations represent more than $8 million investment in manufacturing plants, equipment and real estate representing more than $35 million investment, the court was told. RCA's gross investment in manufacturing and receiving equipment and tubes is at the annual rate of over $400 million, the complaint said.

The total present investment of the TV broadcasting industry was estimated at ''not less than $300 million,'' with gross sales of $1.1 billion annually. Investment of the TV broadcasting industry was at $80 million, with gross income of $25 million.

The complaint charged that the FCC's decision would inflict irreparable injury on TV manufacturers, by decreased set sales, and on broadcasters as well as present set owners.

It said it is in the process of manufacturing and marketing TV sets which will have a retail value in excess of $10 million; that it has already sold contracts for parts and components worth $5 million, and that RCA Victor Distributing Corp. has a TV set inventory approximating $1 million.

It also reiterated that the demoralization of the market resulting from [FCC's] order will seriously impair the RCA opportunities to sell these receivers.

Investment Cited

With its $8 million investment in TV sets, the court was told, NBC was ''just beginning to reach the point where some of [its] losses could be recouped'' when FCC's order was announced. The order will serve either ''substantially to dilute the television audience or to force NBC to commence incompatible color broadcasting,'' as well as ''the demoralization of the market resulting from [FCC's] order will seriously impair'' RCA's opportunities to sell these receivers.

Approval of the CBS system will alter the future adoption of the RCA system, without which RCA's ''large investment in the development of its compatible color television system'' will be ''substantially impaired,'' the complaint said.

Referring to the possible loss of TV audiences, the court said:

There is a reciprocal relationship between the number of TV receivers in the hands of the public [the television audience] and the amount of money which the broadcaster is able to render to the public. The broadcasting of television programs is supplied primarily to advertisers, and the value of such time [and the revenue derived from such programs] is dependent primarily upon the size of the audience which may be reached by the broadcaster.

Claim Enough Sets

RCA claimed there are enough sets operating now where the large enough audience, so that shows can be sold and telecast without a loss to the broadcaster. Differentiating between back-and-white standards and the CBS color standards, the brief contended acceptance of black and white, which FCC approved in 1941, ''has not been inadequate for any other industry or public service."

It said, ''institution, development and growth of television now appears possible because FCC standards were of ''high quality, and adopted with express views to protect the public good.''' Universality, obscenity, and Manufacturers, it contended, would ''be substantially helped by FCC's colorcasting."

The court said, ''It will be substantially harmed by FCC's action.''

Complaint alleged FCC's notice of the hearing preceding its rates proposal made no mention of such standards. RCA quoted a Commissioner as saying in his dissent: ''The subject of bracket standards was not at issue in the hearing. The subject . . . was a new concept in field and line scanning proposed after the hearing record closed. It came as a surprise to the industry and was not based on information appearing in the record of this proceeding.''

RCA asserted FCC based the decision on evidence which did not support the FCC's findings.

FCC report showed the Commission did not understand various aspects of the RCA system, RCA contended.

RCA charged enforcement of the FCC order will affect the following:

- All television sets will be unable to get some of the television broadcast services;
- CBS color shows will not be received on sets now in use unless sets are modified, and in many cases modification is impractical;
- Cost of sets would be substantially increased.

The court said, ''It will be substantially harmed by FCC's action.''

BROADCASTING

FIFTY-FOUR of the nation's 107 television stations have no plans to use the CBS color system recently approved by the FCC, according to a panel discussion held by the Hallicrafters Co., Chicago.

William J. Halligan, president of the company which manufactures radio, TV and other communications equipment, sent wire to each TV operation inquiring when it would commence CBS colorcasting. He received 53 replies, three of which revealed stations are planning to carry CBS colorcasting, but had not dropped plans.

Forty-five of the stations remaining were those that had not when colorcasts could begin ranged from 2 to 10 years.

"Are you kidding?" asked KDVL, Salt Lake City, in reply to Mr. Halligan. "How can we telecast color and who would receive it if we could?"

"Our crystal ball is a little hazy today," wired WCP0-TV, Cincinnati.

CBS Affiliates 'Reluctant'

The Hallicrafters president declined to reveal call letters of other respondents, but said two CBS affiliates had indicated they would only be reluctant to carry the CBS colorcasts if and when they were fed over the network, but had no time available.

Telecasters are ''no more anxious to have an incompatible color system pushed down their throats than are the manufacturers," said Mr. Halligan.

He said he had sent out questionnaires to get information for his company's dealers and distributors.

Other typical replies:

- "No plans. CBS can work if we have been urged that it be on a compatible basis. Our first obligation is to get our stations up and running," said one.
- "No public clamor hereabout for TV color," said one East Coast station.
- "Happy with black-and-white color. Premature and impractical."
- "We want plans, but do not contemplate any CBS color broadcasting at this time."
- "We have made no plans. Please we would arrange to do so on Commission's order.

AT&T Facilities
(Continued from page 58)

"should not await the filing of further pleadings" in connection with DuMont's formal complaint, copies of which have been sent to AT&T and the affected Bell System companies together with a notice demanding satisfaction of the complaint or submission of an answer not later than Oct. 30.

The $8 million networks "and all TV broadcast station permittees and licensees who are now, or may be, customers for intercity video service" were given permission to "intervene and participate fully" in the hearing, provided they notify FCC by Nov. 1 that they intend to do so.

Some 20 Bell System companies as well as AT&T were made respondents in the proceedings, along with "all other carriers concurring in AT&T Tariff FCC No. 216," under which the usage allocation was made.

Networks Have No Comment

The networks had no immediate comment on the investigation. It was assumed that both DuMont and ABC-TV would support this move by the Commission as well as the AT&T move to challenge the FCC rules to balance network competition. By the same reasoning, resistance was expected from NBC-TV, which would be hardest hit by the competition-equalization plan, and CBS-TV, which would be the secondary victim.

AT&T reiterated the position it took when the proposal to equalize network competition was issued— that is, that AT&T's role is to provide circuits; that the difficulty does not arise primarily from lack of circuit, but that AT&T expects to be paid by the networks, and to stations to make mutually satisfactory arrangements, and that the telephone company made the present allocation only because that is what the "networks" failure to agree among themselves.

PROMISING to cooperate fully in any effort to improve the situation, AT&T pointed out that its network facilities "have been expanded very rapidly," now serving 72 stations in 42 communities. "The facilities devoted to television service cost over $70 million and serve an area popu-
lately by over 70 million people," the company said.

Subjects which FCC spelled out for consideration included the basis, justification, and reasonableness or unreasonableness of AT&T's current allocation; the basis upon which future allocations would be made by AT&T and the respondent Bell System carriers; the "impact of network facilities allocations "upon present and future competitive operations in the field of network television broadcasting."

Text of Tentative Issues

Portion of the FCC order designating "specific matters to be considered,—without in any way limiting the scope of this investigation on the basis, justification, and reasonableness or unreasonableness of AT&T's current allocation; the basis upon which future allocations would be made by AT&T and the respondent Bell System carriers; the "impact of network facilities allocations "upon present and future competitive operations in the field of network television broadcasting.""

NIELSEN INDEX

TV Report 100% Audimeter

BEGINNING with its first report for September, the National Nielsen Television Index is being produced 100% by Audimeters, A. C. Nielsen, president of the Market Research Co., disclosed Thursday.

"This important to the broadcasting industry should be a fact that now, for the first time, advertisers just getting into television, or sponsors with both radio and television "will have a complete service which measures both advertising media by the same methods at the same time, by a proper pooling of all radio and TV homes in the U. S." Mr. Nielsen declared.

In the first September report are included:

(1) Two TV networks report monthly each basis week of sampling; (2) four weeks of network telecasting covered each month with individual week ratings available on most shows—optional and at nominal cost; (3) faster delivery, with a one-week improvement in the September report delivery time and two- to three-weeks improvement on subsequent reports; (4) reliable projections of number of TV homes reached and to the "companion set" as defined by Zenith, Muntz and Philips; (5) addition of color ratings for 34 markets.

Mr. Nielsen said that beginning in January important analytical data will be available through an NTI selected, fixed sample, and Audimeter-produced minute-by-minute records for viewing:

(a) Ratings in cable connected stations only or in special combinations of cities chosen for reason of popularity measurement under identical competition; (b) minute-by-minute audience; (c) cumulative audience; (d) duration and frequency of viewing; (e) duplication of audience between network TV programs or between network TV and network radio programs. (The latter are measured by identical means in a common sample of home.)

The NRI president said there would be no change in the national NTI rate structure through December 1950, but that by the next year both complete and ratings services would be available on a "fair contractual basis, the latter on the two reports per month basis and at rates only increased over present price structures."

Texas Buys Opera

OPENING performance of the Metropolitan Opera will be telecast for the third year over ABC-TV under sponsorship of The Texas Co., which also sponsors Saturday matinee telecasts of the opera over ABC-TV. First opera performance of the season will be the evening of Nov. 6.

PHONEVISION

FCC Grants Test Delay

FCC last week granted Zenith Radio Corp.'s request for a 30-day delay in the scheduled Oct. 1 commencement of its Phonevision tests [TELECASTING, Oct. 9].

The tests, covering 300 Phonevision-equipped homes in Chicago, are now slated to start Nov. 1 and continue through Jan. 29, 1951.

The 30-day delay was sought because Zenith had been unable to secure "enough good film to conduct the test properly for 90 days." But Zenith officials said "recent developments" made it likely that "the first cross-section of Hollywood feature productions" would be available by Nov. 1.

Borden on NBC-TV

BORDEN Co., New York, effective Nov. 22 will sponsor Peter Lind Hayes and Mary Healy on NBC-TV, Thursday 8:30-9 p.m. Show previously was expected to go on CBS starting Oct. 31, but that network was unable to clear stations and thus the agency, Kenyon & Eckhardt, New York, bought the NBC time.

COLOR television "company sets" attachable to existing TV receivers were promised for delivery before Christmas by Earl Muntz, head of Muntz TV Inc., in New York last week. Although the price has not been determined, he said it would be "relatively low."

Between $200-$500,000 will be spent on radio spot and newspaper advertising throughout the country, he announced. A breakdown of amounts allocated to each medium was not revealed.

The "company set" will be a separate instrument to stand side by side with the old set, which must be fitted with a plug and a control knob. With the two sets, the owner can receive either color or black-and-white, but not simultaneously. The old set will receive the color signal, and the new set will screen it.

"Company sets" will have a 12¾-inch screen, regardless of the old-set screen size. Although presumably no one would want an exclusively-color TV set until such time as all TV stations transmit in color, Mr. Muntz said that parts from the old set could be transferred to the new set and make it a complete color set.

'COMPANY SET' Muntz Starts Color Units

Among the smartest buyers of local advertising media, are retail food advertisers. That's why it's a real endorsement of W-L-W's productivity to have outstanding food chains in each of its three cities buying across-the-board daytime programs...

ACADEMY of Radio Arts, TV department, Toronto, conducting lecture series to train personnel for video.

WITH ADVERTISERS WHO KNOW TV BEST, IT'S W-L-W TELEVISION

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TV Allocations
(Continued from page 61)

In which the buying public needn't the added expense and inconvenience of adding adaptors in order to receive additional channels on market-channel television receivers.

FCC Counsel Plotkin, however, wanted to know if TBA had surveyed manufacturers to find out if they would incorporate these changes in their sets. Mr. Preston said no such survey had been made. Mr. Plotkin further attacked TBA's basis that it now is "reliable" to establish transmission standards in the UHF. While TBA supported use of VHF standards for the UHF, Mr. Plotkin said this did not include the new color TV standards.

TBA further argued for FCC to maintain a separation of 75 miles between stations where oscillator interference would be expected and separations of 58 miles and 75 miles in areas where color interference may be expected.

Mr. Plotkin said he challenged TBA's basis for assuming the Radio-Television Mfrs. Assn. has recommended an intermediate frequency of 41.50 mc for sound and 45.50 mc for picture carrier to reduce radiation. He doubted RTA had authority to stabilize in the industry use of the IF on the "high side." In a verbal tussle with Mr. Plotkin concerning the FCC counsel's attack on the failure of TBA to provide supporting evidence with its conclusions, Thad H. Brown Jr., TBA counsel, commented, "We thought you'd like to hear from us." Mr. Plotkin replied affirmatively but observed, "Only it doesn't mean much to us."

Mr. Plotkin also asked TBA if it thought it was being helpful when it failed to study what effects its plan to solve oscillator radiation would have on services other than TV, such as those pertaining to safety of life. "How can you make a recommendation if you didn't study it?" he asked.

Similarly he criticized TBA's failure to consider FCC's proposal to assign five channels below 500 mc to common carriers as well as proposals on Stratovision and Poly-casting.

Mr. Plotkin observed that the TBA evidence was not supported or qualified and not in the personal knowledge of the witness, but upon the protest of TBA counsel, he withdrew the observation and moved the full TBA presentation be stricken from the record. FCC denied this motion but admitted the evidence which also included a "sample" East Coast allocation plan, with realization of its "limitations."

Frank J. Bingley, in charge of TV research for Philco Corp., outlined Philco's experience in measurement of UHF signals in Bridgeport, Conn., and Washington, D.C. He said Philco believes that "fundamentally there is no reason why the UHF band cannot provide a satisfactory broadcast service. He said Philco's results show that UHF service in Bridgeport is good although its range is somewhat limited."

Mr. Bingley stated that at his home in Meadowbrook, Pa., 125 miles from Bridgeport, he failed to identify the NBC experimental station and also failed to find NBC stations when no signals were picked up in Washington, 255 miles away, he stated.

While testing in Washington with reception of the lower power NBC UHF stations only three were "good" as Bridgeport, Mr. Bingley testified. The larger, metropolitan service area in the UHF band, Mr. Bingley said, is not suitable for the UHF service by metropolitan areas and there is some possibility that New York, with its many high buildings, would present a "difficult problem."

Mr. Bingley contended oscillator radiation was a receiver problem and not a problem as was the case for favored off-set carrier operation to reduce co-channel interference.

Murray Testimony

Albert F. Murray, consulting engineer, presented details of the Bridgeport and Washington UHF reception tests which he conducted or supervised for Philco. Murray said he believes there appears to be no great difference between UHF and VHF as far as ghosts are concerned; receiving antenna positions are generally critical in UHF; shadow effect of obstructions in UHF is more serious than in VHF; and the absorption of buildings and trees is greater in UHF, and to secure the desired voltage input at the receiver from a UHF signal of given intensity a higher gain antenna is required than VHF. He also found UHF home installations no more difficult than VHF.

To questioning by Comr. Hennoch, Dr. Murray stated "we have reached the creative and development stage in UHF" and that without the FCC proposal in Bridgeport, "we wouldn't be where we are in the UHF field today." He considered the Bridgeport transmitter, one of the first going into commercial operation. After further extensive questioning, Comr. Hennoch observed that apparently the proposed allocations mean something to people in the meager scientific data. She said, "Again we are creating and giving things about which we know little because of lack of information."

Dr. Thomas T. Goldsmith Jr., DuMont director of research, underook presentation of the extensive DuMont evidence Thursday afternoon which he was expected to complete on Friday.

DuMont's revised national-wide allocation plan was introduced Thursday afternoon by Dr. Goldsmith, who also continues presenting the extensive DuMont evidence on Friday. Dr. Goldsmith, although noting discrepancies in both basic and specific allocation areas of the FCC, agreed with the Commission plan to separate co-channel VHF stations by 220 miles and UHF outlets was more satisfactory.

The revised DuMont plan, Dr. Goldsmith stated, is based on eight major factors:

1. The 12 present VHF channels are utilized to fullest extent, four channels per city where possible. 2. Forty-eight additional channels required to supplement the VHF national allocation plan. 3. Twelve additional UHF channels are reserved to take care of "forgotten man" in smaller cities not included in general plan. 4. Nine more stations proposed for non-commercial, educational stations. 5. VHF and UHF frequencies are employed in manner to provide four channels in most major markets for VHF and UHF and UHF intermix is minimized. 7. In order to retain present plan, it has been necessary to earmark certain limited VHF cities as future UHF cities to be used with elderly expansion proposed. 8. Plan takes cognizance of interference factors not previously considered, including remote oscillator radiation and protection against image interference.

SMPTA Award

Confederated on Zworykin

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Laboratories Division, RCA, last week was awarded the 1960 Progress Medal of the Society of Motion Picture and Television Engineers. The award was presented at the SMPTA's 66th semi-annual convention, Oct. 16-20, at Lake Placid, N. Y., and cited Dr. Zworykin's basic research and developments that contributed to present day television's status. Other major awards given by the society were the Samuel L. Warner Memorial Award Medal to Charles R. Fordyce, Eastman-Kodak Co., for research and development leading to commercial adoption of safety film; and the Journal Award to Dr. Frederick J. Kolb Jr., Eastman-Kodak, for his technical paper, "Air Cooling of Motion Picture Film for Higher Screen Illumination," adjudged the best to be published in the society's Journal in 1949.

Election of Officers

In elections prior to the opening of the convention last Monday, Peter Molé, Mole-Richardson Co., Hollywood, was elected SMPTA president, and Earl L. Span-able, current president. Herbert Barnett, General Precision Labs, Pleasantville, N. Y., was named executive vice president, and John G. Frawye, Westrex Corp., Hollywood, was elected editorial vice president.

They will take office Jan. 1, 1951.

Officers re-elected were William C. Kunzmann as convention vice president and Robert M. Corbin as secretary-treasurer.

Other officers of SMPTA include: Fred T. Bowditch, engineering vice president; Ralph B. Austrain, financial vice president, and Frank Cahill, treasurer.

New board of governors, also to take office Jan. 1, includes: William B. Lodge, CBS; Oscar F. Neuem Mowe Products Co.; Frank E. Carlson, General Electric; Malcolm T. Townley, Bell & Howell; Thomas T. Moulton, 20th-Century Fox; Norwood L. Simmons, Eastman-Kodak; Lloyd Thompson, Calvin Co.
RADAR NETWORK

TV Won't Interfere—USAF

"TELEVISION won't bother radar operation and the Air Force has experienced no such phenomenon." a Defense Dept. official has told Broadcasting, in reply to a query arising out of discussions in the past few months relating to possible blackout of TV in the event of air attack.

While TV transmission may have little effect on radar, the latter's impact on TV is "something else again," he added.

In any event, said the official, who declined to be quoted by name, most radar operation today is conducted in the "super high frequencies (3 to 30 million mc)" and the UHF. Some World War II equipment entailed use of the UHF and SHF frequencies, he noted.

The official said that much of the new equipment now being produced, which will serve as backbone of the new permanent radar network, will utilize SHF and some ultra highs. Network will be completed by mid-1951 at an estimated cost of $26 million.

According to Le John McCone, undersecretary of the Air Force, the screen will consist of 24 key stations and a hookup of smaller centers. The network was authorized by Congress last year.

Question of TV interference with radar was raised among FCC, military and industry officials two months ago, at which time it was stated that radar may conflict with television only in the event some obsolete equipment is used.

H. L. BALDWIN
Agency Executive Dies


Mr. Baldwin was a graduate of Mercersburg Academy and attended Columbia U. and New York U., and had been with the Richards agency for seven years. Surviving are his widow, three sisters and one brother.

CBC Board Meet

NOVEMBER meeting of the Canadian Broadcasting Corp. board of governors is to be held at Ottawa, Nov. 16-17. No agenda has been announced as yet. With the Royal Commission on Arts, Letters and Sciences report expected soon, television licenses for other than CBC stations may be discussed.

WHBF Moves Studios

STUDIOS and offices of WHBF-AM-FM-TV Rock Island, Ill., have been moved to the Telco Bldg., adjoining the station's 485-ft. TV tower at Third Ave. and 18th St. in the downtown district. Sales and general offices will occupy the second floor of the building, while AM-FM-TV control rooms, studios and TV transmitters will be housed on the third floor.

TRIBUTE to WPJB Providence's new Bond bread show, Student Radio Club, is given at its premiere by (l to r) Margaret Lyons, production assistant; John O. Muthing, manager, General Baking Co.'s bond bread branch; Mrs. Clarence Haley, production assistant; H. William Koster, station manager; Virginia Lyons, producer; Harmon Hyde, station program director; Robert Peckham, assistant manager of the Bond bread Providence branch. Program is a new weekly feature on WPJB.

FM AUDIENCE DISSECTED

Survey of WFLN (FM) Shows 'High-Buying'

COMPLETE dissection of an FM-only station's audience, from ear habits to reading preferences, shows the typical listener is a high-buying individual enjoying most of life's comforts, particularly his FM receiver.

The audience of WFLN (FM) Philadelphia is laid bare in intricate detail in a survey conducted by Lee Ramsdell & Co., advertising agency. The survey is described by Raymond S. Green, WFLN general manager, as the first "depth audience profile of its kind in the radio industry, AM or FM."

Based on what Gerald F. Selinger, agency vice president, calls a "startling 46.6% response," the 71-question survey produced a vast fund of information on 1,960 families.

Penetrating Study

"Although such data are regularly obtained by printed media, up to now no radio station has made the attempt to delve so deeply into the private life of its audience," said Mr. Green. "This audience is portrayed in the survey as representing Philadelphia's select-upper-income families. Shown in detail is the story of how and where they work, bank and invest; shopping, leisure and living habits, along with a host of other facts.

Suspecting that its audience would respond to a questionnaire—even a 71-question document—WFLN contacted 3,776 homes. The largest group, 76%, consisted of subscribers of WFLN's monthly program guide. Another 9% included persons who had written to the station within the year. The remaining 19% comprised names from general selected lists."

Sure enough, the first group's response was 83.7%. The second group delivered a return of 42.7% and surprisingly the general list pulled an 18.5% response. Respondents answered an average of 85% of the questions.

The 19-county Philadelphia audience of WFLN, according to the survey, has a median family income of $7,125 and head-of-family income of $5,950. The median age of the audience is 44 years and more than half of the survey audience over 18 years of age—51.6%—are college graduates, with 42.9% of all adults high school graduates.

Ninety percent of house dwellers own their homes, with 42.8% of the homes valued at $16,000 or more. Of the survey respondents, 71.5% live in a house. As to banking habits, the data show 91% have checking and 26.9% savings accounts; 14.6% used loan services; 28.7% maintain bank vault facilities; 48.4% maintain bank safe deposit facilities.

Eighty-one percent of the homes have life insurance and 50.1% buy their insurance or investments according to a planned program; 40% own stocks; 46.4% own bonds; 31.2% bought a stock or bond within six months; 79.2% own one or more cars; 76% have department store charge accounts.

Skill Classification

Over half of family heads hold positions in the professional or semi-professional fields, with occupations rated in this order: Engineer, executive, sales, teaching (college or public school) and chemist.

Magazine reading habits were analyzed, showing these five magazines read most regularly: Life, 49.8%; Time, 37.1%; Readers' Digest, 34.8%; Saturday Evening Post, 37.4%; New Yorker, 25.1%.

Respondents indicated they spent an average of 3.6 hours a day listening to the station or 22.5 hours a week, with 12.2% saying they listen between 40 and 70 hours a week.

Vast quantities of information are provided on buying habits of the audience, including names of banks, stores and other business places where listeners spend their money. Home appliances and equipment are covered in detail.

The survey shows that 50.7% buy more records as a result of listening to the station. In the case of those having record players (85.5% of all replies,) 64.4% buy more records and 25.1% fewer, with 9.1% answering "no change in time."

Only 24.1% of respondents own TV sets, well under the Philadelphia average, but 16.2% said they planned to buy a new set.

Analyzing movie attendance, the survey showed 10.3% go weekly, 17.5% twice monthly and 34.6% monthly. In the case of legitimate theatres, 1.4% attend weekly, 5% twice monthly and 34.6% monthly. Those who attend concert and opera events listed Academy of Music 60.1% and Robin Hood Dell 11.1%.

WHBF Moves Studios

STUDIOS and offices of WHBF-AM-FM-TV Rock Island, Ill., have been moved to the Telco Bldg., adjoining the station's 485-ft. TV tower at Third Ave. and 18th St. in the downtown district. Sales and general offices will occupy the second floor of the building, while AM-FM-TV control rooms, studios and TV transmitters will be housed on the third floor.

WERD Atlanta

860 Kcs, 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 5 A.M. to 12 Noon . . .

Network Station A 25.0%
Network Station B 17.5%
Network Station C 18.0%

W E R D . America's first and only Negro owned radio station, offers YOU the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:
Interstate United Newspapers, Inc.
NEW YORK • CHICAGO • DETROIT

October 23, 1950 * Page 67
Mr. Petree had been president of James McCrery & Co., a department store, and vice president of Associated Dry Goods Corp., a department store holding company, both in New York. He also served as president of the New York Retail Dry Goods Assn., which certainly has been radio-minded, and vice president of the New York State Council of Merchants. In these capacities he consistently espoused the cause of radio.

Among his other associations were: Scarsdale National Bank & Trust Co.; Better Business Bureau; Fifth Avenue Assn. (all of which he served as director).

Neil Petree was born in Norborne, Mo., on March 18, 1889, and his family moved to the West Coast in his early years. After graduation from San Jose High School in 1915, from Stanford U. in 1919, and a year’s service during World War I with rank of first lieutenant in the U. S. Air Corps, Mr. Petree took his first job as men’s furnishings buyer for Weinstock Lubin Co., Sacramento, in 1920, and later was named merchandising manager.

In 1924 he went to San Francisco and joined Hale Bros. Department Store as general merchandise manager. He remained there five years, then headed for the East Coast.

When Mr. Petree returned west in 1938, he was instrumental in helping Barker Bros. plan a program that would appeal to those interested in building and decorating new homes or in redecorating old ones. Thought originally aimed at a “selective audience,” the program, Background for Living, maintained a high rating among afternoon listeners.

The show was conducted by an experienced lecturer and consulting decorator, Edgar H. Willemen, who heads up Barker Bros. Home Advisory Bureau. Each session touched on some phase of interior decoration or closely allied subject, and contained a straight commercial, sometimes relating to some item of merchandise or to some store activity.

Last year, in July, Mr. Petree and Barker Bros. felt the time had arrived to show visually on television what they had promoted orally on radio. And so each week, for 18 minutes, Mr. Willemen conducts a television program complete with room settings and interesting merchandise. Additionally, the show features a “Television Special” of which, accrued some “phenomenal results.”

Cognizant of TV’s display power, Mr. Petree has indicated that Barker Bros. may well expand its use of video in the foreseeable future.

Earned Cavalier Award

Mr. Petree’s record may be succinctly appraised in noting that he won the Cavalier Award in 1942 as the outstanding merchant who did the most for GI’s that year. He likewise has established himself as a champion of retailers’ radio through the years.

His achievements and appointments also have fanned out so much as to represent an individual Who’s Who. From April to November 1942 he acted as Southern California representative for OPA, and then was named assistant regional administrator for OPA’s eighth region.

From July 1942, he has served variously as vice president and director of the Los Angeles Chamber of Commerce, president of the Downtown Business Men’s Assn., president of Stanford U. Alumni Assn., and president of the Los Angeles Area War Chest, as well as Southern California director of the Committee for Economic Development.


Other associations include the Hollywood Turf Club Associated Charities, of which he is president; Stanford Graduate School of Business, where he serves as consulting professor of merchandising; and the Southern California Committee for the Hoover Report, of which he is chairman.

In his “spare” time, Mr. Petree also joins in activities of the California Club, Bel Air Bay Club, University Club, Los Angeles Country Club, Sunset Club and Chapparal Club.

**WLP Operation**

**Goes 5 kw, Starts FM**

POWER increase from 250 w to 6 kw day, 1 kw night and inauguration of regular FM programming have been announced by WLP & Lexington, Ky., one of four stations owned and operated by G. A. More N’ and J. Lindsay Nunn. Station is changing from 1450 ke to 630 ke, a regional frequency.

Coincident with the 5 kw AM operation, WLP-FM is offering simultaneous programming, day and night, with 4.6 kw ERP on 94.6 mc, to its newly-drawn regional contour. FCC gave its final approval last Feb. 24, and construction work on the new grant was completed within 139 days. WLP is an ABC affiliate headed up by J. Ed Willis as general manager and Wilmer Walsh as assistant manager. Both are directors and stockholders in the company.
EVENING SHOPPING • • •
WTAG-AM-FM, Worcester, Mass., cooperating with Worcester Telegram-Gazette, Chamber of Commerce and local merchants in promoting city's Wednesday night shopping facilities. Amateur show, Talent Shop, aired Wednesday evenings from stage of Loew's Poli Theatre. Talent is four acts of vaudeville given by workers at industrial plants. Prizes are donated by Chamber members. Show begins at 9 p.m., immediately after stores have closed, and is followed by main feature.

MERRY MUSIC • • •
WNOX Knoxville, Tenn., sends trade small yellow and black folder promoting its Midday Merry-Go-Round show. Program has been eeced by Lowell Blanchard for past 15 years. Pictures of talent and audiences illustrate folder. Lineup of other promotions covers back of folder.

IMPORTANT DJ. • • •
WBZ Boston, Suzi-Q Show, Oct. 13, 7-9 a.m. Disco show featured Mayor John B. Hynes, who spun records, chatted and urged listeners to do so to special Christmas gift for Boston soldiers in Korea. Purpose of fund is to send boys large parcels of gifts from their home town.

CONTEST CLIMAX • • •
KPOA Honolulu, T. H., sponsored weekly scoring contest during summer broadcasts of Mutual's Major League Game of the Day. All winners in weekly contest were eligible to enter World Series scoring contest. First prize was 1960 Hudson convertible. Beauty contest was held, and winner made public appearances in car during Series week. Over 20,000 mail pieces resulted, station reports.

MEETINGS AIRE • • •
WHAT-AM-FM Philadelphia exclusively broadcasts, by delayed recording, all meetings of Women's National Press Club of Washington, D. C. Programs are featured as part of station's morning commentaries on news. Each meeting features guest speaker, whose address will be part of WHAT'S show.

STORM MAP • • •
WLBD (FM) Miami Beach, Fla., promotes its storecastings service with hurricane map. Map shows East Coast and Gulf of Mexico with markings signifying previous storm paths. Range of damage done by storms in 1949 is included as well as frequency table of hurricanes. Station's call letters are carried in upper left-hand corner.

COLUMNIST'S HOST • • •
WBT Charlotte, N. C., What's Cookin'? Show's m.c., Kurt Webster, recently played host to Earl Wilson and his wife. Famous columnist was interviewed while in Charlotte for opening of annual Southern States Fair.

SHOESTRING TIES
WGRG Louisville sending radio timebuyers "Kentucky Colonel" black shoestring ties. On inside back of tie—where slipping tie under his collar—are station's call letters in white type nearly an inch high. Tie also carries announcement that WGRG now has 5 kw on 790 kc.

BALKIT SERIES • • •
WMAR-TV Baltimore, This Is Baltimore, Mon., 7:15 p.m. Series documented by station's staff and sponsored by Savings Bank of Baltimore. City's port, libraries, schools, museums and industries are featured in shows. Agency is Mahool Adv.

WIDA MAILING
WIDA Memphis, Tenn., sends trade orange oversize card. Back of card introduces two of station's Negro stars, Nat Williams and "Hot Rod" Hulbert. Hooper ratings for stars and station's BMI data are tallied with Negro population and buying power figures. Advertisers who have successfully used station are named.

FRATERNITY ROW • • •
WASK Lafayette, Ind., WASK Makes Fraternity Row, Wed., 7-7:15 p.m. Gerry Mohiman & Son Jewelers, sponsor. Each of Purdue's social fraternities is allotted 11 minutes of 15-minute spot for singing of its songs, and discussions of its history, size, outstanding members, programs and other material.

WTAR RELEASES • • •
WTAR-FM-TV Norfolk, Va., sends trade small booklet complete with colored drawings. Titled "That the people may hear... and see..." illustrations and text tell history of stations, pointing up their service to Norfolk market. Copy of WTAR's contribution to local time capsule, including letters from Congressmen and stations' president, also sent to trade. Capsule will be opened in year 2050.

SELLING BONDS • • •
U. S. Savings Bonds Div., Treasury Dept., announces series of four 15-minute radio shows recorded by Barnee Breskenin and Barnee-Lane Shoreham Hotel orchestra. Shows have Christmas theme and are open-end for local commercial sponsorship. Platters being distributed to 1,000 stations, but are not included in Guest Star series.

STARRING STATION • • •
KDAL Duluth, Minn. Station's participation in annual Duluth Fall Festival played up station's and network's theme — "KDAL and CBS... Where the brightest stars shine!" Small boys marched in parade covered by four-foot stars — a foot thick from front to back. Only the boys' legs were visible. Across front and back of each star was name of CBS program or star. Station wagon accompanied marchers and taglines were broadcast by KDAL announcers.

SINGING SALESMAN • • •
WMAR Chicago distributes sophia and white folder to trade introducing its "Singing Salesman," Skip Farrell. Cover is adorned with musical notes and small arrows, urging reader to turn page. Large picture of Mr. Farrell and statement on his hold on regional audience complete offering.

SPOTS ILLUSTRATE • • •
WWJ-TV Detroit. Kroger grocery chain, Detroit office, places series of one-minute films on station. Film illustrates advantages of working for Kroger with pictures of employe training school opera-

tions, and emphasize idea of "career job" with company. Agency is Otto & Abb's.

BMB DATA • • •
KOAVer sends trade folder setting forth BMB data on station's day and nighttime audience. Comparison of Denver station's audiences given in smaller folder. Colored maps of Rocky Mountain area illustrate data.

DOG CARE • • •
DOG TALES Syndicate, producer of public service series on dog care for American Meat Institute, offers series to stations without charge. There are 13 12-minute open-end shows in series. No mention of Institute or its products is carried.

'BOOSTER' BOOSTS • • •
KCKX Kansas City sends trade blue and black card beginning, "Use one network station ... add KCKX... (and latch on) $1.2 billion market." Buying power for statistics is given. Market is represented as black block with network station and KCKX shown as balloons buoying it up.

HELP FOR VETS • • •
KPI-TV Los Angeles, Vets TV Center. Quarterly-hourly weekly public service broadcast dealing with veteran problems. Judy Lawton and Mari Green are co-m.c.'s.

KNBC San Francisco helped kickoff Northern Cal. Community Chest campaign in half-hour tape recorded salute from Navy's Treasure Island base.

Available!

The Happy Kitchen, one of the Midwest's greatest and best liked women's programs, is conducted by Nancy Goode. This 9:15 a.m. weekday feature has been on the air for sixteen years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMB-C-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now open.

Promotion and merchandising aids are also a part of the participation. Contact us, or say Free & Peters "Colonel" for details!
OCTOBER 12 TO OCTOBER 19

Grantees 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 12 APPLICATIONS**

0. **ACCEPTED FOR FILING**

Modification of License

KWEN W. Memphis, Ark.—Modification of license to change present site to Chickasha from D to S10 from 5:00 a.m. to 7:00 p.m.

KCCW Chillicothe, Mo.—Modification of license to change present site to Howard Payne Co., Inc., No. 9.

KWHR Kinston, N.C.—Modification of license to change transmitter of operation in place, WKBX

DA-1 to DA-5.

Auction at KYW Pittsburgh, Pa.—Modification of license to change main studio to U.S. Highway 30, Room 160, Broad Beach Hotel, Beach, Miss.

Modification of License

KWMM Fort Smith, Ark.—Modification of license to change frequency to increase power, etc.

License Renewal

KWBY Nashville, Tenn.—License for renewal of license for new station.

License for CP

WKAS Waco, Texas.—Modification of license for new station.

APPLICATIONS RETURNED

License for new station.

KDKR-TV Albuquerque, N.M.—Modification of license for new station.

New commercial TV station for extension of license.

TENDERED FOR FILING

Modification of CP

WEH Billings, Mont.—Modification of CP RTI for change of present site to DA-1 to DA-5.

APPLICATIONS RETURNED

License for CP

WAAL Waukesha, Ohio.—Announcement for new license to new station.

License Renewal

WRBC Redstone, Ala.—Announcement for renewal of license for new station.

License for new station.

KKDO Kechacap, Alaska.—License for new station.

License for new station.

Distribution of CP

KWHB Cushing, Okla.—Modification of license for change of present site to change of pattern of DA-2 to DA-5.

License Renewal

WVRF Fitchburg, Mass.—License for renewal of license for new station.

License for new station.

KOKK Kokomo, Ind.—Modification of license for new station.

Application for renewal of license.

Application for renewal of license.

Renewal of license for new station.

KOMA Phoenix, Ariz.—Modification of license for new station.

Modification of CP

Filing for new station.

KPRC Moody, Tex.—Modification of license for change of site.

APPLICATION RETURNED

License for CP

KZSB Saint Louis, Mo.—Modification of license for new station.

APPLICATION DISMISSED

License for CP

KWZZ Florentine, Ariz.—Modification of license for new station.

October 16 Applications

ALLIED RADIO

833 W. JACKSON BLVD., CHICAGO 7
Call: WAMARK 1-6800

FOR DEPENDABLE SERVICE

look to ALLIED for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border, ALLIED for your station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All standard and new or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to serve you and your station running top efficiency at all times.

GIVE YOURSELF TWICE AS MUCH POWER FOR YOUR DOLLAR!

New Andrew Multi-V FM Antenna

Broadway 9-3756

Chicago 9-7363

BROADCASTING • Telecasting
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone/Note</th>
</tr>
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<tbody>
<tr>
<td>McEnery &amp; Wrathall</td>
<td>906 Natl. Press Bldg. 1407 Pacific Ave. Washington 4, D.C.</td>
<td>Santa Cruz, Cal. Member AFCCE*</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>26 Years Experience in Radio Engineering Munsey Bldg. Republic 2347 Washington 4, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers Highland Park Village Dallas, Texas 75122</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>1605 Connecticut Ave. Dallas, Texas Seattle, Wash. 4743 W., Ruffner</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>E. C. Page</td>
<td>Consulting Radio Engineers Bond Bldg., Executive 5670 Washington 5, D.C. 7752</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883 Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. ABRAM ST. 8073</td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td>A. R. Bittar</td>
<td>Consulting Engineer</td>
<td>4125 Monroe Street Toledo 13, OHIO</td>
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<tr>
<td>G. F. Kean</td>
<td>AM, TV Broadcast Allocation, FCC &amp; Field Engineering 1 Riverside Road - Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
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<tr>
<td>Adler Engineering CO.</td>
<td>Television and Broadcast Facilities Design and Construction 18 Grand St., New Rochelle, N. Y. New Rochelle 6-1620</td>
<td>Member AFCCE*</td>
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<tr>
<td>Jansky &amp; Bailey</td>
<td>Executive Offices National Press Bldg. 1239 Wisconsin Ave., N. W. Washington 4, D.C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>John J. Keel</td>
<td>Warner Bldg., Wash., D.C. 6513</td>
<td>Member AFCCE*</td>
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<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 4, D.C. Republic 7236</td>
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<tr>
<td>Keary &amp; Kennedy</td>
<td>1703 K St., N. W. Sterling 7932 Washington, D.C.</td>
<td>Member AFCCE*</td>
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<tr>
<td>Russell P. May</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D.C. Republic 7752</td>
<td>Member AFCCE*</td>
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<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue Washington 6, D.C. Michigan 2261</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>John Creutz</td>
<td>319 Bond Bldg. Republic 2161 Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Lynne C. Smeyby</td>
<td>“Registered Professional Engineer” 820 13th St., N. W. Ex. 8073 Washington 5, D.C.</td>
<td>Member AFCCE*</td>
</tr>
</tbody>
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CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum
All other classifications 25¢ per word—$5.00 minimum • Display ads $12.00 per inch

No charge for blind box number. Deadline: 2 weeks in advance of publication date.
Send box replies to BROADCASTING, 870 National Press Blvd., Washington, D. C.

All transcriptions, phone, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial


Salesmen

Experienced, reliable, effective salesman for California network station in medium sized market. Lucrative proposition for producer. Minimum compensation. Box 118G, BROADCASTING.

Wanted, solid, experienced, time salesman for long established ABC Minnesota station in single station market. Performance, experience, respectability. Box 746G, BROADCASTING.

Salesman, Transit Radio affiliate north central area. Salary plus expenses. Advancement opportunity right man. Box 75G, BROADCASTING.

1000 watt NBC station in excellent market; 15% commission against sub-bill. Box 800G, BROADCASTING.

Successful salesman looking for opportunity to improve in the South. In particular, palms. first letter. KENT, Shreveport, Louisiana.

Immediate opening for transmitter engineer-anncer. 250 watt midwest eastern network affliliate. Box 899G, BROAD CASTING.

Advertising salesman, include references and snapshot in letter of application to KVOC, Casper, Wyoming.

CBS station in major market of 250,000 desires experienced sales personnel. Salesman-exhibitor. Box 76G, BROADCASTING.

Announcers

Announcer-engineer, top quality experience desired. Send resume to Box 71G, BROADCASTING.

Walters does not fail to able to produce morning personality show. Unexperienced not apply. Box 76G, BROADCASTING.

Announcer-engineered, top quality experience in television and radio desired. Send resume to Box 76G, BROADCASTING.

Announcer-engineer, wants experience, if any. Some type writing. KJBC, Midland, Texas.

Announcer-engineer, rapid growth and new positions opening. Prefer hard working, draft exempt. Send full particulars. Box 76G, BROADCASTING.

Announcer-engineered, wants experience, some type writing. Contact Dick Suter, WCLA, Elkhart, Indiana.

Wanted—Announcer, immediately. Some type writing, experience in advertising, personal interviews. Contact Dick Suter, WCLA, Elkhart, Indiana.

Wanted—Announcer—Immediate. Some type writing experience, some chance for advancement, personal interviews. Contact Dick Suter, WCLA, Elkhart, Indiana.

Wanted—DJ for KPCO, CO. Hill BIL DJ, engineer, will pay high salary for experienced. Must have personality to run a top hill DJ show, in one of the best. Reply. Minimum 250 listeners.

Production—Programming, others

Young man or young lady to work as host. Write for details. Box 76G, BROADCASTING.

California small market network station looking for experienced program director. Excellent opportunity for someone with experience to work with a new management team. Excellent salary. Box 71G, BROADCASTING.

Program director-anncer-for new 250 watt daytime in Pennsylvania small market network station. Send resume, disc, photo and salary required in first reply. Box 78G, BROADCASTING.

Punch writer. Well paying position opening. Commercial copy stand up and sell. Must be a good writer. Send recent copy and salary expected to Program Director, KGYP, Boise, Idaho.

Commercial copywriter. One man department. Noannoncing, programming, copy or other duties. Must be able to type and copy. Box 78G, BROADCASTING.

Situations Wanted

Managerial

Manager over 15 years experience interested in advertisement opportunities. Box 80G, BROADCASTING.

Manager, on sales, desires contact with owner whose station is interested in expanding. Must be willing to pay a percentage of profits. Box 746D, BROADCASTING.

Manager, record of 14 years successful management small stations, desires to locate best road west. Box 86G, BROADCASTING.

Manager, bottom to top background, all phases of management, experience independent and network affili- ates. Prefer independent station operator. Box 700G, BROADCASTING.

Situations Wanted (Cont'd)

Five years experienced announcer, now employed. Seeks position in midwest, with some experience in the future. Can punch commercials, author- ize. Excellent rating on play. football, basketball and baseball. Works during the season. Box 79G, BROADCASTING.

Married. No prima dona. Just a regular fellow. Box 71G, BROADCASTING.

Experienced, combination announcer, last class phone engineer-writer. Veter- ans affairs, Box 72G, BROADCASTING.

Two year experience, available to start basketball season. 5 years experience college football, basketball, class baseball. Universal graduate. Mar- ried. Favorable draft status. Air check box 85G, BROADCASTING.

Two years experience employed by major network looking for spot. Send references and public record. Young, athletic, good looking. Box 87G, BROADCASTING.

Experienced announcer, capable of making any appearance. Work under contract or without. Always plus. Good records. Reasonable minimum income desired. Box 88G, BROADCASTING.

Experienced versatile announcer. Speciality sports, DJ and audience participating program. Box 89G, BROADCASTING.

Manager, 2 1/2 years experience. Music director, aseym, sports, news, disc. Versatility important. Box 700G, BROADCASTING. No need location to get married. Box 71G, BROADCASTING.

Experienced announcer, single veteran, 24. Long experience, professional background. Excellent references. Over draft, veteran. Box 89G, BROADCASTING.

Draft exempt vet, have experience on small Chicago outlet, some TV. Strong friendly voice, DJ, news, com. Box 80G, BROADCASTING.

Manager—Salesman, early bird of early evening sports program. Excellent references. Over draft, veteran. Box 89G, BROADCASTING.

Manager, offers $1,000 per month. Box 87G, BROADCASTING.

Announcer-sportsman, 2 years varied experience in all types of staff assign- ments. From the musical program to the pop and classical; newscasting and inter- view. Excellent ability and control operations. Will reply to all interested. Box 75G, BROADCASTING.

Announcer—Salesman, 4 years experience seeks position Carolina or Virginia. Proven ability. Box 77G, BROADCASTING.

Salesman—Expediter background includes announcing, copy, program- ming, production, selling. Desire permanent opportunity in good station. Box 80G, BROADCASTING.

Salesman—Salesman-exhibitor. Top quality experience desired. Send resume to Box 73G, BROADCASTING.

Salesman—Some experience in auto agency, box 182G, BROADCASTING.

Announcer, news, encom, commercial copy writer and host. Box 73G, BROADCASTING.


Announcer—Commercial, total experience. Excellent computer knowledge. Fascinating. BOX 79G, BROADCASTING.

Announcer—Board operator. Excellent personal qualities and experience, top rate. Box 78G, BROADCASTING.

Announcer—Full experience, 5 years. Looking for good salary. Reply. Box 76G, BROADCASTING.

Situations Wanted (Cont'd)

Sports announcer, 4 years experience junior college and high school football, basketball, track, 1 season. Class baseball. 4 years Golden Gloves. Also good sports news copy. Local. Box 71G, BROADCASTING.

Any air checks available. Minimum $6 plus salary. Box 82G, BROADCASTING.


Announcer, full experience, available. Box 78G, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, young, capable, experienced, two years announcing-radio-television, drop-in position announcing, acting or production in or around N.Y., starting date: Jan., Box 776G, BROADCASTING.

Experienced news and sports an-
nouncer. Interested in small station outside of N.Y., willing to travel, no board. Free to travel. Box 785G, BROADCASTING.

Announcer-writer, 30, able, experienced; voice that sells, copy that clicks. Wants position offering long, steady start with vigorous commercial policy. For complete background and references, write Box 786G, BROADCASTING.

Sports announcer presently employed desires change. Co-op college, sports, $50. Best references. Available and looking for experience. Box 785G, BROADCASTING.

Expert baseball and wrestling an-
nouncer. Do not want sports. I will accept nothing but a first class position with a topnotch sta-


Announcer, control board operator. Extremely qualified, echo-scientific, familiar all phases broadcasting, willing settle small community, disc and announce a homespun health. Marries in 362 Midland Avenue, Garfield, New Jersey.


Announcer, 3 years experience. Mar-
ed, child, personable, draft exempt. Has references. Start at $35. Plese write. Free to travel. Please write, for disc and music information, Navy and army cons-

Technical

Engineer, 32 months transmitter, re-

Engineer, license degree, 12 years ex-
perience. Box 790G, BROADCASTING.

Chief engineer invites correspondence with employer interested in all phases engineering involving operations and management. Draft proof. Ready for TV. Top references. Box 790G, BROADCASTING.

Chief engineer, management-minded, non-union, prefers, No Los Angeles. First. Best references, good character. Veteran, age 32, married, one child. Box 879G, BROADCASTING.

Operator-announcer, dependable, in-
dustrial, college graduate. No local accent. 25 years in small eastern station wants to local in west. Box 671G, BROADCASTING.

Transmitter operator, reliable, capable. 31 years experience in 255 watt setup, wants position in larger station. Will go anywhere. Box 672G, BROADCASTING.

First phone operator. Employed, present position three years. Not available. Veteran, age 26, married, one child. Seeking permanent position. Box 785G, BROADCASTING.

Engineer-announcer, two years experi-
cence. Prefer Texas. Box 786G, BROAD-
CASTING.


Veteran, first phone license, leading college graduate, 3 years experience. Robert Ges, 2158 Corvina Avenue, Brownsville, Texas. Box 787G, BROADCASTING.

Broadcast position wanted: Ex Merchant Marine operator. Hold first phone and telegraph licenses, with license in Haye car. Prefer northeast. Mississippi and Louisiana m. 1027 Ogden Avenue, N.Y. C.

Vat, Ist phone. Graduate 2 leading schools desires same or better job. Robert Rogel, 1275 Grant Ave., New York, N. Y.

Situations Wanted (Cont'd)

First phone license. Age 24, TV school grad. 3 years NVU, will relocate. Write Box 147G S. Hepditch, 2333 East 11 St, Long Beach, N. Y.


Production-Programming, others

CASTING.

Perhaps I am the man you’ve look-
ked for. Formerly WPVI. Chief qualifications: honesty, industry, strong personality. Experienced, married. Highest references. Design for top location. Box 731G, BROADCASTING.

Program director-producer management. Good administrator. Top quality an-
nouncer. Complete references and proof. Available immediately. Box 765G, BROADCASTING.

Program director, experienced successful station manager, excellent refer-
ces. Available immediately. Box 755G, BROADCASTING.

Hard working executive. Sixteen year solid AM background ranges from pro-
gramming 250 watt to major network. Has been in live broadcasting station by personal choice. Now pro-
gram director, Highonoli Christmas, Miami, Fl. Strong on local programs. Saleable personality, Bugs and salary. Smooth temperament Team man. For-

Situations Wanted (Cont'd)

Top notch station. Others interested. Many with mod- ulator 10-B. General Electric frequency and modulation meter BK-1-A, also C-100 FM antenna, consists of eight bolted-radial loading loops with beaters for de-icing, elbows, expansion joints, air intake and output. Total tower. Overall antenna power gain 8.3, WSVR obtained, tower tuned at 107.0 megacycles. All this equip-
m ent usable only by small, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 450 feet of 5 x 1/4 inch coax (Andrew Company). Make offer to Dan Hewley, 70mdian Daily Journal Company, Kankakee, Illinois.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. For new un-
curated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used gun Wincharger towers will sell erected. Power Con-
struction Co., 107 Fourth St., Sioux City, Iowa. Phone 3-2537.

One Western type electric 451-A 250 watt AM transmitter with 3 sets of tubes and crystals. Located in Broadcasting Co., 1143 Conn. Ave., N.W., Washington, D. C.

Wanted to Buy

Equipment, etc.


Help Wanted

Salesmen

E C L. Corp.

Established producers of outstanding low cost TV film commercials & syndicated series now needs an capable NY & Chi. agents. Fall commissions. Write to J. R. McDonald, WVL, Cincinnati 2, Phone Cherry 1822.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Available soon:

22 years of radio—include five years of station management. I can set a profitable budget and make it stick. Write Box 732G, BROADCASTING.

Help Wanted (Cont'd)

Technical

Excellent opportunity for experienced combo engineer-announcer. First class license necessary. 40 hour week. $60.00, plus, talent to start. Send resume, disc, photo and background material to WNTW, Portland, Maine.

FOR SALE

MAJOR NETWORK AFFILIATE IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets.

TV application on file, all preliminary engineering and legal fees already paid. Recently purchased a pre-
dated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go-operation.

An Opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 740G, BROADCASTING.
PUBLIC MORALE
Wright Calls on Radio

PUBLIC MORALE is the broadcasters' bulletin in the event of disaster, according to Ralph Wright, assistant area planning director of the California Disaster Council. Mr. Wright, along with other state, federal, county, city and industrial executives, spoke at a recent Southern California Broadcasters Assn. meeting in Hollywood.

Speakers included Merle Jones, manager, Columbia Pacific Network and KNX Hollywood; Donn Tatum, president, California State Broadcasters Assn. and vice president-legal counsel of Don Lee network; Arthur Hohnman, head of Bureau of Internal Affairs, Los Angeles Police Dept. Mr. Jones is a Southern California member of the Utilities Advisory Committee of the disaster council.

Mr. Tatum said SCBA and the networks have given formal assurance that broadcasting facilities are at the disposal of the governor to meet any emergency and invited individual stations to give similar assurances. He reminded, however, that although broadcasting—"in its communications aspect"—is at the disposal of the government in time of disaster, it must retain all traditional rights of freedom of speech. Named advisors to UAC's communications sub-committee were Mr. Tatum and Robert J. McAndrews, SCBA manager.

Retail Sales Index

CANADIAN RETAIL SALES INDEX


FIRST edition of this large format book gives retail sales in 20 categories for each Canadian county, subdivision and main cities, with figures based on government estimated 1949 retail sales and corrected population figures based on the 1941 census and 1949 Bureau of Broadcast Measurement radio homes. Also given for each county, city and subdivision are population, households, percent radio and radio homes. Sum total of retail sales estimates for 1949 total $7,755,776,000, according to this book.

Midwest

$37,500.00

Very successful daytime operation located in an excellent industrial, farming college market. Only station in a growing city that has been operated profitably without the benefit of resident ownership.

SIGNIFYING radio's good will, WGBI Scranton, Pa., turns over its old building to Electric City Amateur Radio Club for use as headquarters. Marking the memorial presentation—the building is called "The Frank Megargee Memorial Station" in honor of WGBI's founder—are (1 to r) Madge Megargee, WGBI vice president; Chester Kaufman, vice president of the club; Mrs. M. E. Megargee, WGBI president; John For Club's president; Mrs. F. O. Megargee, mother of the late founder, and Kenneth Cooke, WGBI chief engineer. Station now is housed at a new site.

HONOR RICHARDS

Vets Cite Stations Owner

DUAL honors were conferred upon G. A. (Dirk) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGBI Cleveland, in Los Angeles Oct. 12 when newly elected National Commander Erle Cooke Jr. of the American Legion, and Boniface Maille, national commander of the Disabled American Veterans, presented him with citations for distinguished service rendered to veterans by the three stations.

This marks the 10th time within the past 16 months that Mr. Richards or his stations have been cited for distinguished service to veterans groups.

Native Returns

BRITISH version of Twenty Questions—a series of 26 commercial half-hours—will be recorded by Stew McPherson, former British radio star who joined WCCO Minneapolis in January. Recordings will be made by BBC in London Nov. 27-Dec. 10 for use over Radio Luxembourg. Program hit its peak in England where Mr. McPherson served as m.c. for three years. During his absence, the WCCO star's shows will be broadcast via transcription.

CANADA RATINGS

U. S. Shows Lead September

FOR THE FIRST month of fall listening in Canada, the 10 leading evening programs were all, except one, of United States origin. September national ratings released by Elliott-Haynes Ltd., Toronto, show in the lead Lux Radio Theatre, with rating 24.7, followed by Our Miss Brooks 20.7, Pause That Refreshes 16, Twenty Questions 16, Mystery Theatre 14.6, Beulah 14.5, My Favorite Husband 14.2, Fun Parade (Canadian program) 14.1, Aldrich Family 13.6, and Club 15 13.1. Leading daytime September programs were Ma Perkins 13.9, Big Sister 12.8, Right to Happiness 12.6, Pepper Young's Family 12.6, and Life Can Be Beautiful 10.5.


Canada Set Sales

SALES of radio receivers in Canada for the first eight months of 1950 totalled 403,675 sets valued at $29,310,786, according to the Radio Mfrs. Assn. of Canada. In the same period of 1949 a total of 395,945 sets was sold. There was no breakdown given as to how many TV sets were sold in the period.
Fuel for BAB
(Continued from page 19)
able for the post because it would conflict with the interests of certain of his clients, which include General Mills, Westinghouse, McGraw-Hill.
Mr. Kobak, who issued the statement upon query from Broadcasting, was slated to assume the directorship temporarily before it became known that appointment of a president would not be necessary to conform to New York State's incorporation laws. It was decided that the bureau need list only the incorporators, so the issue was dropped.

It was learned, also, that the NAB BAB group tried to draft Mr. Swezey for the post, but that he was "unavailable." Reason given was that Mr. Swezey felt he would be unable to leave WDSU at this time because Edgar B. Stern Jr., president of WDSU Broadcasting Service, had been called to active duty.

The name of Paul W. Kesten, former executive vice president of CBS, also cropped up in draft discussion, it was understood. Mr. Kesten, now retired, reportedly was interested but unavailable, though it was believed that he might consent to serve as an advisor.

Legal Steps Taken
Completion of all necessary steps for organization of BAB as a membership corporation under New York State laws was announced by Mr. Swezey last Wednesday. The new corporation will be known as Broadcast Advertising Bureau Inc. and maintain principal offices at 270 Park Ave., New York, present BAB headquarters.

"The membership form was adopted," Mr. Swezey said, "because it was regarded as the most applicable in the circumstances and would not be an inconvenience of stock and other complications inherent in the standard stock corporation."

Attending the two-day meeting were Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen B. Woodall, WDAK Columbus, Ga.; and Mr. Swezey and Kobak. They comprise the NAB BAB group.

WOR's Day to Shine
CIVIC honors for Theodore C. Streibert, president of WOR New York, and John B. Gambling, announcer for WOR, will be proclaimed in two cities on Oct. 19. Mr. Streibert will be made an honorary deputy sheriff by the city of New York during WOR's "Western Week Celebration," while Mr. Gambling receives the key to the city of Reading, Pa., which is celebrating "John B. Gambling Day."

which last summer began mapping for the super-BAB project after the NAB board gave approval in June for full separation by April 1962.

Committee members, headed by Mr. Swezey, have presented the BAB program, envisioning continuation of present sales services, to broadcasters assembled for 14 of the 17 scheduled NAB district meetings. All unanimously endorsed the proposal which would promote aerial broadcasting as favorably as projects maintained by other advertising media. Other districts are expected to follow suit in late October and early November.

Still hanging in the air is the extent to which television will be pushed by the super-broadcast bureau. This question doubtless will be pursued when BAB meets to work out its operational structure, etc. For the present, however, it was known that the TV services would be retained.

Initial Fund
The new independent operation will be staked to an initial $200,000 fund, according to NAB board hopes, when BAB embarks on its interim or semi-autonomous course next spring. By April 1, 1962, the bureau will be on its own, without benefit of a 36% share of all NAB members' dues. NAB members who elect to remain outside the BAB fold will receive a 36% discount in fees [Broadcasting, Aug. 14].

BAB's ultimate goal is a $1 million operation.

Expansion of its present skeleton crew, now limited to assistant directors Lee Hart and Meg Zahrt, and plans for bringing in memberships from network, station, transcription, radio station representative and other groups with a stake in radio advertising will be discussed at the BAB Washington session.

BAB's dues structure, as proposed originally by Mr. Swezey's committee, also will draw tentative consideration. As it stands now, non-NAB stations would be asked to pay a monthly fee equal to half the highest hourly published rate prior to April 1, 1952. Later, this rate would apply to all BAB members.

Fee schedule for miscellaneous industry groups and networks also are in the blueprint stage, with distinctions likely to be drawn between parent networks and their O&O stations.

Hurricane
(Continued from page 11)
Biscayne Bay brought scenes of the growing intensity of the storm in downtown Miami to the TV screen. Allen Marshall, of the Miami weather station, appeared on the Ralph Renick news show to plot the course of the hurricane's path on a huge map of the area. Appeals were made hourly asking the public to stay indoors. WTVJ's three-hour antenna, 300-feet above the street, gallantly rode out the storm.

In Fort Lauderdale, daytime station WBBR stayed on the air around the clock at the request of the Red Cross disaster chairman. The station's staff of six was augmented by local reporters. WBBR tracked the storm from the first reports in the Caribbean to Key West with a direct broadcast from WKWF Key West. Roger Sherman was on the air at 3 a.m. Wednesday to give a description of havoc wrought by a tornado within the hurricane in West Hollywood.

Myer Names Katz
MYER 1890 Beverage Co. Inc. has appointed Joseph Katz Co., New York, as its agency to handle advertising for its full line of fruit beverages, club soda and pale dry ginger ale. The firm is buying spots on The Eleanor Roosevelt Show, WNBC New York, 12:30-1:15 p.m., Mon.-Fri., and is considering the use of TV in local areas.
October 17 Applications

ACCEPTED FOR FILING

AM—1400 kc
WXKY Sarasota, Fla.—CP AM station in change from 1540 kc to 250 kc.

License for CP


Modification of CP

Method of CP: AN to station to increase power 15 kw; cond. of completion of date: KLIW Twin City Radio—on file.

APPLICATIONS RETURNED

License Renewal

WGGI Brunswick, Ga.—Returned request for license renewal AM station.

License for CP

WGBR New Rochelle, N. Y.—Returned license for new CP AM station.

October 18 Decisions

ACTION ON MOTIONS

By Commissioner Freda B. Henneck


APPLICATIONS RETURNED

License Renewal

By Examiner J. D. Bond

WTAD Quincy, Ill.—Granted for continuance for hearing in proceeding of Poplar Bluff Best Co., Poplar Bluff, Mo. to continue, from Oct. 24, to Nov. 1, at Quincy, Ill.

KKEI Salisbury, Tex.—Permitted to request of Rules 1.847 and 1.448, an opportunity to present further testimony in this proceeding by correspondence thereto.

By Examiner Fanny N. Litvin

California—Approval for continuance in proceeding re application.

October 18 Applications

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KLAC-TV Los Angeles from 5 to 99; KYVY Napa, Calif.

License for CP

WLAP Lexington, Ky.—License for CP to increase power, change frequency 15 kw; cond. of completion of date: Nov. 1.

License Renewal


Modification of CP

Mod. CP, new commercial TV station: WYCT, TV Los Angeles from 5 to 99; WOIT Ames, Ia. to 5-15-51.

WBIIT-TV (Chicago)

WJBT-TV Denver—CP new commercial TV station to change ERP from 300 kw to 250 kw; cond.

WOOD-TV Denver—CP new commercial TV station to change frequency 15 kw; cond.

October 19 Decisions

Renewals Granted

Following stations granted renewal of licenses for period ending Nov. 1, 1953: KFAC Fort Worth, Tex.; KFMB School; WCNW Seattle; WWJ Detroit; WABC New York; WABC-TV New York.

From Class A to Class B station with Chan.

KBOO Portland, Oreg. — Change ERP from 10 kw to 3 kw; cond. of completion of date: Nov. 1, 1953.

WBBN Chicago, Ill. — Change ERP from 5 kw to 2.5 kw; cond. of completion of date: Nov. 1, 1953.

From Class A to Class B with Chan.

WONC West Palm Beach, Fla. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

WPCR Providence, R. I. — Change ERP from 3 kw to 1 kw; cond. of completion of date: Nov. 1, 1953.

From Class B to Class C with Chan.

WBTV Charlotte, N.C. — Change ERP from 5 kw to 1.5 kw; cond. of completion of date: Nov. 1, 1953.

From Class C to Class D with Chan.

WCVB Boston, Mass. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

From Class D to Class E with Chan.

WNBZ New Bedford, Mass. — Change ERP from 15 kw to 10 kw; cond. of completion of date: Nov. 1, 1953.

From Class E to Class F with Chan.

WDBH New York, N. Y. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

WQOQ Philadelphia — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

Extension Denied

WILA Woodlawn, Ky.—Denied for further extension of time to remain silent, said to be in order to resume broadcasting immediately, and said to be temporary, pending a hearing thereon.

WAFB Baton Rouge, La.—Denied for further extension of time to remain silent, said to be in order to resume broadcasting immediately, and said to be temporary, pending a hearing thereon.

Extension Granted

WTTV Indianapolis, Ind.—Granted for further extension of time to remain silent, said to be in order to resume broadcasting immediately, and said to be temporary, pending a hearing thereon.

From Class E to Class F with Chan.

WJN New York, N. Y. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

WJZ Baltimore, Md. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

WJAR Providence, R. I. — Change ERP from 5 kw to 1.5 kw; cond. of completion of date: Nov. 1, 1953.

WJZ Baltimore, Md. — Change ERP from 15 kw to 5 kw; cond. of completion of date: Nov. 1, 1953.

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in Washington, where Arrow had a stand, the firm sold 56 new typewriters. Most of the customers, Mr. O'Donnell points out, declared they had heard of the store over the radio. Some of the people came from miles away, both in Virginia and in Maryland. One customer, he recalls, "lived close to Balti-
more."

Arrow Typewriter sold 166 port-
ables from March 1949 to the first of this year. Mr. O'Donnell attrib-
utes 75% of these sales to radio, 21% to "phone book" listing, 6% to people passing by. In rentals that year, 10% to radio, 80% to telephone listing, 10% to passers-
by. Repairs: 14% radio, 22% phone book, 62% direct mail, 12% passers-by.

As of July 1950, Arrow sold 140 typewriters with expectations that the number will be 200 by the first of
next year. In the use of media, Arrow allotis only 10% of the gross to advertising. Of this amount, ra-
dio gets 90%, newspapers 10%.

Here is a quick view of that all-
important sales chart: In March 1948, sales amounted to $720. By March 1949, they had jumped to $700; November 1949, to $2,000; December 1949, an all-time peak of $3,000. Each figure quoted repre-
sents the total sales in the month. All increases were attributed to radio.

Good Return

Mr. O'Donnell pays about $175 per month for his advertising on the radio. A return of 50% of this adds up to a very good return. He feels that he is making a real profit and that the advertising is worth the cost.

Mr. O'Donnell feels that he is doing an exceptional job in Washington in his approach to radio advertising. It's no secret to his competitors, he explains. "Many store owners have come to me asking how I do it. Some of them have tried to duplicate my radio advertising. But they have given up."

Reason why many owners of individual shops run into trouble, Mr. O'Donnell says, is "they don't give radio a chance. They expect to sell their product immediately. Only by long-range, continual plan-
ning and advertising can the goods be moved."

"A fundamental that all of them forget to apply is: Tell your listeners about one item and show them why it will serve their pur-
pose. When they respond to the appeal, it is up to you to sell your product in good faith. Then, and only then, can you emphasize an-
other item."

Because of Mr. O'Donnell's unique manner of advertising for results—and attaining them—the Royal Typewriter Co. wrote him a letter commending his record and asking for samples of copy. But Mr. O'Donnell says there is no magic in his treatment "just common-
sense."

For point-of-sale, treatment of customer, conversion of leads into sales, for copy ideas and their treatment, Arrow has shot through radio's air straight to the target.

Shipley Opens Office

CARL L. SHIPLEY, for the past 24 years the Washington radio law office of Arthur W. Schar-
feld, has established his own office at 1103 National Press Bldg., Washington 4, D. C. Telephone, Sterling 2242. Mr. Shipley is en-
gaged now in general practice but continues to handle radio matters. He was graduated from Harvard Law School in 1948 and prior to that had studied at Georgetown U., graduating in 1942. During the war Mr. Shipley was head of com-
munications on the battleship Nevada. He left Navy service in 1945 as lieutenant.

GF Names Garver

ROBERT I. GARVER, account execut-
ive with Lynn Baker Adv., New
York, and author of Successful Radio Advertising With Sponsor-
ship Participation Programs, has been named associate sales and ad-
vertising manager of the Certo Di-
tion of General Foods Corp.

Your Nearest AVERY-KNODEL office has all the facts on WIBA

They'll show the Hoopers, Conlans, BMB's and other pertinent data to prove that WIBA has dominated the Madison area for more than 25 years.

BADGER BROADCASTING COMPANY

5000 Watts on 1310...NBC

ENGAGED in a little fun making, CBS's Ralph Edwards is about to ap-
ply the pie treatment to the face of Hugh B. Terry, general manager of KLZ Denver. Mr. Edwards was in Colorado early this month when he paid a two-day visit to his birthplace of Merino, Col.

Upper Right

Libel Damages

(Continued from page 25)

abuse of the right of free speech.

However, the court said it agreed with the defendant who "contends that real damage from the exercise of the right of free speech does not automatically carry with it free-
dom from responsibility for such abuses as were recognized by the common law, and not defined by the [California] legislature.

"To hold otherwise would result in freezing the law of defamation as it was when the constitutional protection was originally adopted in 1849."

The court is expected to schedule arguments soon and hand down its written opinion later in the ses-

A case involving broadcasters and libel was decided by the Fed-
eral District Court in Philadelphia last week (July 20). In that case, a federal judge ruled a radio broadcaster is not liable for libel in the broadcast of an unassured or unverified news story. It involved a suit against KYW Phila-
daphia by Attorney David H. H. Felix, of Philadelphia, charging the airing of a political speech which allegedly was a "false and malic-
ious publication by broadcast."

Movie Question

The U. S. Supreme Court Oct. 16 also declined to rule whether broadcasters would have the same con-
stitutional protection afforded to newspapers and the radio, thus re-
affirming a 1915 decision (the Mu-
thal Film case). At that time, the high court had expressly ruled that the making of motion pic-
tures is primarily a profit-making business and thus not included in the domain of free speech protected by the First Amendment.

Court's position in the current case was refusal to review a deci-
sion of a circuit court upholding the right of Alabama schools to ban the movie, "Lost Boundaries," which explored the racial issue.

Attorneys familiar with the ind-
ustry-pointed out that the movie decision doesn't alter the issue in the telecasters fight against the attempt by the Penn-

sylvania Board of Censors to ban the movie on film used for television. [TELECASTING, Sept. 11, Oct. 16].

In the Atlanta case, legal ob-
servers said, the court denied that movies are "not free from censorship."

But in the Pennsylvania dispute, telecasters contend that the fed-
eral government occupies the ra-
dio-television field and that any state attempt to regulate it is unconstitutional. This was affirmed by a federal district court ruling last September.

Gridcasts Sold Out

COMPLETE schedule of football broadcasts on WTRF-AM-FM Bel-
sire, Ohio, including all special features before and after games and all adjacent spot time, has been sold, the station announced last week. On WTRF-FM, Wheeling Steel Corp. is sponsoring 19 Ohio Valley high school games; King's Jewelry has signed for 15 Cleve-
land Brown pro games, and other sponsors have taken the seven ad-
ditional games of local high schools. On AM only, United Pack-
ing Co. is sponsoring Mutual's Game-of-the-Week.

THIRTY-FIVE home games of Boston Bruins hockey team to be carried by WBDH Boston.

KOIR Tulare, Calif., joins Southern Calif. Broadcasters' Assn. as 48th member.
NARBA on Rocks

(Continued from page 21)

9 kc, he asserted, a lengthening of the term of the agreement should be considered in order to assure stability.

Dr. Jose Ramon Gutierrez, Cuban delegation chairman, said his delegation had little information on 9 kc separations and could take no position until the conference answered two questions: (1) Have efforts to reach an agreement based on the present 10 kc separations failed? (2) Will 9 kc formula solve the problems?

Commander Edwards canvassed the delegations and concluded that the only alternative to conference failure is exploration of narrowing the channels—"what I call deterioration in the separation of the channels."

The heads of delegations said they favored studying the possibilities of reduced channel separation, Cuba again questioning whether this would prove a real solution but agreeing to cooperate in whatever studies the conference might authorize.

Mexico's Dr. Espejel, who had expressed himself earlier as feeling that the conference had "absolutely failed" insofar as agreement based on the present channel system is concerned and that 9 kc therefore must be considered, now expressed doubts.

Separation Problem

He pointed out that Central American broadcasters use the 10 kc system and that therefore an Inter-American agreement on 9 kc would be necessary to prevent interference between the 9 and 10 kc nations. The next Inter-American conference is scheduled for 1952.

On the other hand, Dr. Espejel noted, unless a new NARBA is agreed upon this month, Mexico would not be able to ratify it until 1950.

With the delegates' agreement, a Steering Committee meeting was scheduled for the next day to discuss procedures for handling a 9 kc survey. But in the meantime the U. S. and Mexican groups met again in hopes of reaching fundamental agreement.

The U. S. this time offered Mexican rights on 600 and 880 kc, both U. S. 1-A's, on condition that both nations directionally operate. Again the Mexicans refused, and signified they would withdraw from the conference.

The formal withdrawal, amid iterations of regret, friendship and cooperation, came at a plenary session called for the purpose Wednesday afternoon.

Happy Mouse

NORM HEYNE, vice president of Ruthrauff & Ryan, Chicago, and a radio and television producer, is showing radio row his latest gimmick for his office desk. It's a small glass fishbowl, which harbors a slight white mouse who munches happily throughout the day on sunflower seeds. His name is Manor—Manor Mouse, that is.

Open Mike

(Continued from page 10)

is well satisfied spending $200 a month with us, might suddenly decide, on the influence of a transcription salesman, to start spending $100 a month with the station, and $150 a month for a record.

Why don't the transcription companies leave the local advertisers to the local stations? Or at least give the station the opportunity to go along on the call?

Thad M. Sandstrom
General Manager
KSEC Pittsburgh, Kan.

Keeps 'Up to Date'

EDITOR, BROADCASTING:

I know I need not tell you that I look forward to every copy of BROADCASTING. One can easily keep up to date in this industry if he reads it carefully.

Harry E. Cummings
Station Representative
Jacksonville, Fla.

No License Scarcity

EDITOR, BROADCASTING:

Regarding the resolution passed by District 11 NAB meeting, seeking authorization to use restricted licenses at broadcast transmitters [BROADCASTING, Oct. 2].

After reading the attendance list, which contains the names of many people I know, I am amazed that such a resolution could be approved unanimously at this time.

If there is a shortage of regular licenses, or if such a shortage is more than a very remote possibility, this information is indeed enlightening.

With the fantastic number of operator licenses issued since World War II technical radio has, in most places, been insanely competitive since 1946. This includes District 11, as I very well know.

Perhaps, Mr. Doherty and the membership of District 11 should get the figures on how many licenses—operator and station—have been issued in the last five years and compare the ratio. Could anything short of total mobilization mean shortage of technical personnel?

It appears that Mr. Doherty and

the members of District 11 want to use baby sitters in lieu of a technical department. But, why not admit it, boys?

Lewis Sherlock
Box 51
Plainview, Tex.

Young at 52

EDITOR, BROADCASTING:

The enclosed is a picture of a 52-year old broadcaster who still boasts of the fact he can put his "fanny" slightly high in the air.

Also it's a picture of my backyard with pool, etc.

I. R. Lounaberry
President
WGR Buffalo, N. Y.
Battle Lines on Color

(Continued from page 55)

law to protect the public interest and promote technical advances in the communications art. In my opinion, in this case it has met these responsibilities to the fullest extent possible.”

Sen. Johnson noted that FCC is proceeding with hearings looking toward lifting the licensing freeze. “This will open up a vast new market six to 12 months hence when hundreds of new stations will begin operation in areas where there is no television,” he said.

“The viewers in those sections are entitled to be able to buy sets which will follow them as with color programs if they want that kind of a set and the new broadcasters in the new areas are entitled to be able to buy and install color broadcasting equipment if that is their wish.”

He concluded: “Stripped of all the cooked-up hurricane of confusion the Commission’s orders merely insist upon a ‘buyer’s choice.’ Always there has been resistance to new things by selfish interests, but always, thanks be to progress and Providence, that opposition has been brushed aside and the people have been served.”

REP. ROBERT CROSSTER (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, reserved personal judgment on the color issue, but said he would place the matter before his full committee when Congress returns Nov. 27. He said it would be for the commissiories to decide whether a hearing or any other action is taken.

DR. THOMAS T. GOLDSMITH Jr., director of research for ALLEN B. DuMont LABS, said that it would be difficult, if not impossible, for independent stations to operate soon on the CBS color TV system. He pointed out that non-interconnected television stations, relying heavily upon film for their programming, will find it difficult to obtain color films suitable for color telecasting. Only 15 percent of the entire film supply is in color, he said. No equipment is now available for transmission of color film even if such film were abundant, he said, predicting equipment capable of handling standard 24-frame-per-second film for color telecasts might not be available for a long time.

WALTER A. BUCK, vice president and general manager, RCA VICTOR Division, said in a letter to contributors to the FCC, “I am writing an incompatible, degraded color television system has created confusion and uncertainty in the public mind. It is clear that if you can continue to offer RCA Victor TV sets to the public with complete confidence... they will get years of satisfactory service entertainment.”

He continued with a description of the color system adopted as “scientifically unsound and against the public interest... RCA will continue to develop its all-electronic color television to full commercial stature,” he said, “and will demonstrate the progress it is making in this development and prove that the sound future of color can be built and will be built on bedrock principles.”

Poppele’s Views

J. R. POPPELE, vice president WOR-TV New York, chairman of TELEVISION BROADCASTERS Assn., said, “It may take some years” before color television can “attain the magnitude of the present black-and-white TV.” He continued, “Adoption by the FCC of standards for color television in no way interferes with the continued broadcast of black-and-white television programs by the nation’s 107 television stations...

“At the present time only one of the 107 television stations is equipped to transmit color images on the basis of the new standards. The number of color television sets or converters and adapters (which are required for color reception on present sets) currently on the market are less than 100. ... It may take some years before color television can attain the magnitude of the present black-and-white TV, which is reaching 35 million people in 65 of the nation’s leading markets. Conversion to color is required in both the studio and receiving end. Both will be graded. The process may be slowed by the exigencies of the present national emergency.”

E. K. JETT, director of television, WMAR-TV Baltimore and formerly chief engineer and member FCC, answered the question “Shall I buy a TV set now?” with an emphatic “Yes.” Later, but not soon, he added, “you might have to buy a small attachment to receive color programs as black and white pictures. No station has been ordered to transmit color, but no color equipment, transmitting or receiving, is available at this time in the Baltimore area. However, people want color, and it will be possible for all three of Baltimore’s TV stations to transmit color programs from New York where CBS is equipped to originate and feed color signals to Baltimore by coaxial cable.

GEORGE B. STOREY, president, FORT INDUSTRY Co., warned a group of television dealers and distributors that color TV is still a long way from the future and that “color situation should not stop them (the public) from buying a receiver now if they want one.” He said, “We don’t mean to be the black and white telecasting,” he continued, “but every effort will be for better black and white pictures for local set owners. The very limited number of programs we will carry will be for the ‘hams’ or amateurs who want to experiment with their own receivers, but in no way will we be doing programming in black and white television on the other.

WILLIAM BALDERSTON, president PHILCO Corp., advised Philo distributors the company intends to continue full scale production of black-and-white television sets. He continued, “RCA will review the public color television plans and continue to develop its all-electronic color television system with its rotating mechanical disk (the CBS system) had shown the method was not ‘good enough for public acceptance’.” He said that Kinemacolor, a field-sequential color movie system tried in the early part of the century, proved a “distinct failure” because of inherent effect of excessive flicker.

ARTHUR A. BRANDT, general sales manager, GENERAL ELECTRIC Receiver Division, told dealers black and white television programs will remain on the backburner of the TV business for many years to come and color television will be supplementary and probably limited to ‘off station in New York City for an indefinite period. No one knows how long it will take to engineer, develop and produce the highly complicated television station equipment needed to originate color telecasts outside New York, he continued. “While conversion is possible we do not believe that the public will want to convert their sets until color broadcast stations offer a real added service,” he said. Color sets will be considerably higher in cost, he pointed out.

Unwise Decision

ROBERT W. GALVIN, executive vice president, MOTOROLA Inc., told dealers ‘prospectors for color television were dealt a lethal blow by the ‘premature and unwise decision’ of the FCC in favor of CBS color standards.” The “CBS color system is so impractical that it will die as soon as the public gets the facts.” It continued. The majority of the 80,000 sets now in the hands of the public will never be converted, he said, pointing out the difficulty of such a task. If they were, the large screen sets could present only black and white which would be a ‘substantially poorer’ picture than that which the public now expects, he continued. “When the public finally understands the complexities,” Mr. Galvin stated, “interest in this kind of color reception will quickly die.” He could not answer the problem: “That the FCC will review...
the advances which have been made in color television since the time it closed its hearing on that subject last May. If this is done, it is possible that after due reconsideration the FCC may allow a compatible system.

JAMES H. SIMON, president SIMON DISTRIBUTING CORP., Motorola distributor, apprised his dealers of the Motorola attitude and urged that they "put their shoulders to the wheel and work as the greatest team America has ever known." "If we do," he said, "we are going to continue to own fine black-and-white television business for many, many more years to come. Don't sell black-and-white short."

JOHN R. MILLIKEN, president of TELEVISION EQUIPMENT CORP., which makes Vericolor industrial television color equipment for CBS and Remington Rand, announced his company is now producing TV color converters for existing sets, and TV color receivers.

At a cost "probably less than $50" plus installation charges of "not more than $25," the converters will be available to the public in early December, he said. Also under production is an adapter which will permit TV color receivers to also receive in black and white, he said.

WILLIAM L. DUNGEY, vice president of BELMONT RADIO, owner of RAYTHEON Mfg., said his firm's "first responsibility" is to its customers and that accordingly the company has taken "necessary steps to protect their investments" and will produce adapters and converters "some time during the first half of 1951," providing color discs are available.

He made clear, however, that "we neither agree with nor condone FCC's ill-considered decision.... The decision probably will not, and we hope it does not, remain... We hope the present non-compatible system will be replaced with a compatible system before it is necessary to market these devices." He charged FCC had delayed the availability of really good color by several years, and said Raytheon will conduct an advertising campaign in 50 cities answering the question: "What are the straight facts about television?"

LEONARD ASHBACK, president, MAJESTIC RADIO & TELEVISION, said his company would build adapters and converters as soon as there is public demand for them and as some components are available." Mr. Ashback said there was no need for haste in the matter because "even if CBS color goes on the air next March, it will be over three years before color telecasts will measure up with the quality of entertainment that we now enjoy in black and white. Wise personnel in the trade said prospective television buyers need not hesitate to purchase present black and white sets "because TV stations will continue to telecast black and white programs as long as sponsors are willing to pay for same."

MUNTZ TV Inc. announced it would have a plug-in, self-contained converter on the market by Christmas at a "relatively low price." The unit contains a 10-inch picture tube with magnifier to give the effect of a 12 1/2-inch picture.

WCAU-TV Plans Color

DONALD W. THORNBURGH, president WCAU Stations, Philadelphia, said the FCC affiliation policy on WCAU-TV "will begin color transmission as soon as it is made available to us." It "represents still another challenge" which the station will meet "in the best interests of the public, the advertiser and the broadcasting industry," he continued. It will be necessary for us to delay any definite permanent schedule for the moment until we know the network schedule for broadcasting and until we are able to obtain some receiving sets for demonstration purposes," he said. He reminded the industry that it was a WCAU-TV viewer, Forrest W. Kilby, Roselle, N. J., electrician, who startled the country by constructing his own color adapter from $4.30 worth of material to pick up the January-February color telecasts via the system.

HUMBOLDT J. GREIG, president, WHUM Reading, Pa., a CBS radio affiliate, wired Frank Stanton, CBS president, that WHUM was "a complete believer in the future of color" and that the station was prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black and white. Mr. Greig's wire was prompted by request of Mr. Sprague, RTMA president, for a "straight answer, Mr. Stanton... We can see no reason to donate time to Sprague for his purpose," Mr. Greig wired. We can understand television manufacturers may desire to sell color until they can sell all successful new applicants for VHF transmitted black and white set up, WHUM is an outlive believer in color in one station that can see no point in building black and white transmitter. WHUM is prepared to advise FCC of desire for VHF color instead of black and white.

TELE-TONE Corp., which said earlier that it would produce converters, announced in full-page newspaper advertisements a color receiver which CBS President Frank Stanton called attention in other full-page ads—that it would have its "Tele-color" units on the market in two weeks, and said probably it will be within the immediate reach of every television set owner. Each unit will have its own cabinet, tube, screen, and control devices.

L. HOFFMAN, president HOFFMAN RADIO CORP., in an attempt to clarify the color situation, said, in part: (1) The decision permits four television stations to make full use of the color system so that any one of the four stations may make color telecasts without any other station being forced into a mandatory one. It permits CBS to telecast color with its field sequential system. (2) FCC has given the green light as to procedure and system that should be used by the engineering departments of the various manufacturers. (3) Color will be a supplementary service, not a replacement service. (4) Black and white telecasting system will continue to be used. (5) When regularly scheduled colored telecasting is available commercially, Hoffman will make the reception of these programs available to Hoffman owners. (6) All equipment for telecasting and receiving is still in an experimental phase. (7) The present set is just as good a buy today and will give just as much pleasure as the set that was purchased before the FCC announced acceptance of CBS color.

Kaplan Asks Reply

MICHAEL L. KAPLAN, president, SIGHTMASTER CORP., New Rochelle, N. Y., wrote to Frank Stanton, CBS president, inviting "your public reply" to Mr. Kaplan's claim that the FCC decision "carries with it the threat of forcing the wall nearly every medium size manufacturer who cannot withstand the economic pressure of sales stoppage in the industry." Mr. Kaplan earlier had wired FCC Chairman Wayne Coy that the Television Manufacturers Assn., a group which has no connection with the RTMA, and of which Mr. Kaplan is president, would like to know "whether CBS shares one hundredth the confidence in their incompatible system that your Commission does." The official comment by a CBS spokesman was: "It's too ridiculous to merit a comment."

FRANK MOCH, president TELEVISION INSTALLATION SERVICE Assoc., Chicago, said the new FCC decision will be "commercially unfeasible technically nor economically feasible. "It will add a greater expense to the initial cost and service maintenance of TV sets," he said. The FCC decision is contrary to the public interest and, if necessary TISA will ask an injunction to nullify it," he added.

WPEN PROTEST

Hits Race Results Story

MENTION of WPEN Philadelphia in connection with the FCC's decision denies renewals of license to WTUX Wilmington, Del., on the ground it broadcast racing information last week by Edward C. Obrist, WPEN general manager.

The FCC's decision included the following footnote:

"Mention was made of the use of WSNJ Bridgeton, N. J.; WANN Annapolis, Md.; and WPEN Philadelphia, but these stations do not appear to be relied on to any great extent."

Mr. Obrist contended BROADCASTING took liberties with the Commission's decision in using the following language in the Oct. 16 issue: "The decision noted Wilmington bookmakers have used not only WTUX but also WBWB Vineland, N. J., WPWA Chester, Pa., WITH Baltimore, and to a lesser extent WSNJ Bridgeton, N. J., WANN Annapolis and WPEN Philadelphia." Cites Confusion

This version of the decision, combined with other statements into a consolidated paragraph, labels WPEN with a "stigma" which the station feels is "particularly onerous," said Mr. Obrist. He noted that "someone or several persons along the line have confused WPEN in their minds with at least one and perhaps two other Philadelphia stations when queried on racing by the FCC."

Mr. Obrist said WPEN has "never indulged in a race results broadcast" and "in terms of nature referred to in the WTUX story" for three or four months though "it has carried a separate race summary at 5:15 p.m. However, he said, WPEN has never broadcast from the track or carried results as the races were run. Furthermore, the subject has never been an issue in license renewal time, he declared.

NEW syndicated comic strip based on CBS My Friend Irma series being carried in 25 newspapers.

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PILOT DROPS SUIT TO UPSET COLOR DECISION

PILOT RADIO Corp. announced Friday withdrawal of its suit against FCC, filed Oct. 17 in Federal court in Brooklyn, and its intervention in action brought by RCA and NBC against FCC in Federal court in Chicago. Isadore Goldberg, president of Pilot, said:

"As both suits involved the same issues, I feel that the interest of the public will be best served by a single action, rather than two separate suits. Thereby, a single and speedy adjudication may be obtained. The Pilot station awaits in two different courts, on the other hand, might possibly result in contrary adjudications, and add to the public confusion and to the chaos which has already resulted from the order of the Commission approving CBE color."

Pilot's decision was disclosed shortly after FCC released copies of motion it was preparing to file seeking transfer of RCA suit from Chicago to New York, on grounds RCA should have filed in New York and also that fighting suits in both New York and Chicago would cause "substantial inconvenience to the Government." Commission announced that because of Pilot's new move "FCC will not file particular papers which have previously been released."

'SPECIAL TV STATION UNCOVERED BY FCC

FCC SAID Friday it had apprehended its first illegally operated TV station"—constructed and operated by Tube Div. of Sylvania Electric Products, one of nation's largest TV tube manufacturers.

The Sylvania unlicensed, illegally operated television station, more or less rebroadcasting (on Channel 7) the NBC network programs emanating from WNBC-TV in New York and broadcast (on Channel 13) in Johnstown, Pa., by WJAD, and assuming tower was near Emporium, Pa., and that operations had been in progress intermittently since Sept. 1 and regularly for about three weeks. Unlicensed station went off air at 5:10 p.m. Thursday after conferences between FCC personnel and Sylvania officials, FCC said.

NEW YORK TV GUILD VOTES NETWORK STRIKE

STRIKE against television networks at discretion of Television Authority negotiators authorized by New York membership of TVA with similar vote to be taken this week by Chicago and Los Angeles memberships.

No deadline for agreement set by TVA, which has been negotiating with networks since Sept. 18. However, there have been no prior agreements between parties so union is not required to wait 30 days before calling strike.

FULTON CRITICIZES FCC HANDLING OF RICHARDS CASE

FCC's proceeding against G. A. (Dick) Richards would not have been brought in first place, Hugh Fulton, his attorney, charged Friday as FCC concluded Los Angeles phase of inquiry (early story page 24).

Mr. Fulton charged Benedict Cotton, FCC general counsel, disregarded recordings of all KMPC newscasts back to 1942.

SCHECHTER TAKES POST WITH CROWELL-COLLIER

A. A. SCHECHTER, who resigned as MBS vice president in charge of news, special events and publicity fortnight ago, leaving radio to become executive of Crowell-Collier Publishing Co., publisher of Collier's, Woman's Home Companion, and American Magazine. He has been in radio since 1931 when he joined NBC as director of news and special events. He left NBC in 1942 to join Army and served as lieutenant colonel and radio chief of Gen. MacArthur's public relations section.

He joined MBS as vice president and news editor in May, 1946. Announcement of new situation made by Albert E. Winger, president of Crowell-Coller, who said Mr. Schechter was joining "the executive staff." It is understood Mr. Schechter will receive a considerable increase in compensation over his position with MBS.

TOP STAFF CHANGES ANNOUNCED BY ABC

ABC promotions and realignments announced Friday: Ernest L. Jahncke, Jr., named publisher of ABC's TV Guide; both Jahncke, vice president of ABC Radio and TV; Jahncke, vice president in charge of public relations, appointed assistants to president. Mr. MacDonald will continue in charge of legal matters and labor relations. Mr. Sauder, in addition to present duties, will handle advertising, promotion and research. Theodore I. Oberfelder, head of advertising-promotion, becomes manager of WJZ New York, with Clar- ley Saudek, vice president and TV's "Manager of research."

CONFERENCE HELD ON LOTTERY DECISION

WALTER EMERSON, ABC Central Division attorney, went to Madison, Wis., Friday to confer with officials of WMWA and WTMJ-TV Milwaukee on Wisconsin ruling which cited ABC Stop the Music and six other radio-TV shows aired in Milwaukee as "lotteries." ABC New York awaited official notification from state attorney general's office (see story page 23).

Attorney Harry Sauthoff, minority stockholder in WISC Madison, which carries ABC program, planned conference with Madison County district attorney to forestall possible ban at WISC. He suggested to ABC officials that, if ban were extended to Madison, network would promptly seek 30-day stay of proceedings from courts. Mr. Sauthoff felt ruling is discriminatory.

LIBERTY SIGNS SWING

RAYMOND SWING, commentator, signed by Liberty Broadcasting to broadcast exclusively over network Mon.-Fri., 5:30 p.m. (EST) beginning Nov. 6.

NRC AFFILIATES DISCUSS OVERALL RATE INCREASES

NBC affiliated stations recommended Friday that network use "all its facilities" to editorialize against rate increase. Recommendation, made at NBC convention in White Sulphur Springs taken under advisement by management (early convention story page 19).

Both AM and TV rates discussed but no formal resolution taken by stations. Both NBC President Joseph H. McConnell and Executive Vice President Charles R. Denney said entire rate picture being studied with view toward adjustments. Increased network day-time radio rates were indicated. Many affiliates advocated overall boosts arguing radio has been underpriced for decade.

RADIO convention adopted urging network to substitute dollar rate for free television hours to defray interconnection and sustaining charges. Network took this under advisement. Majority of affiliates objected to proposed FCC rule permitting transmission of network programs in less than four-station markets.

SPAC committee to be reorganized from eight to ten members, two new TV members to be picked by Mutual to provide one new TV director for each 10 stations added. John A. Kennedy, WSZ-AM-TV Huntington, W. Va.; George B. Storer, Fort Industry Co., and George Norton, WAVE-AM-TV Louisville, was named to handle profit tax matters for TV as new art.

Next NBC convention to be held in New Orleans if hotel space available.

Easton Wolley, station director who is going to KDEY Salt Lake City as vice president, to be presented by affiliates with paid for DeSoto car and antique sterling tray. Affiliates urged approval of P. A. Sugg, WKY Oklahoma City, as vice head of industry and wide fund to provide scholarship in honor of late John J. Gillin Jr., WOW Omaha, at Creigh- ton U., his alma mater.

EDUCATION'S PLACE IN TV CONSIDERED

FURTHER details of DuMont's revised VHF-UHF TV allocation plan presented to FCC Friday by Dr. Thomas T. Goldsmith Jr., firm's director of research (early story page 66). Comr. Frieda B. Hennock commented Du- Mont's plan to provide for educational TV only above 830 mc, indicated she'd ask all parties about education's place in VHF. Asked by Comr. W. E. Wilson, the DuMont group head and president, to "Both," asked status of DuMont, he said firm is "not exclusively an educational institution."

Economic effects of allocation were dis- cussed by Christian J. Wiltz, general man- ager of DuMont TV Network, support of DuMont plan. He said DuMont believes if FCC allocation proposal is adopted that: "Monopolistic control" of TV broadcasting could be exercised by only one official. No num- ber of outlets are provided in major markets; incentive toward better programming, normal- ly resulting from competition, would diminish; listeners of national advertisers would enjoy "an immeasurable advertising advantage" in TV.

BROADCASTING • Telecasting
Central New England families are wide-awake and eager to buy, thanks to three unique WTAG-produced morning shows.

"Morning Parade" with John Wrisley, is music to everybody's ears, including the long, impressive list of advertisers.

"The Julie 'n Johnny Show", another participating show long established but with a new twist, originates and is a sellout day after day in the Sheraton Hotel, with an audience from every section of Central New England. Julie 'n Johnny move merchandise, too. When, for example, they first personalized a Worcester bank's announcement, a listener promptly opened six $1,250 accounts, one for every member of his family, and credited this show on WTAG.

As hostess on "Modern Kitchen," Lyda Flanders capitalizes on her extraordinary cooking heritage — 30 years as cooking authority of Central New England. Housewives almost eat out of her hand. Over 100 clubs and organizations a year, in the WTAG market, call on her for speaking engagements.

Put the "merchandise-moving" power of these shows to work for you in the prosperous Central New England Market. To get results in all of Central New England, buy a buying audience with WTAG.

© May we place your order on the current waiting list?

See Raymer for all details
Don't pull the wool over their ears

They'll spot you as an outsider every time you try to dress up your sales story with "local color." But customers will flock your way if you let a real, dyed-in-the-wool local personality do your talking for you. He knows the best approach...talks the language of the people thereabouts...knows how to make them buy. Take local personalities like WBT's Grady Cole in the Southeast...WCCO's Cedric Adams in the Northwest...WEEI's Carl Moore or E. B. Rideout down Boston way. They do it all the time. In each of 13 of your best markets, you'll find the favorite local talent on the radio station that's represented by Radio Sales. So when you want the pick of the local flock, just call Radio Sales. We can put you in green pastures.

Radio Sales
Radio and Television Stations Representative...CBS

Representing radio stations WCBS, WBBM, KNX, WCAU, WCCO, WEEI, KFOX, WCBS, WBT, WHYI, WTOP, KSL, WAPI and the Columbia Pacific Network; television stations WCBS-TV, WCAU-TV, KFOX-TV, WTOP-TV, WBT-TV, WSL-TV, WAPI-TV