A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample “Interview” and “Diary” Techniques

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

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

**INTERVIEW TECHNIQUE**

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

**DIARY TECHNIQUE**

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

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

**COMBINED INTERVIEW-DIARY TECHNIQUE**

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

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

...to reach the record buying power of Kentuckiana

WHAS offers the only complete farm programming service for Kentucky and Southern Indiana. Kentuckiana farmers depend on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

Recent U.S.D.A. figures show Kentucky has more cattle and calves, more hogs and pigs, more sheep and lambs, more horses and colts, and more chickens on farms than any other state south of the Ohio and east of the Mississippi Rivers.

50,000 WATTS  *  1A CLEAR CHANNEL  *  840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  *  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Why buy the shell?

In this billion-dollar Tri-Cities market, WTRY neatly tucks in its coverage where the sales are, leaving the fringe counties for the station with the oversized reach and the costs to match. We can send you a book-full of figures to prove it, but here is the meat...

WTRY (5 kw) ....... 110,690 radio families
Station A (10 kw) ...... 79,510 radio families
Station B (5-1 kw) ...... 79,340 radio families
Station C (50 kw) ........ 116,390 radio families

(BMB Total Weekly Audience in the Tri-City Counties of Albany, Schenectady, Rensselaer)

Now—let’s scan station C. This 50,000-watt spreads its coverage over mountain and dale, pours it out to less populated areas. But, of 16 markets claimed by Station C, five counties represent more than two-thirds or 67% of the total 360,700 radio families. And, in these five counties, WTRY delivers a larger audience than Station C. Yet, Station C’s cost for an announcement, for instance, is 2½ times that of WTRY.

Does the extra coverage you get on Station C justify the added cost? Ask yourself or ask HEADLEY-REED.

ALBANY • TROY • SCHENECTADY
980 kilocycles  CBS  5000 watts

Represented by Headley-Reed Company  •  Columbia Broadcasting System
Reports persisted Friday that United Paramount Theatres is bidding for acquisition of ABC, despite through denials. Poised in divestment of Paramount Pictures' production and exhibition activities, theater firm has long-pending FCC applications to take over old picture company's control of WBKB (TV) Chicago and half interest in WSNB New Orleans. FCC action on this application has been held up while FCC tries to arrive at "anti-trust policy"—which may come soon.

One of first results of Mexico's withdrawal from NARBA conference [BROADCASTING, Oct. 23] will be reactivation of Daytime Petitioners' Association effort to FCC authorizing full-time use of six Mexican 1-A channels currently used in U. S. on daytime-only basis.

Potency of radio, television and newspapers to be tested in 13-market survey by Emile Mogul Agency, New York, on behalf of its client National Shoes. Campaign starts this week.

Fitch Shampoo (Grove Labs) canceling its MBS show, The Shadow, effective Dec. 3, and will probably buy spots in selected markets. Reason for cancellation increasing production costs of product. Harry B. Cohen, New York, is agency.

Kenyon & Eckhardt, New York, expected to resign Sylvania Electric Products account, effective Jan. 1.

First CBS commercial color account will be Tintair, hair color restorative, now sponsoring Sinatra on CBS-AM. Company, paradoxically, is owned largely by Martin Strauss, formerly of Eversharp, and Carl Byoir, public relations expert just retained by RCA in color fight. Don Nathanson, former advertising head of Toni during its phenomenal development, also is with Tintair. They hope to land Arthur Godfrey.

Sam Sutter, vice president, Dancer-Fitzgerald-Sample, New York, moving to William Esty, New York, as copy chief.

With TV freeze limiting their television station representation possibilities, certain key station representative firms are exploring possibilities of expanding their revenues by selling syndicated TV stations, along lines of activities of Radio Sales, Radio and Television Stations Representative, CBS.

Negotiations of George B. Storer, president of Port Industry Co., with Cuban Banker Jose Menanos for acquisition of Televisión de Caribe, temporarily at standstill pending resolution of a mix-up over allocation of permanent TV channel to Cuban company.

One large midwestern agency began shooting all television commercials on color film day after FCC decision adopting CBS stand-

(Continued on page 82)

Upcoming

Oct. 29-Nov. 4: National Radio & Television Week.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.


Nov. 2-3: NAB District 4, Williamsburg Inn and Lodge, Williamsburg, Va.

(Other Upcomings on Page 67)

Bulletins

Demand that CBS avoid controversial color TV discussion on Arthur Godfrey's Talent Scout program. CBS-TV submitted Friday to President Frank Stanton by William Brooks Smith, advertising manager of Lipton Tea Co., Lever subsidiary. Protest arose from Mr. Godfrey's advice to set buyers on Oct. 29 program.

Some Set Makers Forecast Cutback in Production

Poring over National Production Authority's plan for up to 20 or 30% cutback in basic metals (story page 19), some radio-TV manufacturers Friday forecast substantial cutback in civilian output, though most withheld comment pending more thorough studies.

John B. Huaraesa, executive vice president of Admiral Corp., felt "apparently new restrictions are just beginning," and said that though next year's outlook is "not clear," he thought production may be off 25% to 30% or more.

Leonard Ashbach, president of Majestic Radio & TV Division of Zenith-Gay Corp., on basis of newspaper accounts of NPA plan said idea of 20-30% cutback is "ridiculous"—even now, he said, it's hard to get components for civilian output 50% of firm's capacity. Another manufacturing representative felt NPA cutback, coupled with color TV decision, 10% excess profits tax on TV sets, etc., posed serious threat to TV manufacturer.

Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, termed cutback "no surprise," said Zenith is preparing for future shortages and production cuts. Pilot Radio Corp. President Issaide Goldberg forecast ultimate cut in civilian production to about 50%. He foresaw no effect until present inventories run out, which he estimated at one or two months.

Spokesman for John Meck Industries and Scott Radio Labs termed NPA move "no thunderbolt of news."

Admiral's Mr. Huaraesa called for shelving of color and UHF TV "until the nation can return to a peacetime economy." He said "we would much prefer to let our engineers work on government military orders than have them devote time to a color TV system which is primarily for the use of a handful of CBS executives."

Among manufacturers withholding comment pending further study of NPA action were RCA, General Electric, Westinghouse, Emerson.

Business Briefly

Thayer Names • Thayer Inc., Gardner, Mass. (baby furniture), appoints McCann-Erickson, Boston and New York, as agency. Radio and TV considered.

Club Continues • Phillip Morris Co. renews for 52 weeks Johnny Olson's Luncheon Club, Monday nights 12:25 p.m. on ABC and One Man's Opinion, 8:55 p.m., over ABC, Mon.-Fri., Agency, Cecil & Presnay, New York.


Harrison Explains Construction Ban

No "specific assurance" can be given that non-defense building projects already begun may be completed, William H. Harrison, NPA administrator, reiterated Friday. Mr. Harrison made statement in reply to telegram from Associated General Contractors of America. Officials said this would apply to radio-TV construction, terming this "more essential" at present time than types prohibited in original order (story page 19). Mr. Harrison stated:

Possibly further types of construction would have to be limited in the future. . . . No specific assurance could be given that these projects started could be completed. Within the last few weeks we have had requests for assurance on this particular point and in the public interest it seemed important to make reference to (it) in the order. Appeal procedures are specifically provided for . . . .

We are mindful of the extreme importance of the broad question . . . and should it later be found necessary because of increased demands of the defense program to limit further types . . . it will be our intent to avoid an interruption of projects already underway as was done in the order. On the other hand, we cannot give assurance that circumstances in the future will permit adherence to this policy.

Falstaff May Expand

Falstaff Brewing Co., considering expansion of sponsorship of late evening movies on NBC from Los Angeles, San Francisco and New York, is said to be looking for a new market and now bought another show in Omaha because of successful results of free offer of salt and pepper sets. Falstaff also switching its transcribed Meredith Willson Show to more than 60 radio markets to local shows relying on station's programs to reach its audience best. Dancer-Fitzgerald-Sample, New York, is agency.

AAA TV Discussion

Frank Stanton, CBS president, and Fred Rickey, CBS-TV producer in charge of color, will discuss program production for color TV Tuesday afternoon at radio and television production session of eastern meeting of AAAA, to be held at Waldorf-Astoria, New York. Mark Woods, ABC vice chairman; Brig. Gen. Edward Lyman Munson Jr., director of NBC's TV film division, and Jerry Lester, Columbia Broadcasting, also will speak, following panel discussion conducted by Myron Kirk, radio-TV vice president of Kudner Agency.

LeVer May Adapt Show

LeVer Brothers considering daytime television version of its Aunt Jenny radio show. Ruthrauff & Ryan, New York, is agency.

Broadcasting • Telecasting
this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell your product. Write for information and rates.

Represented by

ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO
**Broadcasting Telecasting**

**THE NEWSWEEKLY OF RADIO AND TELEVISION**
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D.C.
Telephone ME 1023

**IN THIS BROADCASTING**

Manufacturers Bewildered by Defense Cutbacks... 19
AM 'Stop The Music' Intact in Wisconsin... 19
Record Bid In Don Lee Sale... 20
August Increase in Network Gross Shown... 21
Radio's Story Needs Telling, NAB Committee Urges... 22
Storeroom Success in Portland, Ore... 23
Hopes of New NARBA Treaty Seen... 25
Washington City's Radio's Defensive Attitude... 25
Radio-TV Week Starts Marking 30th Year... 26
BMI Clinic Airs Program Problems... 27
May Switch Amateur Bands for Frequency Needs... 30
Research Debate Highlight at NCAB... 31
RCA-NBC Report Stirs FCC Hearing... 57
Nov. 8 Seen for RCA-NBC Color Hearing... 57
L&M Top TV Network Buyer in August... 60
Stations Report $22.1 Million Loss... 60
Cuba's First Video Outlet Takes Air... 64

**TELECASTING** starts on Page 55

**DEPARTMENTS**

Agency Beat... 14
Aircasters... 16
Allied Arts... 19
Editorial... 23
FNK Actions... 34
FRC Roundup... 61
Feature of Week... 70
Front Office... 80

**WASHINGTON HEADQUARTERS**

SOL TAISHOFF, Editor and Publisher

**EDITORIAL:** ART KING, Managing Editor; J. Frank Beatty, Rufus Carter, Associate Editors; Fred Fitzgerald, News Editor; W. Herbert Price, Assistant to the Editor. STAFF: David Bovitt, Lawrence Christopher, Mary Crow, Wilson D. McCarthy, John O'Brien, Eudocia Williamson. **EDITORIAL ASSISTANTS:** Debrah, Patrick Jones, Pat Kowalcyk, Perry Lord, Jean D. Slatz, Keith Traylor; Gladys L. Hall, Secretary to the Publisher.

**BUSINESS:** MAURY LONG, Business Manager; Winfield R. Levy, Assistant Business Manager; George L. Laft, Production Manager, Harry Stevens, Classified Advertising Manager; Ellen Schall, Doris Orme, Judy Martin; B. T. lakes, Treasurer; Irving C. Miller, Auditor and Office Manager; Bunice Weston.

**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, Manager: Elaine Haskell, Grace Motta, Lilian Cooper, Allen Riley, Warren Sheets.

**NEW YORK BUREAU** 480 Madison Ave., Zone 22, N. Y. 22

**ASSOC. EDITOR:** Edwin N. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Koppel.

**BROADCASTING** 417 Commerce, Miami Beach, Fla., Manager: John C. Brown.

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

**CHICAGO BUREAU** 1500 S. Dearborn St., Chicago 5

**ASSOC. EDITOR:** James, Chicago Editor; Pete Dickerson, Assistant to Chicago Editor; Gretchen Groff, Martha Koppel.

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

**HOLLYWOOD BUREAU** 2110 1st Street, Hollywood 28, Calif.

**ASSOC. EDITOR:** Edwin N. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Koppel.

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

**TORONTO** 417 Harbour Commission, Elgin 0775, Toronto, Ont.

**ADVERTISING** 1500 S. Dearborn St., Chicago 5.

**WORLD WIDE TELEGRAPH**

**BROADCASTING** and **TELECASTING** were Founded in 1931 by Broadcasting Publications, Inc., using the title **BROADCASTING**—_The News Magazine of the Fifth Estate_. Magazine Advertising was acquired in 1937 and **TELECASTING** in 1938. **BROADCASTING** is the official organ of the National Association of Broadcasters (NAB).

**Copyright** 1939 by Broadcasting Publications, Inc.

**Subscription Price:** $2.75 Per Year, 25¢ Per Copy

---

**VOTED FOR**

**LOW PRICED!**

½-hour Western Adventure Program... Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

**SAGENAL PROMOTION CAMPAIGN**

From buttons to guns—breaks traffic records!

**LOW PRICED!**

½-hour Western Adventure Program... Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

**ZIV**

Radio Productions

1515 Madison Rd., Cincinnati, Ohio

**Here's the Sensational**

**LOW-PRICED WESTERN**

That Should Be On Your Station!

---

**MORE THAN**

1/3 OF ALL KIDS

IN CULLMAN, ALABAMA

Do kids love "Cisco Kid"?

Klein's Dairy says: "Yes!"

... 857 kids (½ of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air—we love Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!
This is CBS in 1950...

creator of great radio programs

New CBS Packages, refining the whole scope of successful big-time programming, are available today. The Howie Park Show, Songs for Sale, Underprivileged, Rate Your Mate.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**MONDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**TUESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**THURSDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**FRIDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**COMPARATIVE NETWORK SHOWS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>

**DAYTIME**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>12:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:15</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:30</td>
<td>ABC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
<tr>
<td>1:45</td>
<td>NBC</td>
<td>&quot;The Big Show&quot;</td>
</tr>
</tbody>
</table>
In New York
6 of the top 8
participation
programs are on
WCBS*

Represented by Radio Sales

There are 28 vehicles for minute commercials on New York's four major stations. But Pulse proves the best buys are all on the station New York listens to most. These WCBS shows give participating sponsors their biggest audiences and greatest sales impacts. Ask us or Radio Sales which of these stars will get you top billing in the nation's #1 market.
U. S. INDUSTRIAL CHEMICALS Inc. (U.S.I. Permanent and Super Pyro anti-freeze products) launches intensive radio spot announce- ment campaign. Spots featuring “talking automobile horn” will be broadcast 15 times weekly over approximately 100 leading stations in small, medium and large markets. In N. Y. and Chicago, 30 spots will be heard. Campaign will run through December on staggered basis keyed to arrival of colder weather. Agency: Geyer, Newell & Ganger Inc., N. Y.

KIRSCH BEVERAGES Inc., Brooklyn, N. Y., planning TV spot cam- paign to begin as soon as satisfactory time clearances can be arranged. Agency: Grey Adv., N. Y.

LADY'S CHOICE FOODS, L. A. (packer James grocery products), ap- points Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots to get underway on KFRC San Francisco Nov. 27; rest Jan. 1. Account executive is Jere Bayard.

FALSTAFF BEER, St. Louis, preparing to buy number of baseball sched- ules including one on Liberty Broadcasting System. Agency: Dancer- Fitzgerald-Sample, N. Y.

CANADIAN FUR Corp. to launch TV campaign in addition to present radio activities. Programs being planned on WATV (TV) Newark (full- length one-hour film, Tues., 6-7 p.m.) and WPIX (TV) New York (daily participation in Ted Steele Show, 2-5 p.m.). Agency: Emil Mogul Co., N. Y. Agency’s TV director, Ely Landau, supervises production.

GROVE LABS, St. Louis (Four-Way cold tablets), running radio spot schedules nationally, “blanketing the nation,” through cold season. Agency: Gardner Adv., St. Louis.

CHICAGO WESTERN Corp., Chicago, for Pinafore chicken, continuing series of TV spots in eight markets. Schedules call for as many as 30 announcements per week per market. Agency: Phil Gordon, Chicago.


HELBRORS WATCH Co., N. Y., appoints Ray-Hirsch Co., same city, to direct its advertising. Radio-TV will be used.

W. K. BUCKLEY Ltd., Toronto (proprietary), starts campaign of spot announcements, weather forecasts, five and ten minute shows on large number of Canadian stations. Agency: Grant Adv. of Canada, Toronto.

Network Accounts...

LUCKY LAGER BREWING Co., S. F. (Lucky Lager beer, ale), starts 26 weeks Ira Blue Sports Show on all ABC Pacific coast stations directly following Gillette sponsored fights Fri., 7 p.m., PST. Agency: McCann- Erickson, S. F.

ADMIRAL Corp. renews Lights Out, dramatic series, NBC-TV, Mon., 9-9:30 p.m., for 13 weeks. Agency: Rudner Adv., N. Y.

GENERAL MILLS Inc. (Gold Medal Kitchen Tested flour) will sponsor Cal Timney’s On, over ABC midwest and southwest network, Mon-Fri., 7:15-7:30 a.m., CST. Program will be recorded for other parts of country. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

BRISTOL MYERS Co. renews Break the Bank, NBC-TV, 10 p.m. Wed., for another 32 weeks. Agency: Doherty, Clifford & Shenfield Inc., N. Y.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
WHO IN THE WORLD ARE YOU TALKING TO?

You know when you use Spot Radio.

Men, women, children ... farmers, city folks, families ... pick the prospects you want and need. Then pick the station, the time, the program that carries your message direct to your specific customers.

Spot and spot alone delivers your advertising at precisely the right time ... to precisely the right people ... in precisely the right words.

Day in, day out, in one market or as many as you choose.

Spot works even better on great stations like these...

---

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td></td>
<td>Ft. Worth</td>
<td>ABC</td>
</tr>
<tr>
<td>KSO</td>
<td>Des Moines</td>
<td>CBS</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>KPHO</td>
<td>Phoenix, Ariz.</td>
<td>ABC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

---

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

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

BROADCASTING • Telecasting

October 30, 1950 • Page 13
MELVIN TENEBAUM, director radio-TV Ohio Adv. Agency Inc., Cleveland, named vice president in charge of radio-TV.


KENT S. PUTNAM and EDGAR M. YAXLEY to staff G. M. Basford Co., N. Y.

ROBERT E. BRADHAM, manager WTMA Charleston, S. C., opens agency in that city. Firm will deal in radio accounts.

H. AUSTIN PETERSON, partner Ted Bates Inc. and head of Hollywood office, transferred to N. Y. office as supervisor of radio-TV for agency, effective Nov. 1.


ARTHUR H. EATON, copy chief Erwin, Wasey & Co., N. Y., named vice president.

LESTER VAIL, Dancer-Fitzgerald-Sample radio department, returns to radio-TV department Young & Rubicam, N. Y., as producer-director Aldrich Family, NBC-TV.

**on all accounts**

When La Guardia was running in New York, and Glenn Cunningham was doing the same in the Olympics, John Francis Henry was doing a modest bit of sprinting on his own over a path that was to lead directly to his present job as New York account executive on Nash-Kelininator and Leonard Appliances for Geyer, Newell & Ganger, New York.

Mr. Henry began his industrial career as a runner for a typographical service, a part-time supplement to his work at New York U., where he majored in advertising and marketing.

One of the stops on his route was the advertising agency, Benton & Bowles, which quickly recognized the potential mileage in the motley youngster and hired him to work in the production department there.

Mr. Henry advanced with the agency to the post of traffic manager, the job he left in 1942 to join the Navy. As a navigator in the service he logged more than 2,000 flying hours in trans-Atlantic flights.

In December 1945, he returned to earth to join the traffic and production department of Geyer, Newell & Ganger. In March of this year he was named to his current post as New York account executive on the Nash-Kelininator account.

In Detroit John McQuagg is office manager supervising the group on the Nash-Kelininator account, while Walker Graham is account executive on Nash and Ralph Wolfe account executive on Kelinator.

The company sponsors Morton Downey, Star of the Family on CBS-TV, Friday, 10:10-11:30 p.m. to promote Kelinators and the Nash-Air-flute Theatre on CBS-TV, Thursday, 10:30-11 p.m.

Although both shows were launched in the last week of September, dealer reaction already has been so enthusiastic as to presage a brilliant joint future for the accounts and their New York executive.

(Continued on page 80)

**beat**

ROBERT L. REDD, radio director, Erwin, Wasey & Co., L. A., named director of radio-TV for agency’s West Coast division.

W. A. HAMMOND and MACK CHRYSLER to Brooke, Smith, French & Dorrance, Detroit, in administrative and creative capacities, respectively.

DOUGLAS COYLE, Vicks Chemical Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of merchandising department.

EDWARD J. MONTAGNE, motion picture director and writer, to William Esty Co., N. Y., as TV producer. First assignment is Man Against Crime.

ROBERT CARLEY, Donahue & Co., N. Y., to Geyer, Newell & Ganger, N. Y., as account executive.


DINA MIGLIORI, to copy department Federal Adv. Inc., N. Y. Was with Kenyon & Eckhardt and J. Walter Thompson, same city.

LOUIS A. SMITH Adv., Chicago, moves to new offices at 161 E. Grand Ave., after recent incorporation. Mr. Smith (see Front Office) sold firm, which he owned exclusively, to JAMES BOWDEN, Taylor Co., Chicago, and GEORGE BENTLEY, Presba, Fellers & Presba, Chicago. Mr. Bowden is in charge of radio-TV activities.


ROL RIDER, producer advertising manager Albers Div., Carnation Co., L. A., to contact staff Young & Rubicam Inc., L. A.

THAINE A. Youst, assistant merchandising director Doherty, Clifford & Shenfield, N. Y., to Lennen & Mitchell, N. Y., as merchandising executive.

RUTHRAUFF & RYAN, N. Y., moves radio-TV department to larger quarters on 82d floor of Chrysler Bldg., to accommodate expanded staff covering new programs agency is producing.

WARD WHEELOCK Co. moves Hollywood offices to California Bank Bldg., Vine St. and Selma Ave.

MEETING for the first time in their new executive offices in New York, directors of Brand Names Foundation get together for their regular October meeting (1 to 9): R. E. McKee, McCann-Erickson, who presented the Foundation's 1950-51 advertising campaign; Frank White, MBS president; William H. Eaton, president of the American Home Magazine Corp., and Paul S. Willits, Grocery Mfrs. of America Inc. president. The last three are Brand Names Foundation directors.

Page 14 * October 30, 1950
WTOP daytime shows are 72\% more-listened-to* than the next station's.

And WTOP's total week share is 60\% larger!

*6 AM to 6 PM, entire week, July-August 1950 Pulse Inc.
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glasscock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country... you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC
5000 WATTS 880 KC

GORDON HAYES

WHEN Gordon Hayes reigned as advertising manager of the Washington Daily News in 1943 to become assistant sales manager of WTOP Washington, several of his old newspaper accounts paid him the greatest tribute of his 10-year sales career—they followed him into radio.

Most of these loyal clients were retail stores and their conversion to radio marked a major milestone for WTOP. But Mr. Hayes, present western sales manager of CBS Radio Sales in Chicago, modestly claims his 1943 achievement was not as difficult as one might assume.

While on the News, he became acquainted with every buyer, merchandise manager, department head, and retail store executive in Washington, so all he had to do was lead his friends into “the promised land of radio.”

Gordon Hayes became an advertising man by accident. A native

(Continued on page 40)

IF YOU'RE INTERESTED IN WOMEN...

Year After Year
WISN's Ann Leslie Proves That She Is Milwaukee's and Southeastern Wisconsin's MOST POPULAR Women's Commentator.

For More Than 17 Years Ann's "Over The Coffee-Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.

You'll Like Doing Business With WISN.

IN MILWAUKEE
THEY LIST'N TO
WISN
5000 WATTS
Represented by KATZ Agency

BROADCASTING • Telecasting
In the show . . .
without stealing the act

RCA's new ribbon-pressure "STARMAKER"

"It's unobtrusive. Umber gray coloring blends it right into the TV picture. Minimum reflection."

So slim you must look sharply to see it. . . . so skillfully styled its shape and coloring fade right into the scene . . . this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—and yet retains all the high-quality features of RCA professional microphones. Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . and can be substituted for any professional high-quality RCA microphone. No extra attachments needed!

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. 19JE, RCA Engineering Products, Camden, N. J.

*Selected from entries submitted by Broadcast Stations in national contest.

Audio Broadcast Equipment
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal
IT'S EASY, WHEN YOU KNOW HOW!

... AND HERE'S THE PROOF!

<table>
<thead>
<tr>
<th>SHREVEPORT SHARE OF AUDIENCE—TOTAL RATED PERIODS—DEC. ’49-APR. ’50</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>KWKH</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
</tr>
</tbody>
</table>

YES, month after month, year after year, KWKH leads all Shreveport stations in Share-of-Audience Hooperatings. The chart above shows KWKH's superiority for Total Rated Time Periods for the latest five-month period. KWKH also got the highest Hoopers Morning, Afternoon and Evening, too!

KWKH’s tremendous popularity is just as outstanding in the rich oil, timber and agricultural areas around Shreveport. The 1949 BMB Study credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families are “average daily listeners” to KWKH!

Let KWKH’s Know-How go to work for you here in our booming tri-state market. Write for all the facts, today!

50,000 Watts · CBS ·

The Branham Company Representatives
Henry Clay, General Manager
DEFENSE CUTBACKS

Put Manufacturers in Quandary

CUTBACKS in the nation's civilian radio-TV-phonograph-telephone equipment supply designed to meet defense needs left manufacturers in a state of mingled concern and confusion last week as the government prepared to clamp down on the flow of vital metals into electronics channels.

National Production Authority officials flatly told manufacturers that they may expect certain "limitations"—ranging up to 25% or 30% on the consumption of raw materials, with Dec. 1 as probable effective date.

"The government's proposed order, expected officially sometime this week, provides that set-makers may not consume more than a certain percentage of material (copper, aluminum, nickel and cobalt) utilized during a base period, probably the fiscal year ended June 30. Future use will be governed by average use of each manufacturer during that period. Thus all four metals—and rubber and steel as well—used in varying degrees in broadcast receiving and transmission equipment appeared destined to become critical high-priority items, underscoring the manufacturers' dilemma of balancing supply and demand."

Construction Ban

NPA last week also announced a ban on construction of new buildings for "amusement, recreational or entertainment purposes."

Government officials explained that the prohibition would not apply to radio and television buildings or studios, or plants engaged in manufacture of electronics equipment—for the present, at least. They warned, however, that anyone starting construction which is not on the prohibited list, but which "does not further the defense effort either directly or indirectly, and does not increase the nation's productive capacity," runs the risk of being unable to complete the building.

The scarce materials regulation, revealed at a radio-TV representatives' meeting last Thursday with NPA authorities, is expected to accentuate civilian demand for radio-TV sets and phonographs. Materials used in end products and component parts already are acute scarce, authorities pointed out.

Not the least controversial question posed by NPA's ruling is FCC's decision favoring the CBS color TV system as well as problems related to black-and-white television.

Manufacturers brought up the TV question at Thursday's meeting, but were lightly brushed aside by NPA officials who felt the issue was not their concern. The manufacturers and FCC will have to puzzle that out themselves, they indicated. They also intimated that set-makers should decide among themselves as to how they will meet the pinch on raw materials—whether to concentrate on radio or TV production, while adopting a plan of standardization on certain existing models, how best to utilize "substitute" materials, and whether to re-evaluate current allocations among their distributors.

EMPHASIZING the military's claims for a substantial portion of electronics parts and equipment, NPA stressed that the 20% to 30% was flexible and no base percentage has been established.

Cite Increase Demand

Manufacturers also were quick to point out at the meeting, presided over by Henry Harrison, NPA administrator, that the military is making increasing demands on its trained electronics and communications specialists. It was felt, however, that the Defense Dept.'s new policy requiring each service to estimate manpower needs six months in advance of recall may alleviate the growing drain on such services, if only to spread it over a longer period of time.

NPA officials quoted industry representatives as resigned to the "unpleasant fact" of curtailment of (Continued on page 80)

How Metal Cutbacks Affect Sets...

CUTBACKS in scarce metals used by radio and television set manufacturers will affect number of sets produced and perhaps quality of performance, according to views of production engineers.

Even so, manufacturers already are considering means of making available supplies go as far as possible by means of substitutes and efficiency methods.

The two key metals, copper and aluminum, are used in many portions of television sets, with the pound ratio for television from three to five times as high as for radio sets. Size of the radio chassis has been greatly cut in recent years.

Copper is used frequently to plate the steel chassis, but cadmium also is popular and satisfactory. Large amounts of copper is used in the AC power transformer, which must have this metal. It also appears in filter chokes. Almost all coils have copper wire. During World War II some silver was substituted for copper wire but in most cases it was not as satisfactory and the cost was high. Aluminum is used in TV electrolytic condensers and indoor aerials. There is no substitute in the case of condensers but other metals can be used for aerials. Including cad and foil, condensers are 90% aluminum, with perhaps a pound in each television set.

Cobalt and nickel are used in permanent magnet loudspeakers, focus coils and ion traps. Earlier models used electromagnets and soft iron to some degree. The industry can go back to substitutes in all magnetic uses though performance might not be as good. Some nickel is used in the gun assembly of the cathode ray tube.

There are better magnetic materials than the popular nickel-cobalt combination but these magnetic alloy steels are extremely expensive and in short supply.

WIS. GIVEAWAYS

AM 'Stop The Music' Stays

DEVELOPMENTS in the anti-giveaway opinion delivered by Wisconsin's attorney general were manifold last week. Stop the Music remained on nine ABC AM stations in the state, the TV version was cancelled by WTMJ-TV Milwaukee, which also dropped four other network shows with giveaway elements, and Tello-Test was restored after a technical modification in format by the package [Broadcasting, Oct. 25].

Stop the Music, on WMAW Milwaukee, was restored to that station after agreement by station officials that Wisconsin listeners would be warned they could not participate actively in the program.

(Listeners are telephoned, and winners chosen for answering questions correctly.) Other ABC affiliates in the state were puzzled as to the legality of the broadcast. ABC disclosed that none of its Wisconsin affiliates had dropped the show despite WTJ-M-TV cancellation of the TV version. An ABC spokesman said the network will take legal action in the matter but the exact nature has not been decided.

Lottery Issue

Thomas Fairchild and William A. Platz, Wisconsin's attorney general and his assistant, said the program would not be in violation of the state's restrictive anti-lottery laws if the element of lottery was removed. The show, without possible quiz participation by Wisconsin listeners, becomes an entertainment feature, he said.

Although WMAW went along with the clarification, WTJM-TV, Wisconsin's only video station, declined to do so. In addition, WTJM-TV took four other network shows off the air — Break the Bank (NBC), Arthur Godfrey and Toni Twin Family (CBS), What's My Name (NBC) and Chance of a Lifetime (ABC).

Messrs. Fairchild and Platz conferred Wednesday with Walter Schwimmer, president of Radio Features, Chicago, which syndicates Tello-Test on 276 stations. At that time, Mr. Schwimmer agreed to a "slight technical modification in the handling of the question," which eliminated the lottery feature and enables the show to return to WISN Milwaukee. Mr. Schwimmer expects Tello-Test to return today or tomorrow. Because (Continued on page 81)
GROSS radio network time billings totaled $165,722,956, some $36,700,513 less than the same period last year. Publishers Information Bureau last four networks were $13,931,561 as a

Network lead in gross billings was CBS which sold $5,849,786.

ECOLOG TimeCBS Leads in Nine Months
Gross Billings—PIB

For the first nine months in 1960

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>NBC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 9</td>
<td>2,418,984</td>
<td>3,464,663</td>
<td>5,849,786</td>
</tr>
<tr>
<td>9 months</td>
<td>23,077,292</td>
<td>26,417,997</td>
<td>31,874,869</td>
</tr>
<tr>
<td>9 months 49</td>
<td>31,874,869</td>
<td>31,874,869</td>
<td>31,874,869</td>
</tr>
</tbody>
</table>

Earlier, last Wednesday alumi

num representatives were told by
government officials that CBS must

reduce civilian consumption of that

metal—either by cutting alloca-
tions to each manufacturer or elimi-

nating use of the item for non-

essential types of manufacture.

Fabricators objected to both meth-

ods and proposed that any nec-

essary curbs be applied voluntarily

by industry.

C. Donald Dalles, chairman of the

board of Revere Copper & Brass

Inc., huge supplier of materials for elec-

tronics use, questioned whether

accelerated rate of copper stockpil-

ing is justified and warned it may
take one-third of the available U.S.

copper.

Steel Order

A similar order issued on steel also

threatens to curtail supply of that

product in the output of tele-

television and radio towers.

Manufacturers of radio receiving
tubes already have voiced con-

cern over shortages and scarcity of

high-priority components comman-
ded for defense purposes [BREAKING NEWS, Oct. 23].

Also a matter of concern is the

possibility that manufacturers may

find it more difficult than ever to

comply with FCC's proposal that

they build video receivers to accom-

modate CBS color TV.

Adapters and converters also consume pre-
cious materials, it was pointed out.

A wholesale 30% curtailment of civil-

ian production, if it ever materi-

alized, conceivably could send

repercussions right down the line to

advertisers and television broad-
casters, in view of TV's accepted

rate structure based on set circu-

lation. This dire prospect was not

seen, however, in NPA's present

proposals.

Requests from manufacturers who would expand their electronics and other plants for defense pur-

poses will be channeled to NSRB

Director W. Stuart Symington, mobilization coordinator, who will serve as "certifying authority" for war materials. Any advantage of any sort of special tax benefits under the NPA

Act.

They could write off the costs for tax purposes within five years as was substantially the case during

World War II, and thus remove themselves from higher tax bracket

Meanwhile, the Manufacture

Committee of the U. S. Chamber of Commerce met Friday to review the nation's defense produc-
tion program as outlined by gov-

ernment officials. Committee is headed by Chairman Stanley C. Alyn and includes Frank Folsom, 

RCA president.

NPA officials explained later that all NPA regulations are carefully evolved to avoid any implications

that suggest possible violation of the

anti-trust laws.

Effect on Civilian Needs

Spokesmen at RTMA, which of-

ficially declined comment, said, how-

ever, that the "limitations" pro-

posed by the NPA have the "effect" of curtailing civilian radio-TV production. It was be-

lieved that the full impact would not be felt for at least the first half of this year, though present inventories certainly will be jugged.

R. C. Sprague, RTMA president,
said this past summer that the in-

dustry could expect anywhere from

a 15% to 20% cutback in civilian

time radio-TV receiver output during

the Korean crisis. The NPA regu-
lations would hit the maximum ceil-
ing by 10% at the base of mate-

rials.

It was suggested that set-makers who turn out a vari-

ty of TV receiver models would be

forced to standardize their line to

accommodate fewer types. Tele-

vision saturation of production ca-

pacity already has shown heavily

on components to such an extent that

electronics parts in other fields are

acutely scarce.

An industry official, however, out, too, that the effect would be manifest chiefly in the consumption of metal

units, rather than percentage of out-

put, and that the diversion of civil-

ian appliances would, in the long run, be greater than appears on the surface.

For example, it was reported to have failed in its plan last Thursday though details generally were un-

available. Discussions were de-

scribed as informal.

Same Plan Outlined

Following the radio-TV session, NPA authorities met with repre-

sentatives of the Electric Consumer Goods Industry Advisory Com-

mittee, before whom they outlined sub-

stantially the same plan.

Representing NPA at the radio-

TV concave, in addition to Mr.

Harrison, were H. B. McCoy, assist-

ant administrator of industry oper-

ations; Donald T. Farris, Commu-

nications Dept.; Thomas Delahanty,

General Products Division, and

Rollen Kadesh, NPA information

office. Other government officials present included Marvin Hobbs, Tele-

stations and E. E. Hall, eastern division manager, station relations.

CAAB MEET

Scheduled Nov. 9-10

THE CBS affiliates advisory board will hold its second 1960 meeting

Nov. 9-10 in New York.

Members of the board are: I. R.

Lounsberry, WGR Buffalo, chair-

man; B. E. Hill, WJAC John-

nesburg, Mass., secretary; C. T.

Lucy, WRVA Richmond, Va.; Glenn

Marshall Jr., WMIR Jacksonville,

Fla.; Howard Summerville, WTV

New Orleans; Richard Borel,

WBNS Columbus, Ohio; William

Quarton, WMT Cedar Rapids;

Clyde Rembert, KRLD Dallas, and

Chas Coombs, KROY Sacramento,

Calif.

CBS executives who are to attend the CAAB meetings include: Frank Stark, CBS vice president; Joseph H. Rundell, executive vice president; Adrian Murphy, vice president and general execu-
tive in charge of television; Herbert V. Akerberg, vice president in charge of station relations; Dr. Peter C. Gold-
mark, vice president in charge of engi-

nership; J. B. Houghton, director of development; Earl Gammons, vice president in charge of Washington office; Louis Hathaway, vice president in charge of advertising and sales promotion; Hub-

bell Robinson Jr., vice president in charge of network programs; A. A. Van Volkenburg, vice president in charge of network sales; William A. Sebring, director of station affai-

rs, and E. E. Hall, eastern division manager, station relations.

Page 20 • October 30, 1950
General Tire Bid Sets Record

The overall transaction is the largest in radio history, over-shadowing the $8 million gross figure in Edward J. Noble's 1943 purchase of the Blue Network (ABC) and also exceeding the net price of approximately $6,600,000 involved in the ABC transaction. Mr. O'Neill pointed out that the Lee estate included "substantially over $5 million in cash and quick assets," which would put the net price at around $7 million (before further liquidations, including sale of KDB).

On behalf of General Tire, the Washington law firm of Pierson & Ball last week was preparing applications for FCC approval, and expressed hope they would be ready (Continued on page 30).

NETWORK GROSS UP
For August—PIB

The overall transaction is the largest in radio history, over-shadowing the $8 million gross figure in Edward J. Noble's 1943 purchase of the Blue Network (ABC) and also exceeding the net price of approximately $6,600,000 involved in the ABC transaction. Mr. O'Neill pointed out that the Lee estate included "substantially over $5 million in cash and quick assets," which would put the net price at around $7 million (before further liquidations, including sale of KDB).

On behalf of General Tire, the Washington law firm of Pierson & Ball last week was preparing applications for FCC approval, and expressed hope they would be ready (Continued on page 30).
THE STORY of radio’s preeminen ce in the media field, with its ability to reach the people at the lowest cost, must be told forcefully and frequently—and soon.

This position was taken by the NAB AM Committee, meeting in Washington Oct. 23-24, and NAB’s board of directors will have a strong recommendation from the committee at its mid-November meeting.

Two days of committee discussion covered the gamut of radio’s current problems, under chairmanship of Hugh B. Terry, KLZ Denver.

Out of the meeting came the proposal that NAB tell the world the true story of the broadcast medium, a story that many members felt has never been properly told in radio’s 30-year history.

A veteran broadcaster familiar with the medium’s growth and its current status, Paul W. Morency, WTIC Hartford, led the committee movement to gain proper recognition for radio in the growingly competitive advertising field. Mr. Morency is District 1 director.

Study Ryan Plan

The committee went carefully into a plan submitted last August by William B. Ryan, NAB general manager, following demand by Assn. of National Advertisers for drastic radio rate reductions because of TV’s impact on listening. At that time Mr. Ryan proposed that the true facts of media rate structures be pitted against each other [BROADCASTING, Aug. 28].

The Ryan plan supplied many of the ideas behind the committee’s recommendation, as finally adopted for board consideration.

Committee members felt that the story of radio’s growth should be told in terms of radio sets, audi ence and facilities. This would take the form of a major project, providing an all-out analysis of the broad-filing medium. Sale impact of the spoken word and programming appeal would be portrayed in the radio presentation.

While members agreed the impor tance of TV on radio is serious in major television areas, it was pointed out that all media and living habits have been affected. Therefore the committee advocated a broad look at the advertising media picture. Radio’s problem thus is much more than a competitive battle with TV, members felt.

The idea of an intensive study of radio rates was taken up but committee members were opposed to a survey of that type. They felt the radio project should deal with audience and facilities. Many of the members, however advocated radio rate increases based on general increase in operating costs, just as printed media have raised space rates.

Convention Realignment

A second point that drew committee attention was the 1951 NAB convention, to be held in mid-April at the Stevens Hotel, Chicago. Members favored the idea of a concurrent convention, with management and engineering groups meeting at the same time. For the last two years the engineering meetings have been held before or after the management convention, involving exhibitors in week-long participation.

Committeemen agreed that the 1950 convention, with its high-brass aspect, had been a disappointment. They favored a convention with both broad industry aspects and specialized workshop sessions.

Main emphasis was placed on the need of brightening the agenda, making the convention as interesting as possible. Injection of more showmanship and drama into the convention meetings was favored. Workshop sessions would interest such industry groups as independents and network affiliates, FM, TV and other segments.

Industry Problems Discussed

Other industry problems discussed by the committee included national defense, taxation, manpower recruitment, wage freezes, special orders by regulatory agencies and effect of the Wisconsin court decision on giveaways (see story page 15). A number of NAB staff members took part in last week’s committee meeting, including President Justin Miller; General Manager William B. Ryan; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director.

Full Agenda

Hugh M. P. Higgins, director of Broadcast Advertising Bureau, outlined projects of the association’s sales promotion agency. Richard P. Doherty, employee-employer relations director, discussed operating costs and employment. Jack Hardesty, NAB station relations director, who starts tomorrow on a cross-country membership tour, reviewed the status of NAB membership and steps underway to bring in non-member stations.

Dr. Kenneth H. Baker discussed NAB research projects and Ralph W. Hardy, government relations director, reviewed lobby activities.

Committee members present, besides Chairman Terry and Mr. Morency, were H. Quenton Cox, KGW Portland, Ore.; Simon R. Goldman, WJTN Jamestown, N.Y.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Glenn Shaw, KLX Oakland; F. C. Sowell, WLAC Nashville; William E. Ware, KSTL St. Louis; Ben A. Laird, WDUZ Green Bay, Wis.

CBS-NIHLEAN SUIT

Is Settled Out of Court

MISAPPROPRIATION of dramatic property suit brought by two writers against CBS for $250,000 was settled out of court in Chicago last week while the fighting in Federal District Court by Judge Philip Sullivan, Mr. and Mrs. Russell NIHLEAN of Chicago charged last August that CBS broadcast a network show, Hit the Jackpot, based on an idea submitted by them to WBBM (CBS) Chicago. They alleged the idea for Hit the Jackpot was taken from their show, Watch Your Step.

Judge Sullivan dismissed the case “with prejudice,” which provides that same suit may not be brought into court again. The plaintiffs and the defendants were ordered to pay their own court costs. Co-defendants with the network were DeSoto and Plymouth, sponsors of Hit the Jackpot.

Lindsey to KYMA

WILLIAM L. LINDESEY, at present program director of KLAS Las Vegas, Nev., will become general manager of the new KYMA Yuma, Ariz., according to an announce ment last week by Albert Johnson, manager of Salt River Valley Broadcasting Co., which holds the KYMA construction permit as well as the license of KOY Phoenix. Mr. Lindsey is to leave KLAS Nov. 6 to take up his new duties preparatory to the Yuma 250 w outlet on 1400 kc taking the air around Dec. 1. KYMA will affiliate with Mutual-Don Lee and the Arizona Network, was announced.

NAB president; Hugh B. Terry, KLZ Denver, chairman; William B. Ryan, NAB; F. C. Sowell, WLAC Nashville; Simon R. Goldman, WJTN Jamestown; H Quenton Cox, KGW Portland; Ben A. Laird, WDUZ Green Bay.
How KPFM(FM) Promotes Sponsor’s Products
In 80 Supermarkets

Selling the Customer At the Store Shelf

POINT-OF-SALE radio advertising in supermarkets as a new off-shoot of FM radio is doubling the gross income of KPFM (FM) Portland, Ore., Manager Stanley M. Goard has disclosed to BROADCASTING.

The independent FM station channels music and spot announcements to some 80 city supermarkets promoting sale of food products that shopper-listeners can buy in the store. The 20-second store commercials are purchased by food manufacturers through Point-O-Salescast Co., Portland, which books the time with KPFM and provides the copy.

Donald W. Greene, owner-manager of the firm which was organized specifically for that purpose last May 1, concedes that the idea of storecasting is not new. But he adds:

Cites Growing Success Of Storecasting Technique

"... We've had unusual success, and as far as I know, Portland's program is the only one in which the stores contribute to the cost, as well as the sponsors ... a service more attractive both to the participating stores and to the sponsors."

Other cities which have inaugurated storecasting in recent years— but without charging the stores—are Chicago, Detroit, New York, Philadelphia and Hartford, Conn.

Storecasting in Portland is aired during store hours, from 9 a.m. to 6:30 p.m. with commercials accepted only if the particular product is carried by 90% of the participating stores. Only deviation from the regular KPFM broadcast schedule of continuous music is that involving use of supersonic signals in supermarkets to increase the volume on commercials and eliminate station breaks and newscasts.

The storecasting arrangement entails advantages for the station, supermarkets and home listeners alike, according to Mr. Goard. The stores derive on-the-spot help from manufacturers in moving merchandise, improved salesmanship, and a more pleasant atmosphere for customers and workers. Additionally, merchants extend cooperation in stocking advertising items.

Mr. Goard also singles out a limit of three 20-second commercials per quarter-hour and several hours per day when no commercials are aired.

Taping In Advance Holds Down Costs

To help keep costs down and ensure maximum quality announcements, the week's commercials are recorded in advance on reels of "Scotch" sound-recording tape, with entire operation handled by the station engineer. Only special equipment needed is a high-frequency oscillator for generating the supersonic signals, according to Mr. Goard. Store equipment is furnished by Point-O-Salescast Co. on a monthly rental basis.

This special tape, which eliminates the need for an all-day announcer and requires his services only when he is "fresh," is a product of Minnesota Mining & Manufacturing Co., St. Paul. The firm specializes in production of "Scotch" sound-recording and other pressure-sensitive adhesive tapes for industrial and consumer use.

The station engineer, who exercises complete supervision, over all fare, fades out the music as commercials or station breaks come up, feeds in the appropriate high-frequency signals, and starts the previously-prepared tape recordings, reversing the procedure for resumption of the musical portion of storecasts.

Equipment Needs In Markets

Within the supermarkets, necessary equipment includes an antenna, from two to six speakers, an FM receiving set, and a volume control mechanism responsive to UHF frequencies. Entire operation is automatic in the stores and requires no attention from employees.

With volume control adjustable to any of several high frequency signals, volume not only can be increased in some stores but certain announcements can be either entirely or partially blocked out throughout the store chains—so flexible is it.

One example of that necessity arose recently when a bakery initiated a spot drive on behalf of its bread and pastry. Inasmuch as one of the stores made its own pastry, it was able to carry announcements on the bread only through use of a special signal that would cut out the pastry plugs.

KPFM enjoys additional revenue from such an operation by virtue of the "somewhat higher price" it commands for the added value of point-of-sale broadcast.

"Cost to the average store is $15," Mr. Goard points out. "However, the main income is derived from the purchase of spot announcements by manufacturers who are finding this new medium... very successful."

One West Coast firm, for example, added storecasting to its advertising schedule and its sales jumped 147% over last year's comparable period, according to Mr. Greene of Point-O-Salescast Co. Another concerned a Los Angeles firm which introduced a product in the Portland area coincident with inauguration of storecast service.

Final Success Shown In Volume Figures

"At the end of two months, with no advertising except KPFM storecasting, the firm's total volume on the product in Portland was equal to its total volume in Los Angeles—a market five and a half times bigger, where the product had a six years' head-start," Mr. Greene said.

Among the 20 products advertised through KPFM are: Borden's Cottage Cheese, Teagarden Preserves, Crown Flour, Roman Meal Breakfast Food, Fla-R-Pac, Beg-More Dog Food, Shady Oak Mushrooms, and Par-T-Pak soft drinks.

Starting the prepared "Scotch" tape recordings once he has "faded out" the storecast music is the KPFM station engineer, who supervises entire storecast operation from the studios of the independent FM outlet.

... ... ... ... 

Mr. Goard (l) discusses recording of KPFM supermarket storecasting commercials with Announcer Tom Hotchkiss.
PROPOSAL by WGGG Gainesville, Fla., that it exchange frequency and power facilities with WRUF, the U. of Florida-owned station, was deferred Oct. 23 following a two-day meeting of the Florida State Board of Control.

WGGG would exchange its 250 w and 1230 ke dial spot with the 5 kw-850 ke operation of WRUF, with which it competes in Gainesville. WGGG is licensed to Alachua County Broadcasting Co. Inc., with R. M. Chamberlin as president and general manager.

The meeting posed a controversial issue in Florida radio circles where three stations—WRUF WSUN St. Petersburg and WJAX Jacksonville—operate as city or college properties. Some broadcasters, including Walter Tison, president and general manager of WALT Tampa, feel that the FCC should draw a definite distinction between commercial radio stations and those operating as a service rendered by civic groups. WRUF has been listed as a CBS affiliate.

**RED IDENTITIES**

**Stricter Compulsory Laws May Be Enacted**

WHEELS of new anti-subservience control machinery set up to compel broadcasters and television stations to identify their radio and television programs and to impose other restrictions on their activities began to turn slowly last week.

It was strongly evident that the new law, which may face revision once Congress reconvenes, may have little practical effect on station operations. The burden of enforcement does not rest on stations.

Communist party officials and fellow-traveler groups who subsequently may be deemed to fall within that category had taken no action to comply with the law's provision calling for registration with the Justice Dept. within the 60-day limit. Deadline on registrations was last Monday evening.

It was believed that the issue eventually would go to the courts as a "test case." In the interim, penalties for non-registration, covering prison sentences and fines up to $10,000, cannot be enforced until the government firmly establishes who is required to register as an "action" or "front" group.

**Board Created**

To that end, President Truman last Monday created a five-man Subversive Activities Control Board to be headed by Seth Richardson, chairman of the government's Loyalty Review Board. The Justice Dept. is expected to ask the board for an order sometime next month specifically requiring the Communist Party to register. The board will be asked to base decisions in individual cases on an eight-point guide, with recommendations from the Justice Dept. The Communist Party, if it should be so designated, then would appeal the board's ruling to the courts.

Section 10 of the Communist-control bill passed Sept. 23, would make it unlawful for any "front" or "action" group to air any radio or television program without identifying, in advance, the program it is sponsoring. This provision is not intended to add further obligations to those already imposed on broadcasters. A Federal Register compilation of registered organizations would serve as the rule with respect to lawful groups. But broadcasters would not be asked to go on registration lists, upon whom alone the burden of responsibility would rest. FCC regulations already require stations to identify sponsors of radio and television programs.

**Other Members**

Other members of the new control board are Peter Campbell Brown, special assistant to the Attorney General; Charles M. LaFollette, former Republican Congressman from Indiana and now executive director of Americans for Democratic Action; David J. Costello, Boston lawyer, and Dr. Kathryn McHale, former director general of the American Assn. of University Women.

**Motenko Joins Muzak**

APPOINTMENT of Alexander Motenko as general sales manager of Muzak Corp. has been announced by Richard A. Wilson, vice president of the division. Mr. Motenko, former vice president of Robert Saudek, ABC president, Mr. McDonald will be responsible for all legal matters and labor relations, and Mr. Saudek, in addition to present duties, will head advertising, promotion and research. Messrs. Johanne, McDonald and Saudek report to Mr. Kintner. Also announced was the naming of Ted Oberfield, head of advertising-promotion, as manager of WJZ TV New York, and Clarence Doty as WJZ TV manager, both reporting to Murray Groobman, vice president in charge of owned and operated stations.

Mitchell DeGrooth has been appointed acting manager of advertising and promotion. Benjamin Gedolecio continues as manager of research.

**TOWER FALLS**

**KHQ Plans New Structure**

PLANS are underway for another 826-ft. structure to replace KHQ Spokane's new radio tower that jack-knifed in opposite directions Oct. 18, according to R. O. Dun-ning, president. Tower was to have replaced KHQ's present quarter-wave antenna located 250 ft. from the site of the construction.

The new structure collapsed at the 608-ft. level as workmen began to tension a second set of permanent guy cables.

As yet, cause of the failure has not been determined. Station was off the air for 61 minutes when a falling guy wire severed the transmission line leading to the currently-used tower, which had been cut from the half-wave size of 826 ft. to 430 ft. by a windstorm last November. The old tower was unsupported and although damaged by the storm still showed no appreciable weakness as it was separated at nearly the exact quarter-wave point.

The new tower, which suddenly gave way, was of a uniform cross section of 9 ft. and was to have been supported by two sets of three permanent guys. Two workmen installing neons sections of the tower were on the ground and, while knocked from their feet, were not seriously injured. Chief Engineer John Walker and Salesman Charles Lohnes, of KHQ, and William Whi-mer, Derrick Co., were at the scene, sprinted to safety. Prime contractor was RCA, fabrication by International Derrick and erection by Radio Towers Inc., the station reported.

**NATIONAL GUARD**

Sets Spots for 1,232 Outlets

NATIONAL GUARD will launch a spot announcement campaign using three one-minute spots on more than 1,232 radio stations during the month of November.

The advertising budget for National Guard is $300,000, which pays for recruiting aids such as spot radio, posters and newspapers.

"Time and space is being bought by the agency, Robert Orr & Assoc., on a long-term rotating basis so that every station and newspaper will be given consideration," Joseph R. Johnson, executive director of the agency, told BROADCASTING.

The current spot schedule includes stations of 5 kw and under. During the month of September the National Guard sent out a letter under the signature of its chief of bureau, Maj. Gen. Raymond G. Fleming, asking radio stations to use a 30-second description of the show featuring Mindy Carson and Bill Stern, as a public service. Although only 16 programs have been cut, so far, eventually there will be 39 in the series. More than 1,560 stations have agreed to play the programs as a public service and have been doing so since last September.
NARBA PROSPECTS

New Treaty ‘Appears Near’

PROSPECTS of reaching agreement on a new NARBA governing a list of U.S. and Canadian broadcasters already have preempted more channels than those to which they would have rights under the proposed treaty. Accordingly, it was agreed the U.S. stands to gain more than is possible in the tentative terms, which have been evolved in negotiations led by FCC Comm. Rosel Hyde, head of the U.S. delegation.

U.S. and Canada would be granted the right to move their clear channel stations as the wish (that is, stations on clear channels to which Cuba and other nations are given no rights under the treaty). Cuba, whose differences with the U.S. have been a major stumbling-block in the year-long effort to write a new NARBA, was understood to be willing to make the new treaty effective for five years and then to keep it in effect until a new one is devised. The U.S. delegation was prepared to insist upon the inclusion of the sought after adequate protection of U.S. interests by foreign operations.

Claim U.S. Would Gain

Authorities conceded that the trend of current negotiations seemed to make substantial concessions to Cuba, but pointed out in defense that Cuban broadcasters already have preempted more channels than those to which they would have rights under the proposed treaty. Accordingly, it was agreed the U.S. stands to gain more than is possible in the tentative terms, which have been evolved in negotiations led by FCC Comm. Rosel Hyde, head of the U.S. delegation.

U.S. 1-A clear channels discussed in connection with Cuba’s request for rights on 6, authorities said, included 640 kc (KFI Los Angeles); 690 kc (WNBC New York); 770 kc (WMAQ Chicago); 760 kc (WJZ Detroit); 770 kc (WJZ New York), and 830 kc (WCCO Minneapolis).

Cuba Protection

The channels on which Cuba would get special protection—and the degree of special protection that would be involved—remained undecided. At the Montreal sessions a year ago, it was recalled, the Cuban delegation sought the voluntary protection—at the Cuban border—on two 1-A channels, several 1-Bs, and some regionals.

WDBU New York’s 870 kc was most frequently mentioned as the 1-A to satisfy Bahaman-Jamaican demands.

The Dominican Republic currently uses 1040 kc with 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial difference between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba’s have agreed to respect the existing “650-mile rule,” and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had presented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one time the U.S. thought was the only hope of salvaging an agreement but was pushed aside following Mexico’s withdrawal—was not re-visited during the past week, and none of the remaining nations appeared interested in pursing it at this time.

The Dominican Republic has not re-visited the idea of extending its current channel assignments to 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial difference between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba’s have agreed to respect the existing “650-mile rule,” and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had presented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one time the U.S. thought was the only hope of salvaging an agreement but was pushed aside following Mexico’s withdrawal—was not re-visited during the past week, and none of the remaining nations appeared interested in pursing it at this time.

The Dominican Republic has not re-visited the idea of extending its current channel assignments to 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial difference between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba’s have agreed to respect the existing “650-mile rule,” and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had presented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one time the U.S. thought was the only hope of salvaging an agreement but was pushed aside following Mexico’s withdrawal—was not re-visited during the past week, and none of the remaining nations appeared interested in pursing it at this time.

The Dominican Republic has not re-visited the idea of extending its current channel assignments to 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial difference between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba’s have agreed to respect the existing “650-mile rule,” and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee—which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, had presented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one time the U.S. thought was the only hope of salvaging an agreement but was pushed aside following Mexico’s withdrawal—was not re-visited during the past week, and none of the remaining nations appeared interested in pursing it at this time.
Week opened

NATIONAL Radio & Television

NARND PLANS

Complete Meeting Agenda

KEEPING in step with current interest, the fifth annual convention of the National Assn. of Radio News Directors at Chicago’s Hotel Sherman, Nov. 16-18, will feature top military spokesmen.

Among speakers scheduled are Gen. Hoyt Vandenberg, Air Force chief; Rear Admiral R. E. Hillyard, USN, and Maj. Gen. Floyd Parks, chief of Army information. Other main talks will be made by Commentator Lowell Thomas; Lyle Wilson, WJW Washington bureau; Bob Considine, INS correspondent; Clifton Utley, WMAQ Chicago, and Robert Dillon, general manager, KRRT Des Moines.

Broadcast From Meot

Mr. Thomas, the radio news commentator, will originate his CBS newscast at the convention with an informal discussion on radio news before and after the program. Ben Chatfield, WMAB Macon, first vice president of NARND and in charge of the convention, announced managers and other station officials as invited to attend the 1950 meeting.

News Director Jack Krueger, WTMJ Milwaukee, is handling details of a pre-convention trip to Milwaukee Nov. 18. NARND members and other radio newsmen will leave Chicago at 10:30 a.m., be special guests of WTMJ and be interviewed on a radio and TV show. Walter J. Cullen, president of the Milwaukee Journal Co. and general manager of the Journal’s stations, will be host to NARND officers and wives at Radio City at noon. The party will tour the station and other high points, and also the Blatz Brewing Co. where they will be guests at a buffet supper.

Week opened

with aerial and visual stations joining in industry-wide observance of the broadcasting industry’s 80th anniversary. The observance winds up Saturday night.

Key event in the observance of some 2,800 AM, FM, and TV stations was the fourth annual Voice of Democracy contest in which students of 500 high schools in the United States and possessions are participating.

Newspapers are joining in the event with advertising projects based on material supplied by the Advertising Committee of Radio-Television Mfrs. Assn.

NAB and RTMA are cooperating in industry-wide observance of the week, with the U. S. Junior Chamber of Commerce and U. S. Office of Education joining in the Voice of Democracy contest.

According to NAB, the contest will draw well over the record one-million entries that featured the 1949 event. Stations already have started broadcasting a series of five-minute pilot radio essays to be used as idea patterns by student contestants.

Pilot Voices

The pilot transcriptions were voiced by Justice Tom C. Clark, U. S. Supreme Court, speaking on “Platform for Democracy”; Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, on “Democracy at Work;” NAB President Justin Miller, on “Freedom of Expression;” Earl J. McGrath, U. S. Commissioner of Education, on “Education for Democracy” and Rep. Brooks Hays (D-Ark.), vice president of the Southern Baptist Convention, on “Freedom of Worship.”

The U. S. Office of Education described the event as “the contest for high schools.” In charge of local eliminations are radio stations, with local junior chamber chapters cooperating in the judging process. Local prizes are offered.

O&D REVAMP

REALIGNMENT and change of corporate name were announced last Wednesday by O’Brien & Dorrance Inc., New York advertising agency, which will be known as Dorrance-Waddell Inc. effective Nov. 1. Announcement was made by Dick Dorrance, president.

Eugene Waddell, who joined the firm as part-owner earlier in the year, becomes executive vice president and chief plans writer. William Bonyn, former president, Daggett & Ramsdell Inc., joins the staff as director of marketing, Mr. Dorrance said.

Mr. Waddell

Mr. Dorrance

Mr. Cashman

Mr. Bonyun

Sao Paulo, Brazil, Nov. 15-25.

Plans for the 10-day assembly were announced last week by Justino Jimenez de Arechaga, director of IAAB’s permanent office at Montevideo, Uruguay. The three-month session, CMQ Havana, is IAAB president.

Radio’s role in promoting democratic ideals, as well as its educational and cultural values, is expected to get widespread attention in the meeting.

The IAAB board of directors already has adopted a “triple petition” asking “all the broadcasters of the three Americas” to: (1) make sure their broadcasts do not serve “the cause of the enemies of the democracy system;” (2) “give all their support to the United Nations Organization” and to broadcasting fully and generously to the broadcasting of the principles on which it is based and the decisions they adopt in defense of peaceful nations against unjust aggression; (3) “participate, insofar as it is possible for each one, in an intense campaign of propaganda directed to the fundamental principles of democracy and the strengthening of the ties of brotherhood between the peoples of America.”

The IAAB Board said:

The IAAB trusts that all its affiliates, which extend from the Bering Sea to Cape Horn and which constitute the most formidable network of organizations for the broadcasting of ideas, will listen to this call, which is made at a critical hour for the whole world and which is most grave responsibility for those who possess such powerful mediums for the formulation of public opinion.

For the General Assembly, which includes a proposal by Dr. Franklin Durham, permanent executive secretary of the U.S. Interparliamentary Union, regarding “the necessity for cooperation in international educational broadcasting.” Other topics include “the necessity of strengthening the knowledge and consciousness of the mission of radio,” and Code of Ethics of the IAAB.

Mr. Nunn

Mr. Arnoux

Mr. Nunn

Mr. Arnoux

GILMORE NUNN, of the Nunn Stations, and Campbell Arnoux, WTAR Norfolk, have been named NAB delegate and alternate, respectively, to the Second General Assembly of the Inter-American Assn. of Broadcasters, which convenes in Sao Paulo, Brazil, Nov. 15-25.

Mr. Cashman

Mr. Bonyn

PROGRESSIVE Broadcasting System, which starts its coast-to-coast network broadcasts, Nov. 26, has acquired the former audio-video studios at 418 Robertson Blvd., Beverly Hills, Calif. Move puts PBS offices, recording and TV studios, as well as complete broadcasting facilities, under one roof.

PBS Gets New Studios

Broadcasting • Telecasting
MORE THAN a hundred program directors of midwest and southern broadcasting stations attended a BMI clinic Monday in Chicago featuring addresses by experts in many branches of the programming profession.

In addition to BMI Vice Presidents Roy Harlow and Robert J. Burton, such well informed program authorities as Henry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program director; Al Morey, WBBM Chicago program manager; Don Marcotte, WMQ Chicago supervisor of music, and Charles Barnhart, WMBD Peoria program manager, spoke at meetings in Hotel Stevens. And to round out the program, two of Chicago’s most popular disc jockeys—Ernie Simon of WJJJD and Bill Evans of WGN—disclosed their formulae for success, while Elliott Henry, ABC Chicago’s publicity director, told how to publicize programs, and Roy Fletcher, chief music librarian of ABC Chicago, detailed how to streamline a music library.

Cites Popular Music
Mr. Weber, well known as a director of symphonic and classical works, unexpectedly placed popular music “if it is good” on a par with the classics for well-rounded programming.

“A lot of classical music is bad and a lot of popular music is good,” he declared. “The backbone of programming is good music—that which has withstood the severe test of time, be it a hit tune or Bach.”

The WGN music director warned against “hamburgerizing” a any score, contending that the public likes its music straight. He said success in broadcasting music depends on planning as much as on execution. He pointed out that the absence of music from classical music lovers is no indication that serious music has few listeners, for “many a music lover is not the letter-writing type.”

Mr. Safford described farm listeners as among the “keenest observers” of radio programming, to whom listening is not a “casual matter, but essential to their day’s work.”

“Market figures must be given accurately. They are serious figures to the farmer,” said the WLS program director. “And they should be aired at a time when the farmer can conveniently listen to them—not just when your station has an availability. No amount of money should be able to buy certain farm program slots.”

The farmer wants his programs clean and wholesome, he wishes his music “strong and virile, not anemic,” Mr. Safford added.

“Sincerity is a must in farm broadcasting,” he concluded. “The man behind the mike must sound sincere, for the farmer quickly makes up his mind whether a voice is genuine or phony.”

WBBM’s Al Morey observed that the “gray in programming are just as important as the blacks and whites,” and that success in what appear to be “simple things—like the casualness of a Godfrey—requires a lot of work.” Mr. Morey noted that the electronic age allows the performer to be more natural than in the days when he was forced to exert himself to send his voice to the back of a hall.

Mr. Marcotte urged program managers to strive toward “leaving each listener with the feeling he has shared in the performance.”

“Don’t be condescending,” Regard the listener as intelligent,” he said. “But, on the other hand, don’t make a presentation too formal. It should be un-written and friendly.”

A simple rule followed by Mr. Marcotte in his programming for NBC Chicago is that “music should be sensed rather than heard.”

Rapping programmers who reach for a pile of records and put them on the air without pre-planning, BMI’s Roy Harlow asserted that “four records don’t make a 15-minute program any more than four chocolate eclairs make a lunch.” He noted a station trend away from the idea that a broadcasting operation stems from the commercial department.

“If you put the right programs on the air, you’ll hear from your listeners, and the show will sell itself,” he said.

Disc Jockey Evans quipped that good programming is like good bridge playing—you never make a play unless there’s a good reason for it.” He said he lets the listener choose the records he plays on WGN.

“I never want it said of me that I made a hit,” he said.

Demand for Jazz
There was strong evidence at the clinic that authentic Dixieland jazz is in great general demand. A number of those attending Monday’s sessions sought out Ed Hoerner, program director of WWL New Orleans, to inquire when Dixieland Jazz Concert, which has originated at WWL will be back on a network.

Encouraged by the large attendance at the Chicago clinic, BMI officials promised to sponsor more gatherings of program personnel in the future.

Those attending the clinic included:

Sil Aston, WABC Chicago; Charles Barnhart, WMBD Peoria; Bob Burton, BMI New York; John Bondeson, WKTY LaCrosse, Wis.; Robert J. Borden, WPCO Richland Center, Wis.; Walter B. Burr, WNLM Evanston, Ill.; George Bigger, WLS Chicago; N. M. Cole, BMI publisher; Tom Comper, Chicago radio attorney; John Corlough, WOKZ Alton, Ill.; Mary Corey, WKOW Madison, Wis.; Ed Cerny, WMQQ Chicago; Roderick Culp, WMBC Kansas City, Edith Crawford, WOC Daventry; Bruce Dennis and Claire Dowell, WGN Chicago; Robert, WABC New York; Bert Sot顶尖; Hank Ditman, KROS Clinton, Iowa; Wil...

(Continued on page 31)
AL JOLSON
Industry Mourns Passing

FUNERAL services for Al Jolson, 64, radio-television, screen and stage star, were conducted Thursday from Temple Israel, Hollywood, with interment at Forest Lawn Cemetery.

The famed entertainer had succumbed Oct. 23 in San Francisco following a heart attack. He had just returned from a tour of the Korean battlefront.

Since his remarkable comeback four years ago with Paramount Pictures “The Jolson Story” after his earlier stage and screen success, Mr. Jolson had been making frequent guest appearances on various major radio shows, particularly the Bing Crosby Show. Earlier he was starred in NBC’s Kraft Music Hall for a few seasons. In fall of 1949 CBS signed him to an exclusive radio and television contract. TV show was to get underway as soon as his health and commitments would permit. Radio commitments were to be confined to guest spots.

Typical of industry sentiment was the expression of William S. Paley, chairman of the board of CBS, who declared:

I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come.

Tribute to the entertainer was also expressed by CBS President Frank Stanton:

Through radio, the movies and personal appearances, Al Jolson brought smiles and happiness to countless millions in every corner of the globe. It was typical of him that he should just have come back from entertaining our GI’s in Korea before the final curtain was rung down on his magnificent act. The whole world, as well as show business, mourns a great man, as well as a great entertainer.

LESS than 24 hours after the Florida hurricane had leveled radio installations, including towers of WIOD Miami, Fla., a National Airlines plane took off from Philadelphia’s International Airport with an emergency antenna for the station. The 150-foot triangular tower was furnished by RCA through its supplier, Stainless Inc. When the storm felled both WIOD’s 300-foot towers off North Bay Causeway, that station swung an emergency antenna from the top of the Miami Daily News Tower and resumed operation with an emergency transmitter at its studios.

BROADCASTING Oct. 23 erroneously stated that WQAM Miami put up an emergency antenna on the News Tower, whereas the WQAM antenna was set up atop the Venetian Hotel.

USING sledge hammer tactics to promote his new 14-power sly-99 is Owner C. H. Fisher of KUGN Eugene, Ore. The station formerly operated with 250 w on 1400 kc.

Some GOP Candidates Cut Budgets

SOME GOP Senatorial and Congressional candidates for re-election last week were beset with “financial difficulties,” wondering about their next campaign dollar, with the apparent result that radio-television budgets would be pared across the board throughout state and city provinces.

Rep. Leonard W. Hall, chairman of the Republican Congressional Committee, noted that some party candidates were sorely pressed for campaign funds. Many, he said, would be forced to curtail their contemplated radio and other advertising expenditures by as much as 50%. Democratic finances exceed the GOP fund by five to one, he added.

Committee spokesmen said it would be difficult to estimate just how much the radio-TV budget would be slashed, because that would depend on the “situation” of individual candidates. But they singled out the original GOP campaign fund goal of $1,952,000 set by the National Finance Committee for apportionment among the Republican National, Congressional and Senatorial Committees—and merely groaned.

They confirmed, however, that some candidates had curtailed their radio-TV plans, but declined to identify them.

No figures were available on individual GOP purchases of radio-TV time. One example, however, is a $20,000 figure set by the Republican State Central Committee of Rhode Island.

It was learned that the Senate Campaign Committee had doled out a $5,000 check to Sen. Robert Taft (R-Ohio), who reported that he was spending heavily in the red and $3,500 to Gov. James Duff of Pennsylvania, another Senatorial candidate. Sen. Taft, who listed expenses of $1,049, has been using radio (eight Ohio stations) and also television on a limited scale.

Meanwhile, the Senate Democratic Campaign Committee reported that it had collected $40,807 and spent $29,000 thus far in state races, but also was unable to give radio-TV’s share. The Democratic National Committee, however, already has indicated that it will expend between $100,000 and $150,000 for radio and television time, exclusive of expenses of recordings, etc.

The committee is shelling out approximately $40,000 for three network addresses (two on CBS, one on MBS) by key speakers, including cabinet officers and committee officials [BROADCASTING, Oct. 23].

Campaign funds for radio-TV and other media also will fall under the scrutiny of a special Congressional Committee on Political Campaign Expenditures, which has slated hearings to follow the elections (see separate story page 32).

AUDIO ENGINEERS
Honor Chinn and Rackey

HOWARD A. CHINN, CBS chief audio-video engineer, and Chester A. Rackey, NBC manager of audio-video engineering, were honored at the Audio Engineering Society at a banquet climaxing the society’s annual convention in New York last week. Mr. Chinn received the John H. Potts Memorial Award for 1951. Mr. Rackey was presented with the society’s own award for 1950-51.

Mr. Chinn’s award was for his “many achievements and contributions to the audio engineering field during past years,” including his part in determining techniques for measuring audio levels, and in the designing of volume-indicating meters now used by AM, FM, and TV stations.

A member of the society’s board of governors, Mr. Rackey was honored for his meritorious work in the field of engineering and for his furtherance of the progress of the society.

LAWS, BARON

In New ABC West Coast Posts

CARRYING out West Coast plans for overall division of ABC Sales Department into separate radio and television sections, as announced by Robert E. Kintner, network president [BROADCASTING, Oct. 23], Frank Samuels, vice president and general manager in charge of ABC Western Division, has named Robert F. Laws, ABC Western Division sales manager, as Western Division television sales manager, and Amos Baron, KECA Hollywood sales manager, as Western Division radio sales manager. Mr. Laws, sales manager of the network’s Western Division since May 1949, was formerly manager of sales promotion, advertising, and publicity for ABC-owned KGO San Francisco. Prior to that he was western television advertising manager for Philco Corp. in 14 western states.

Mr. Baron has been sales manager of KECA and ABC Spot Sales since 1945. Before that he was general manager of KSDJ (now KCBQ) San Diego for a year.

Mr. Baron  Mr. Laws

WHDL-FM Joins RRN

THE ADDITION of WHDL-FM Olean, N. Y., to the Rural Radio (FM) Network has been announced by Michael R. Hanna, RRN general manager. The station will join the FM network Nov. 1.
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
for filing this week or next. In Los Angeles, President H. Leslie Hoffman of Hoffman Radio & Television Corp., which with a group of associates had bid $111,200,000 for the Don Lee properties, issued a statement last week congratulating CBS, inconsistent with expressing that the Don Lee network would be kept intact. He also made clear that his company is not abandoning hope of identifying itself with ownership of a regional network.

General Tire's $12,320,000 bid came as a surprise to the Hoffman group, whose offer had been tagged as the highest, but representatives of the Lee estate—subject to court approval—in preference to the earlier bid of $10,525,000 by General Tire [BROADCASTING, Oct. 9, 1950].

The revised bid—10% higher than the Hoffman group's, as required by law—was made and accepted in Los Angeles Superior Court on Oct. 26.

The Hoffman group could have stayed in the running by bidding $1 more than General Tire's new offer, but decided against it. Mr. Hoffman asked, however, that acceptance of General Tire's bid be subject to the condition that, if FCC should fail to approve the transfer, then Hoffman's $11,200,000 bid stand, subject again to a higher bid and FCC approval.

The Hoffman group included the Hoffman company, Industrialist Edwin W. Pauley, Blythe & Co., representing a group of Pacific Coast bankers and businessmen, and WOR New York.

'Fair Business Appraisal'

Mr. Hoffman said their original bid was a "high evaluation," based on "a fair business appraisal of the property, taking into consideration its net worth and earning power."

The Hoffman bid, he said, "was $1 million more than net worth of the Lee estate." It was under the sound business judgment of the value of the property and never was intended as the premise or beginning point for auction bidding in open court," he said. "Obviously, the purchaser's need for the property was greater than ours and the higher bid was made accordingly."

Mr. Hoffman reiterated that he felt "the business philosophy . . . the common interest between a great radio and television manufacturing concern and a great regional television network, . . . which prompted our original bid, is still basically sound. It is my hope that in the future the Hoffman Radio Group will still find a way to bring this about."

Announcing the Los Angeles Times' intention to acquire complete ownership of KTTV when CBS disposes of its interest, President Norman Chandler expressed regret at dissolution of the association with CBS but said KTTV would "go forward to become the finest independent television station in the country."

Leaves CBS Dec. 31

Mr. Chandler said KTTV's affiliation with CBS will continue through Dec. 31 and probably several months afterward. He said:

The network's personnel has been most cooperative to work with and I am sorry we will be dissassociated as result of CBS' purchase of another television station. However, I am confident that KTTV, with its splendid new facilities and availability of great Hollywood talent, will become the nation's finest independent television station. It is in a position to create and purchase the best in entertainment and educational programs and provide access to The Times' unsurpassed facilities for gathering and presenting the news.

**KOWL ACTION**

Cuts Rev. Russell's Shout

REV. CLAYTON RUSSELL, minister of People's Independent Church, Los Angeles, who has been conducting a weekly half-hour religious commentary program, News and Comments by Rev. Clayton Russell, on KOWL Santa Monica, has been taken off the station because, it was said, he said in a sermon recently because of alleged "association with Red front organizations."

Mr. Croghan notified Rev. Russell of his action Oct. 18. He stated the pastor was listed in Myron C. Fagan's book, Red Stars in Hollywood, which claims to expose Red activities in the movie industry, and that a check of state, county and federal authorities showed the minister was associated with what were termed "Red front organizations."

Mr. Croghan said, however, that during the 15 months the program was on the air, he heard nothing that could be termed Communist or subversive. Program which had been on KFOX Long Beach for 12 years prior to going on KOWL, consisted of religious commentary, music and occasional guest speakers. Rev. Russell, denied that he is a Communist or Red sympathizer.

**FREQUENCY NEEDS**

May Switch Amateur Bands

In preparation for a construction permit involving use of three frequencies for special emergency use. Simultaneously, FCC and District officials disclaimed reports that the district's CD planning was being hampered while FCC "dallied" over the disaster system proposal.

President Truman's recommendations to Congress for the regulation of communications for the District of Columbia, stressed that the local CD office is seeking emergency, not disaster or other band space, which he added is "very soon." He also was revealed that he will purchase transmitters once FCC has approved the request for CP. The office is seeking space in the 40-50 mc band.

FCC issued its proposed disaster service rules last August following hearings earlier this summer. Broadcast stations already licensed by the Commission, as well as others, would be eligible. They would be expected to organize voluntarily into area networks [BROADCASTING, Dec. 21, 1950].

Mr. Friede said he likewise is preparing a communications blue-print—for the District—which he will submit for recommendations to representatives of local stations and to the District commissioners.

The D. C. civil defense office is operating with a budget of $150,000, which includes purchase of radio equipment and transmitters for people, including one radio technician. Six transmitters—two of them to be located at command centers—also will be purchased from that fund.
TRIBUTE was paid to Gordon Gray, newly appointed president of U. of North Carolina, by North Carolina Assn. of Broadcasters at Oct. 24 ceremony. NAB President Justin Miller made the presentation speech at Mid-Pines Club, Southern Pines, N. C., with the ceremony carried over statewide hookup.

Participating in presentation (1 to 1): Bob Wallace, WOHS Shelby; Judge Miller; Mr. Gray; Earl J. Gluck, WSOC Charlotte; Harold Essex, WSJS Winston-Salem, which station is owned by Mr. Gray.

**VOICE BLAST**

Justice Dept. Makes Arrest

JUSTICE DEPT. last Thursday announced the arrest of Herman Floyd Kinner, of Wilmington, Ohio, on charges of dynamiting the Voice of America transmitters at Mason, Ohio, last month. The department said Mr. Kinner, described as a former mental patient at a Dayton, Ohio, hospital, had admitted the charges.

Mr. Kinner also has been charged with violating the government property destruction law in connection with the Voice blast. Other FBI charges included those involving grand larceny, assault and battery and disorderly conduct. Mr. Kinner, a former servicerman, was arrested in El Paso and arraigned there the following day.

The blast took place Sept. 17 and the FBI promptly announced it would investigate. The explosion earlier had been attributed by some Cincinnati newspapers and members of Congress to Communist saboteurs. They all urged tighter security safeguards.

**ESSO MILESTONE**

Banquet Honors 'Reporter'

RADIO landmark in the Carolinas was toasted at a gala affair last Thursday ushering in the 16th anniversary of Your Esso Reporter in the area. Held at the Hotel Charlotte, Charlotte, N. C., the banquet was attended by over 125 salesmen of and agents of Standard Oil Co. and its agency, Marschak & Pratt, all guests of WWNC Asheville, WBT Charlotte and WPTF Raleigh.

Prominent officials present included: For Esso—E. S. Diggs, manager in the region; V. C. Carrier, assistant advertising manager; Laura Wright, division manager; H. T. Sawyer, assistant division manager; J. T. Holland, division merchandising manager; T. R. Jones, division operations manager. For M & P—Curt Peterson, manager; For the stations—Cecil Hokin,s general manager, WWNC; Charles H. Cutrphfield, general manager, WBT, and Richard M. Freeman, WPTF. Sol Taishoff, editor and publisher, BROADCASTING, and Carl Goech, publisher of North Carolina's State magazine and toastsman.

Entertainment was followed by an exchange of plagued between the three station executives and the Esso firm officials. The news program from the three stations in October 1956.

**Program Problems**

(Continued from page 87)

Sam Dean, WIBC Indianapolis; Alex Dillingham, WLS Lansing; Bill Evans, WGN Chicago.

Ree Fletcher, ABC Chicago; Jasper Ferrando, WLDO LaSalle; Ben Fahey, WTHI Terre Haute; Ind. George Higgins, WSHB Indianapolis; Roy Har- rison, WJSG Kokomo; Tom J. McCall, WLJL LaSalle; Ill.; Homer Scoey, WMAQ Chicago; T. P. Gay, WLS Chicago, Illinois; John A. Mathiasen, WCAU Philadelphia; John Binks, WBNJ Trenton; Ill.; Del Hefen, WAAF Chicago; Ed Hoorner, WWL New Orleans; Ed Krie- ger, WEN Rluci; Willam Bryant, The Thomp- son Broadcast Co., Jr.; Leon Schiebel, WHBF Rockford; Tom Sherrit, WIBW Topeka; Ken Kennedy, WDAY Fargo; Don Kear, WIBN Clinton; John McCall, WCSS Mc Cline, Ill.; Howard Lane, Field En- gineer, WAXY Cleveland; Bill Mozer, radio attorney; John Mesher, KYSM Muncie, Ind.; William McKee, WAGC Chicago; Al Morley, WBBM Chi- cago; Bob Neher, WRRJ Dayton; Wrede, WBBM Chicago; Ed Wilson, WBBM Chicago; All Marlin, BMI New York; L. A. Mil- ler, KFAX Omaha; James E. Mose, WOJ Columbus; William F. Miller, WZGD New York; Bob Morley, WIBX Chicago; Bob Meskill, WCEN M Placentia, Calif.; Jack Ramer, WMP Evansville, Ind.; George J. Nicoud, WMJ Mil- waukee.

E. Owen, KXKK Waterloo, Iowa; Stan B. Rider, WJOD Madison; Dr. Robert Preston, WDBK Chicago; Don V. Riddle, WRTW Fort Wayne; Pat Riddle, WSHB Indianapolis; Honore E. Ronan, WDAY Danville, Ill.; Jesse Sessions, WJOT-AM Green Bay, WIBV-AM Ralston, WMHN Elmira; Glenn Snyder, WHP Chicago; Bob Solow, WOC Nelson; WOIP Chicago; S. Stern, BMI publisher; Harold Safford, LSLS Chicago; Jimmie Sullivan, WBBM Chicago; Bill Burt, WMJE Chicago; BMI Chicago; A. F. Borenson, WKKI Kansas City; Bill Paul, KSCJ Sioux Falls; George Sontag, WOC Danville, Ill.; John Sommers Jr., WDRN Elmira; B. R. TELEGASTING, Chicago; Ed- ward Thomas, WSB Atlanta; John Terry, WNN Columbus, Oh.; Carl W. Van Ingen, WPTF Orange, Va.; W. K. Weber, WGN Chicago; Charles Wall, WMIL Milwaukee; Bill Madigan, Bill Wobbe, WOJ Hammond; Ray Mather, WOC Mattoon, Ill.; Howard Miles, WJZ Cincinnati; Howard Wolfe, WNXN Saginaw, Mich.; Don Wotring, WIPM Evansville, Ind.; General Water, WFTM Mayville, Ky.

October 30, 1950 • Page 31
You are in this crowded room.

This is a photo of a WOR program meeting room.

It's empty now—of people, that is, but crowded with the tones and overtones of ideas that affect the success of hundreds of radio advertisers and their agencies.

You see, for more than a quarter-century WOR's program planning has been (and is) a very intimate and human thing. It's the basic reason why WOR is the station listened to by more people than any other station in America today. That's stark and plain and proven truth.

But over and above WOR's own normal selfishness for station dominance and initial creativeness, hovers a very acute sense of responsibility to its advertisers and the people who work for them.

A program, either sustaining or commercial, is not placed on WOR without thought; without thought of its importance to the communities it serves, the nation that it's an integral part of and the duty that WOR must perform.

WOR knows that it may never achieve a state of pure perfection in its news, sports, comedy, drama or any of its other powerful programs, but it strives continuously to do so. No medium of public information, whether newspaper, magazine or radio station, has ever quite achieved this and perhaps never will.

That may be good. Or maybe not. But fairness, decency, an awareness of truth and its effects is the guiding rule of
what WOR does from day to day. Of course WOR is not infallible, for nothing human is.

But the fact that WOR tries this and strives for it is what makes you a most definite and important part of the room pictured above. For WOR’s success is your success and your success is ours. That’s why, very simply and plainly, the 305 advertisers who used WOR during the first six months of 1950 . . .

1. Reached the largest single station audience—during the day and during the night—from Maine to North Carolina—of all other radio advertisers in America.

2. Had their commercials carried into the homes of more families at lower-cost-per-thousand than advertisers on any other station heard in Metropolitan New York.

3. Talked to a nighttime audience 25% greater than the combined nighttime audience of New York’s four leading independent stations. During the day, families listening to WOR far outnumber those listening to New York’s three leading independent stations. In fact, WOR’s daytime listening audience is 159% greater than that of the leading independent station in New York. During the night, WOR tops this station’s audience by 270%.

4. Found that WOR’s average daily audience is greater than the weekday circulation of any newspaper in America!

5. Discovered that, in Metropolitan New York, WOR’s audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLiER’S, TIME AND NEWSWEEK!

frankly—how can you not buy WOR to sell what you want to sell? WOR

—that power-full station
FCC UPHELD

Court Okays Further Hearing In 1230 kc Case

FCC'S RIGHT to conduct further hearings in a case which it has lost in court was upheld in a decision handed down by the U.S. Court of Appeals for the District of Columbia last Monday in the Easton-Allen town, Pa., 1230 kc case.

The court also held that it could not stop FCC from holding the further hearing even if the hearing were contrary to FCC's own rules. The proper time for the court to pass upon that issue, the decision said, is on appeal after FCC has issued its decision.

Both Allentown Broadcasting Corp. (W Morton Publishing Co., which have been competing for 1230 kc with 250 w for some five years, had told the court that its decision of May 1949 meant for Fom. Radio the case without a further hearing. [Broadcasting, June 5]. FCC contended it could not comply with the decision—which sent FCC back to FCC for further findings on the relative radio needs of Allentown and Easton—without a further hearing.

The court cited Supreme Court decisions in the Pottsville and Heitneyer cases as holding "that the Commission, the body charged by Congress with the duty of applying the statutory criterion of public convenience, interest or necessity, is so charged at all times, including the time of further proceedings after remand by a court."  

Stephens' Decision

The decision, written by Chief Judge Harold M. Stephens, continued:

Within this reasoning and since the Commission in the exercise of its duty has concluded that the original record does not contain sufficient information for a proper determination of the issues before it, the Commission in the instant case is warranted in reopening the proceeding for the taking of additional evidence.

The court's reasons, in view of the reasoning of the Supreme Court, be read in the light of the Commission's duty to award applications for construction permits in satisfaction of public convenience, interest or necessity at the time of the award.

FCC's original decision granted the application of Allentown Broadcasting, Easton Publishing Co., appealed, and the court ruled that it could not tell, from FCC's findings, whether FCC had concluded that Allentown needed an additional station more than Easton did.

FCC then called for a further hearing, asserting this was necessary in view of changes made in the ownership of both companies since the original hearing. Allentown Broadcasting, which is operating WHOL under FCC's original decision pending outcome of the case, and the Easton company both asked that FCC be directed to decide the case without further hearing.

The Easton company also told the court that FCC's acceptance of an amendment of the Allentown application in effect created a new issue which was not entitled to comparative consideration, under FCC's 20-day cut-off rule. Even if this were true, the court said, "the contentions that the further hearing ordered by the Commission was in the respects mentioned to be erroneously conducted have no validity as against the POWER of the Commission to hold the further hearing upon the issues above described."}

Moreover, the court cannot in this proceeding pass upon the question whether or not it would be error, in view of the cut-off rule, for the Commission to consider the amended application of the Allentown Broadcasting Corp. to amend the application of Allentown Broadcasting Corp. for a further hearing for the taking of additional evidence.

For the court to pass upon such questions in this proceeding would be for it to substitute a writ of mandamus and prohibition for an appeal from a denial of an application, in which appeal disregard of the cut-off rule might be assigned as error.

Date for the further hearing has not been set, except that it will be not less than 60 days after the court decision.

4-WAY REMOTE

KFAB Spurs Charity Cause

KFAB Omaha's random interview program, Musical Doorbell, involved a lot of people and equipment in a recent four-way remote that promoted a good cause for the city's Children's Memorial Hospital.

With Disc Jockey Bill Selah asking questions at the studio and Bob Jones selecting candidates and "bringing them in" by shortwave, the station conducted a "test tube" broadcast using four open KFAB mixes in different sections of Omaha. Purpose of the program was to promote the benefit football game between Boys Town and Norfolk.

At airtine of the day, the game, advance ticket sales were so badly off the pace as to generate concern among the team's pres, the broadcast, however, Midwest Empire listeners responded and a capacity crowd turned out, despite rain, "to see strong legs run that weak legs might walk."

Mr. Selah's interview was a roundtable comprising (1) Newscaster Thomas Holtz with Father Wegner of Boys Town and Bill Savage, Norfolk football coach; (2) Kay Wilkins, KFAB women's program director, and a group of patients at Children's Hospital, and (3) Mr. Jones and officials of the hospital and football committee.

CBS STAR Gene Autry, feted at a network party, is flanked by H. Leslie Atwood (l), CBS vice president in charge of central division, and J. L. Van Volkenburg, vice president in charge of network sales.

LOWELL THOMAS (r), famous newsmen marked 20 years in radio Sept. 29, and is congratulated by William S. Paley, CBS board chairman. Mr. Paley, who brought Mr. Thomas into radio in 1930, presents him with an antique Chinese bowl, circa 1760.

LEW MACK MARSHALL, advertising manager of Continental Baking Co., during a recent promotional activity, launches "North American" cake. Best reasons why advertisers should use radio to reach Mid-Hudson area were six tickets to "South Pacific" for Robert Buecher (r), BBDO account executive. Awarding are A. J. Barry, vice president of WOOG Poughkeepsie, which conducted the contest.

AMIRAL Chester W. Nimitz, Fleet Admiral of U. S. Navy and public relations consultant to the United Nations, talks to WACC Hartford Manager Syd Byrnes with Ernest Lee Jahncke (ll), network vice president, and ABC President Robert E. Kistner.

ADAMS Chester W. Nimitz, Fleet Admiral of U. S. Navy and public relations consultant to the United Nations, talks to WACC Hartford Manager Syd Byrnes with Ernest Lee Jahncke (ll), network vice president, and ABC President Robert E. Kistner.

BEST reasons why advertisers should use radio to reach Mid-Hudson area were six tickets to "South Pacific" for Robert Buecher (r), BBDO account executive. Awarding are A. J. Barry, vice president of WOOG Poughkeepsie, which conducted the contest.
CBs Establishes New Promotion Unit

CBS LAST WEEK announced a new merchandising service designed to invigorate retailer support of CBS advertisers and products. Louis Hausman, CBS vice president in charge of advertising and sales promotion, said a new operation, trade promotion, had been established, with Henry B. Flemner, former marketing assistant to the vice president in charge of the grocery division of Standard Brands, in charge.

The first program to be undertaken by trade promotion is publication of "CBS Radio Picture News" which will be distributed monthly to grocers and drugstores through CBS affiliates.

The first issue of the publication, a poster-size sheet that folds, features Arthur Godfrey in a Thanksgiving motif. The poster can be used by retailers for Thanksgiving displays. On the back of the poster is information suggesting ways to display the poster and giving general tips on merchandising. There also is considerable additional material on other CBS programs.

KMPC APPOINTS
Three to Executive Posts

EXPANDING station operations, Robert O. Reynolds, vice president and general manager of KMPC Hollywood, has announced promotion of three staff members.

Lloyd Sigmon, chief engineer for several years and assistant to Mr. Reynolds, has been elevated to vice president and assistant general manager covering all phases of operations. Mark L. Haas, director of public relations and education for WJR Detroit, who has been assisting with KMPC public relations for past seven months, has been transferred to the Hollywood station and elevated to vice president in charge of broadcasting. John Baird, KMPC program supervisor, has been promoted to director of public affairs.

KMPC in mid-October became a Liberty Broadcasting System affiliate and will originate a variety of sports and other type programs to the network.

Mr. Reynolds (seated center) confers with newly-promoted KMPC executives (1 to r): Measures, Sigmon, Baird and Haas.

WOR ADDS
Nine New Members Named

NINE new staff members have been added to the WOR-AM-TV New York staff. Charles Roberts, advertising and promotion manager of General Electric Supply Corp., New York, has been named account executive for WOR sales department and Milford Fenster, film editor, has been appointed WOR-TV film manager.

Other additions to the station's staff are: Albert Knudson, WPIX (TV) New York, 20th Century-Fox motion picture editor; Ernest Pittaro, production director at Spectrolex Television, as TV film cutter and editor; Walter Kley, assistant to station manager for Inside U. S. A., as TV production coordinator; Harold Neustadt, assistant director of Magic in the Air and The Bobby Vinton Show; and Martin Kane, Private Eye (MBS), as TV continuity editor.

AP RADIO MEET
Set Nov. 19 in Baltimore

ANNUAL fall meeting of the Chesapeake Associated Press Radio Assn. will be held at the Emerson Hotel, Baltimore, Nov. 19, under joint chairmanship of Dennis Sarvis, WOR Washington, and WOR Washington, and Max Fullerton, secretary and chief of the AP Baltimore bureau.

Members from Maryland, the District of Columbia, Northern Virginia and eastern West Virginia will hear reports on operations of the AP newswire system, including results of a newly-instituted system of regional news transmissions. Roundtable discussions will be held on coverage of the Korean war, election campaign, and national and state sports events. Association officers for the coming year also will be elected.

SEARS' BIRTHDAY
KTRI Moves to Store for Day

HELPING to celebrate the 60th anniversary of Sears Roebuck's Sioux City store, KTRI Sioux City broadcast its entire 18-hour schedule from a specially built booth in the store. The night before the broadcast, the station moved turntables, microphones, recording equipment and transcriptions to the store.

In addition to regular programs, KTRI carried two special programs for the celebration, one was of the interview type and the other a quiz show with prizes for contestants. The store donated all of prizes given away.

Along with equipment KTRI had two staff members—traffic manager and continuity directing—doing their regular work in the studio. Sears officials had high praise for the event, reporting the broadcasts drew the largest crowds in the store's history, according to KTRI.
USE *Any* HONEST YARDSTICK you please! It will PROVE WOW

Overwhelmingly First

Day or Night

Week In-Week Out

in LISTENING AUDIENCE

Our 27th Year of Outstanding Service!

590 KILOCYCLES

OMAHA, NEBRASKA

FRANK P. FOGARTY

General Manager

JOHN BLAIR & CO.

Representatives

5000 WATTS

RADIO STATION

WOW, INC.
McCarthy Blast

Senator's Charges Denied by WQQW

CHARGE that WQQW Washington "would appear [to be] completely under Communist control," made by Sen. Joseph R. McCarthy (R-Wis.) last week, was emphatically denied by M. Robert Rogers, vice president and general manager, Radio Station WQQW Inc., licensee of the station.

The allegation was unfounded, Mr. Rogers said, because the Metropolitan Broadcasting Corp., former station-licensee and named in the McCarthy statement, does not exist.

Sen. McCarthy attacked the corporation, which reorganized in 1948 as Radio Station WQQW Inc. with new ownership, in a statement published in the appendix of the Congressional Record. Along with the statement, he inserted a report, which the Senator claimed, had been prepared in 1948 by the House Un-American Activities Committee and then "surprised." Mr. Rogers said the station now is controlled by five individuals, other stockholders holding "non-voting" certificates. The Senator alleged that six stockholders of the nation's capital "good music station" are "the largest creditors of radio station WQQW and are affiliated with the Communist Party in the District of Columbia"; and that 17 other stockholders "are considered to be affiliated with the Communist Party."

In his denial, Mr. Rogers told Broadcasting: "Sen. McCarthy's charges have no foundation in the facts. He is quoting a repudiated report which was rejected by J. Parnell Thomas, former chairman of the House Un-American Activities Committee as one of his first official acts when he became chairman of the Un-American Activities Committee."

Mr. Rogers pointed out that the former New Jersey Congressman "fired Ernie Adamson, then counsel of the committee, for issuing this unapproved report [committee report reprinted in the Record by Sen. McCarthy]."

Reorganized in 1948

Mr. Rogers said the corporation had been reorganized in 1948 with the complete control of the station put in the hands of "five stockholders who constitute Radio Station WQQW Inc." These stockholders, in addition to himself, Mr. Rogers listed as: Morris Rodman, Washington, D. C., real estate man and president of the corporation; Sen. Pierson Underwood, station's program director, Irwin Geiger, an attorney, vice president; the estate of Jesse L. Miller, former Washington, D. C. attorney, deceased.

According to its application with the FCC requesting change of ownership [Broadcasting, April 4, 1949], WQQW listed its principal stockholders as Mr. Rogers to acquire 30%; Mr. Underwood, 20%, and the remaining three, Messrs. Geiger, Rodman and Miller, to divide the other 50% voting interest equally.

Last month, WQQW filed in U. S. District Court in Washington a reorganization petition in a move said to strengthen the station's corporate structure and make ample funds available for expansion [Broadcasting, Sept. 11].

Financial Adjustment

The station had pointed out that FCC in passing on an FM license application, had requested the station to adjust its financial structure in order to reduce a mortgage indebtedness of $119,000. Fair value of the station's assets was estimated at $138,000 but the petition said complete value couldn't be realized by a quick sale.

In his assertions, Sen. McCarthy pointed to Owen Lattimore, whom the Senator already unsuccessfully tried to label a member of the Communist Party, and his wife, Eleanor, as stockholders of Metropolitan Broadcasting Corp. According to FCC records, Mr. Lattimore and his wife each had 10 shares in the corporation before it changed hands.

In his disclaimer, Mr. Rogers said: "None of the station's clients, including some of the leading and oldest in Washington, has expressed any concern over Sen. McCarthy's baseless statements and on the day the report was made public we wrote more new business than we have written in any day this year."

Newscasts Pull

OFFER of a UP foreign news map free on a "first come, first served" basis has convinced KTUL Tulsa of interest in its newscasts. Listeners deluged the station with cards and letters far exceeding the original supply of 1,000, KTUL reports. Six plugs on the first day drew 1,459 requests in the next day's mail and forced KTUL to order another 6,000. Mail pull for 14 newscasts in two days reached 7,159, with requests pouring in from as far north as Wisconsin and south as Louisiana, plus neighboring 26 counties.

Yes! WDAY is the Overwhelming Favorite

in the City—

AND on the Farm!

Yes! urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

(1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that 78.6% of the families prefer WDAY, vs. only 4.4% for the next station!

(2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—got the highest Hooperatings among all NBC stations in the nation, for the second year in a row!

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—77.7% of whom are average daily listeners!

Write direct or ask Free & Peters for all the facts about fabulous WDAY!
YOU MIGHT GET A
175-POUND WOLF*—

BUT...

YOU WON'T GET MUCH
IN WESTERN MICHIGAN
WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan and Northern Indiana, look at what WKZO, WJEF and WKZO-TV can give you!

WKZO-TV is basic CBS—Channel 3. It is the only TV station that delivers five large metropolitan markets representing more than a billion and a half dollars of buying income and more than 70,000 TV sets in Western Michigan and Northern Indiana.

WKZO, Kalamazoo, and WJEF, Grand Rapids cost 20% less than the next-best two-station choice in these two cities, yet deliver about 57% more city listeners! New BMB figures credit WKZO-WJEF with a 46.7% increase in Daytime Audience and a 52.8% increase in Nighttime Audience since 1946. In Grand Rapids alone, the Fetzer stations deliver an unduplicated coverage of more than 60,000 homes.

Write for all the facts today, including availabilities and some really impressive figures about the Western Michigan—Northern Indiana market.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
of Mellott, Ind., he studied journalism and political science at Indiana U. and planned a writing career. He worked nights on the campus newspaper, the Indiana Daily Student, and on graduating became editor of an Indiana weekly where he did everything from writing editorials and laying out ads to collecting delinquent accounts. Meanwhile, however, he had applied to Scripps-Howard for a job with its organization "anywhere."

The call from S-H came within a few months after Mr. Hayes had left college, but it was not for a writer. The Washington News had an opening for an ad salesman in 1934. The youthful Hoosier got his first lucky break when his new employers permitted him to hurdle the classified department and move directly into local display. Concentrating on department stores, he was placed in charge of this division of the advertising department within a year, and by the end of six years was named advertising manager. The move to WTOP came four years later.

Some of the major retail accounts which Mr. Hayes developed for the CBS station were Lansburgh's and Hecht's, both large department stores; Brook's Women's Wear, and Raleigh Haberdashers. After two years at WTOP, Mr. Hayes became an account executive on CBS Radio Sales' Chicago staff in January 1946 and by September 1948 had been named western sales manager. Born Jan. 6, 1908, in Mellott, Ind., Mr. Hayes is married to the former Jessie Dowell of Fowler, Ind. They have one son, Norman, 12, whose burning ambition is to play first base on a major league ball team some day. The youngster, known as Lefty in suburban Libertyville where the family lives, already is the star of a pennant-winning cub team.

Mr. Hayes is an amateur woodworker, but confesses he has several shiny new tools which he hasn't found time to use as yet. He is a member of the Chicago Radio Management Club.

### ASCAP Dinner

**OTTOS A. HARBACH,** president of ASCAP, presided over a dinner given by the society last Wednesday in honor of the Committee of International Copyright Experts of UNESCO. Dinner was held at the Mayflower Hotel, Washington, with Luther H. Evans, Librarian of Congress and U. S. delegate to UNESCO, as one of the principal speakers. Mr. Harbach and ASCAP board members served as co-hosts at the dinner, attended by representatives of UN, U. S. government agencies and departments and embassies and legations.

### Toney Named

**APPOINTMENT of James M. Toney as director of public relations of the RCA Victor Division, Radio Corp. of America, was announced last week by Charles M. Ordorizzi, operating vice president of the division. Mr. Toney, advertising manager of the RCA Victor Home Instruments Dept., succeeds John K. Wood, who left RCA Victor to join NBC as vice president in charge of its western division.**

It also was announced that Thomas J. Bernard will continue as assistant director of public relations.

Mr. Toney, whose new appointment is effective Nov. 1, joined RCA Victor in 1943 as an expeditor in the purchasing department, working in the Chicago office. In 1946 he was transferred to the RCA Victor Distributing Corp. in Chicago as a sales representative. He became general merchandising manager in charge of sales activities in 1947, and a year later was transferred to Camden as advertising manager of the Home Instruments Dept.

### AIDS FRENCH PLEA

**WDSU Records Film Premiere**

A SPECIAL recording of the official premiere in America of the French film “Spiritualite Francaise,” produced by the National Federation of Churches and Religious Buildings Damaged or Destroyed, was made by WDSU New Orleans, Oct. 15, for use by Radiodiffusion Francaise.

During the premiere, held at the Municipal Auditorium in New Orleans, Joyce Smith, WDSU director of women’s programs, introduced Madame Madeleine Deletang, French good will ambassador to this country. Madame Deletang is touring the country with the motion picture to solicit aid for restoring the churches of France.

Consul General of France, Lionel Vasse, appeared on the program along with local leaders. Also heard on program was a concert of sacred music by the Scola Cantorum of Notre Dame Seminary. Mayor DeLesseps S. Morrison of New Orleans closed the broadcast with official greetings from the city.

RECOMMENDED decision has been filed by Everett F. Haycraft, trial examiner of Federal Trade Commission, seeking order to enjoin misrepresentation of radio-TV correspondence courses by Radio Training Assn. of America, L. A.
If buying a **Home**...

an **Automobile**...

or a **Radio Station**...

You buy where you get the most for your money

This being true, how can you afford not to be on WGN...the *one* station in Chicago and the Middle West that reaches more homes than any other.*

*1949 BMB

---

*A Clear Channel Station... Serving the Middle West*

MBS

---

Chicago II
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eckelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
719 Lewis Bldg., 333 SW Oak St., Portland 4
WE DON'T
BEG
FOR
BIG
BONE (Ky.!!

"Big Bone" is a real Kentucky town, and like all the others we mention in these ads, you can actually find it on the map. But here at WAVE, we don't gnaw on any such morsels. Sales-wise, Big Bone is clean as a hound's tooth!

To get the real meat in Kentucky, WAVE concentrates on the 27-county Louisville Trading Area. Here people buy and sell at Kentucky's greatest rate—maintain purchasing power 41% above the average of Big Bone and everywhere else outside the WAVE-zone, combined!

Bring Louisville to heel, and you've really got a pet. Just whistle!

LOUISVILLE'S
WAVE
N BC AFFILIATE
FREE & PETERS, INC.
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

RESEARCH 'STEW' Oberfelder Sees Hope In Test Survey

RADIO-TELEVISION is depending upon the special test survey committee to get it out of "the stew" over audience measurement, Ted Oberfelder, former ABC director of advertising, promotion and research and just named manager of WJZ New York, declared at the ninth annual luncheon of Pulse Inc. in New York last week.

"It is the old, old story of too many cooks," Mr. Oberfelder said, "only in this case each cook is preparing his own soup, and when they are done they are all dumped into one huge cauldron. The result is supposed to be a broth to please the palate of all the radio and television industry. Instead we seem to find the entire industry in a stew.

"The inevitable conclusion to be drawn about such a situation," he continued, "must be that there is just too much quantitative research being done in radio and television. The mountains of material compiled move across executive and managerial desks from day to day in such volumes that it is often physically impossible to make use of all the information gathered and presented."

The necessity of buying all these services in order to keep abreast, Mr. Oberfelder pointed out, is having the effect of "siphoning off research money which could well be put into more constructive channels." He said, "It all boils down to the fact that—based on what the users of quantitative research pay for their rating services—there is too much material to be used intelligently or profitably."

Mr. Oberfelder's views were representative of the growing interest in a movement to measure the relative accuracy of Hooper, Pulse, and other audience ratings by a test survey for that purpose [BROADCASTING, Oct. 23]. Report of the special test survey committee, formed at the request of Stanley G. Breyer of KJBS San Francisco, is expected in a fortnight.

SPECIALIST NEED
Akin Cit es Army Shortages

ACUTE shortages of skilled communications specialists because of peacetime reductions in armed services' strength was greatly felt during the Korean campaign, though equipment itself stood the test well, Maj. Gen. S. B. Akin, chief Army Signal Officer, has declared.

In a speech before the Washington Chapter of the Armed Forces Communications Assn. Oct. 18, Gen. Akin also noted that Korean communications were further complicated by mountainous terrain and wide dispersal of troops. Employment of a radio relay system, however, made the operation less "difficult," Gen. Akin said.

Radio relay, high-frequency "line-of-sight" transmission, introduced by the Signal Corps in World War II and now in wide commercial use, proved of "outstanding assistance," he noted.

ANSWERING the hopes of Arnold Reid (r), paralyzed in both his legs and arms, Gordon Baxter of KPAC Port Arthur, Tex., presents him with $1,553.70 that was sent in by KPAC listeners for his benefit. Mr. Reid had requested a tune to be played on Mr. Baxter's Stringbilly Jamboree program, and in his letter he also mentioned that he was paralyzed and would like to go to Denver for treatment but could not afford it. Mr. Baxter read the letter over the air and played the request. The following day donations began coming into the station and in less than two weeks enough money was collected.

WIND Aids Fund

COMMUNITY Fund of Chicago has credited WIND Chicago with "an outstanding public service" for donating all available time during the Oct. 22 Philadelphia Eagles-Pittsburgh Steelers professional football game for Fund announcements. Chicago sports editors and columnists on behalf of the Fund, transcribed spots which were interspersed throughout the broadcast when there was no action on the field. Harold A. Moore, general chairman of the 1950 Fund campaign, commended WIND for "one of the most important contributions to our drive."

WHY buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" CONTENT EDWARD PERRY CO

WBAL BROADCASTING * Telecasting
Voînâ and Happiness...

... are brewed in the same pot. A ladle of molten steel speaks all languages. In Russia, the language is war (voînâ) and they have devoted their steel to war products. In America, steel has been used for the machines that make work easier and daily living happier for everybody. Now, we must turn a part of America’s river of molten steel into armaments to rebuild our defenses. Most people are wondering what effect the change will have on American life. Here are some questions and answers from the steel industry that may help you:

How much steel can the American steel companies make? Our capacity is now slightly over 100 million tons. Many companies are adding new capacity, which will total another 9 million tons.

How much steel can other countries supporting the U. N. program against aggression make? Their capacity is more than that of the Iron Curtain countries. It is 56 million tons.

How much steel can the Iron Curtain countries make? Russia and the countries she dominates can make about 33 million tons of steel per year.

How fast does America’s steel industry grow? We will soon have 25 million tons more steel capacity than we had at the start of World War II. That increase, alone, is more than 4 times as much as next year’s top estimate of military needs. The steel industry always grows in the competitive atmosphere of America.

Does plentiful production mean there will be plenty of steel for everything? The Army, Navy and Air Force need more steel. The steel industry is responding with increased capacity. But, the time may come when even our giant capacity will not be enough for both defense and unlimited personal buying. In effect, you increase America’s supply of all important materials when you buy only those things you really need.

Is there any way in which I can get more facts on America’s steel industry than can be given in this advertisement? Yes, write for the interesting booklet, “Report to the American Public.” Address: American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.
HERE'S A HANDY WAY TO TOLEDI DAY:

* BMB STATE AREA REPORT
The nerve center of a teeming, rich trading area embracing one of America's richest major markets is the city of Toledo, Ohio. Here in a half dozen or so counties reside 659,000 people with money to spend and places to spend it. Here the dominant selling voice is WSPD—a voice that literally saturates the area as proven by the above BMB percentages. 84%—90%—97%—what more could you ask?

Do you have a product that needs selling to the 659,000 people in the Toledo market? Then you had better get in touch with your KATZ man right away regarding available time. The word "selling", you see, is spelled W-S-P-D in the Toledo area.

To learn how to spell it in six other major markets, consult the list below. Like WSPD, all Fort Industry stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

THE FORT INDUSTRY COMPANY

WSPD-TV, Toledo, O.  *  WJBK-TV, Detroit, Mich.  *  WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
editorial

Increase Rates Now

BROADCASTERS, like their counterparts of the printed page, are pondering rate structures in these days of skyrocketing costs and inflationary trends. The difference is that broadcasters are doing so about it—except in rare instances and for those in TV who are enjoying dizzily expanding circulation and unequaled popularity.

Newspapers and magazines, romping along, increasing their rates on a what-the-traffic-will-bear basis, with little or no retaliation from advertisers. Yet advertisers demand more and more research and measurement material from radio and TV, which they can turn against these media in parrying rate adjustments.

It isn't hard to discern what the Assn. of National Advertisers is attempting to do since its project for across-the-board rate reductions in TV markets was nipped a few months ago. They've embarked upon a temporary boycott. There's little activity on new and renewal network business, although national spot and local are breaking records. ANA obviously is trying to sweeten the networks out on rate adjustments.

It is true there are pressures on networks and radio networks who are increasing rates. We know of no instance where such increases, discreetly and soundly evolved, have brought serious loss of revenue. The rub has been the differential in network rates as compared to spot. There hasn't been an over-all increase in network rates for more than a decade. Yet in the last dozen years operating costs have more than doubled.

It's no longer a matter of holding the line. To do so, effectively, involves rate increases, since the dollar buys less and less.

Radio time is practically the only commodity extant that hasn't increased in cost in the last 10 years. This is in spite of the virtual saturation of the nation in set ownership and of unprecedented tune-in.

Networks should heed the pleas of their affiliates for horizontal rate increases. Excess profits taxes are in sight. Institutional spending will increase. Paper rationing and newspapers are making their second round of increases in a year, in anticipation of what might amount to rational advertising.

If rate increases aren't invoked now, to become effective in six months or so, stations and networks alike might find themselves doing an unprecedented volume of business, but with not enough return to meet increased overhead.

Help Wanted!

IT'S NO SECRET that BAB is looking for a top executive in the $35,000-$50,000 bracket. Several able and experienced radio men have been considered but each has declined for good personal reasons. The job is still open.

Plans for a more vital organization have been taking shape under the guidance of the selfless and intelligent BAB committee headed by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, and Edgar Kock, consult and owner of WTTA Thomson, Ga.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, and Allen B. Woodall, WDKA Columbus, Ga.

No ordinary task faces BAB.

First is the overall job of selling radio in competition with every other medium. That task has taken on new stature in the past few months with the continued growth of television, new tax burdens and the spectre of preparedness shortchanges of men and materials.

Second, an integral part of the first, is the task of raising a sizable war chest for the group. The ANPA Bureau of Advertising carries a million-dollar budget. The magazine publishers promote their medium on a similar scale. If radio is to battle for the advertisers' dollar on an equal footing it will need a like amount. That war chest will be a primary responsibility of the new BAB president.

Add it up. The task needs a man of considerable talents. Events of the past few years have aroused broadcasters to the necessity of promoting their medium as competition becomes tougher and rougher.

Developments in the foreseeable future indicate an increase in this necessity rather than a decline. This quickening of interest should make raising money for this essential purpose easier than it would have been last year or the year before.

The challenge is inescapable. Radio, that healthy giant, is not likely to ignore it. The job calls for a good man.

Any suggestions?

War-Time Folly

NOT SINCE the days of the infamous Blue Book have broadcasters been so aroused against the FCC. The resurgence of mailed fist rule, veering in the direction of control of the economy of the broadcast media, is the cause.

This was apparent at the NBC convention a week ago at White Sulphur Springs. At district meetings of the NAB and at state association sessions, anti-FCC fervor has become evident. The feeling is that the Commission's laws are being used to diminish, to the point of the violation of the color TV fight. FCC Chairman Coy has made no bones about his displeasure over the opposition to the new color standards. His dander is up.

The color decision is the more spectacular issue, but from the broadcaster's standpoint—whether or not he is in TV—the real threat lies in the proposed rules to control TV network competition. That battle will be fought largely behind the scenes, whereas the color battle will be on the air and in the headlines for months ahead.

These are not the times to have another industry-government fight. Under Coy's direction these past three years, the FCC has moved toward reasonable cooperation with licensees. The Commission had retrieved much lost prestige.

Now, in a war-time economy, warnings are up. They come at a time when the resources of radio and TV should be turned against the enemies of democracy, and not in intramural conflict.

Another Korea, or worse, could stop most of our radio and TV production overnight. The color issue then could become academic. So would a lot of others.

Energy, time, and money—taxpayers as well as corporate: will be wasted in the strife that has been provoked. Licensees cannot afford to let any issue which threatens to touch ever so lightly upon the basic freedom of the broadcast arts, go by default. So they must and will fight. To do otherwise is to invite disaster.

Before the conflict gets out of hand, we hope that higher authorities—even the President—will step in, to the end that the resources of radio and TV can be utilized to the maximum in preserving the freedoms of democracy in a sorely troubled world.

our respects to:

THOMAS BERNARD MCFAADDEN

WHEN 17-year-old Thomas Bernard McFadden filled out his application for employment as page boy at NBC New York, one question on the form gave him a moment's pause. It read: "What position would you eventually like to fill if you are employed by NBC?" Young McFadden finally, after considerable deliberation, wrote "President." Although Mr. McFadden has not as yet realized that ambition, he is a young man who has come a long way since Sept. 13, 1934, when he first donned the gold braid of a Radio City page. Since April 1950 he has been manager of NBC's Hollywood television station, KNBC—a position he assumed after three years as manager of the network's WBNC-AM-FM and WNBT (TV) New York.

That number 13, the date he went to work for NBC, has been a significant one in the McFadden career. In high school sports, his (Continued on page 54)

Static and Snow

By AWFREY QUINCY

ONE of the big national agencies is being sued by a scriptwriter 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. 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 storm to break."

Life gets tougher every day, more complex in every way. Wise guys scheme and cook up strife just to compound our life. Tuning in a TV set causes me to stew and fret. And it's just an even bet that a picture I can get. So to really put me down, make me grit my teeth and frown, Make me kick my set and smack it, now it's gonna have a bracket.

BROADCASTING • Telecasting
WSAI News Is Tops in Cincinnati!

WSAI in Cincinnati is considered the top news outlet by all listeners for the greatest variety and most thorough coverage of the news. This is not surprising in view of the fact that WSAI's news programs are handled by such top personalities as Walter Winchell, Joseph Garretson, Baukhage, Agronsky, Bill Robbins, Pearson and Elmer Davis... plus the full services of Associated Press and United Press.

News commentator JOSEPH GARRETTSON was sponsored the first day he went on WSAI by radio-wise SHELL OIL CO.

And today—four years later—he has the same sponsor. Recently, a large automotive manufacturer obtained permission to sponsor Garretson at another time of day. News-wise you can't beat...

CINCINNATI WSAI

A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL
MYRON MAY, chief engineer KNAX Salt Lake City, to manager KNEU Provo. GARN CARTER, commercial manager KOVO Provo, to commercial manager KNEU.

MORGAN RYAN, national sales manager and head N. Y. office of Liberty Broadcasting System, resigns to join Progressive Broadcasting System as district manager eastern division.

BURN-SMITH Co. and DORA C. DODSON, Atlanta, named representatives by WDIV Danville, Va.

FRANK JUNNEL to commercial manager KEYL (TV) San Antonio, Tex. Was with KCBD Lubbock and KROD El Paso as commercial manager. Replaces SHERILL EDWARDS, resigned [BROADCASTING, Oct. 9].

ELMER O. WAYNE, Curtis Publishing Co., Cleveland, to sales representative WGR Cleveland. Replaces GLENN GILBERT, called to active service.

AL MAFFIE, WTSN Brattleboro, Vt., to WEIM Fitchburg, Mass., as commercial and promotion manager.

LIONEL COLTON, N. Y., named national sales representative for WERI Westerly, R. I. New England representative remains BERTHA BANNAN, Boston.

JOHN CALLOW to sales staff WOR New York. Was with WCBS New York and CBS research department.

C. M. GARNES, acting general manager KERB Kermit, Tex., named general manager.


JOHN B. BURNS, salesman and promotion manager KROC Rochester, Minn., to sales staff WGN Chicago.

ALBERT SCHERB, WGN Chicago sales staff, transfers to local TV sales at station. WILLIAM DAVIS will leave sales staff WGN-TV soon to return to active Navy duty. Expects to be assigned to staff of commandant of Naval Air Tactical Group in California.


RUSS RYAN to KCNI Broken Bow, Neb., as assistant manager. Was with station before associations with MBS and WGN Chicago.

W. S. HUNEFELD Jr., manager S. F. office KLX Oakland, recalled to active service as Lt. in Navy.


LOUIS A. SMITH, owner-operator agency of that name in Chicago, to WOR-AM-TV New York as western sales manager. Will headquartered in Chicago and be responsible for WOR sales between Buffalo and Denver, Minneapolis and New Orleans.

PERSONALS

MILFORD JENSEN, operations director WCAL Northfield, Minn., appointed interim director Region IV National Assn. of Educational Broadcasters. EDWARD LAMB, owner WCIC (TV) Erie, Pa., presented gold embossed Bible by group of local civic leaders as token of "work done in advancing religious programming."

HUGH B. TERRY, vice president and general manager KLZ Denver, named Denver County chairman for 1951 Easter Seal Campaign. HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., back at desk after leg operation.

PAUL A. LOYET, vice president and resident manager WHO Des Moines, father of boy, Michael Paul, Oct. 20.

TO BUILD WGAF
New Valdosta, Ga., Outlet

THE Valdosta Broadcasting Co. has announced plans to build a new fulltime AM station in Valdosta, Ga. The company was granted a CP in 1949 for WGAF to operate with 5 kw on 910 kc. George B. Cook, president of VBC, said the construction of the station will be timed to meet delivery of the equipment which already has been purchased.

Board of directors of the firm includes four Valdosta businessmen: Mr. Cook, president; A. J. Strickland, vice president; L. O. Smith, secretary-treasurer, and Tom Bush Smith. A. D. Ring & Co., Washington consulting engineers, will supervise construction of the station.
Follow the lead of these Business Leaders...

they’re all giving Schenley to wish friends the best!

Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It’s quick and easy! There’s no finer whiskey-gift."

Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it’s a really fine whiskey... and a really fine answer to my Christmas problem!"

Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."

Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I’m giving it again this Christmas."

Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, ‘Thanks for all you’ve done for me this past year!’"

Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It’s "Good Business" to give SCHENLEY

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC.
HOOPER RADIO AUDIENCE INDEX
City Name, Albuquerque, N. M., Spring 1950

<table>
<thead>
<tr>
<th>City Name</th>
<th>Time Share</th>
<th>Share of Radio Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

W. T. KEMP, President.
KEN PALMER, General Manager.
KEITH TYE, Station Manager.
PAUL KELLE, Sales Manager.
BETT LEHMAN, III, Staff Mgr.

Represented by FORJOE & CO.
NEW YORK  CHICAGO  LOS ANGELES  SAN FRANCISCO  ATLANTA

The Market
ALBUQUERQUE
NEW MEXICO

Leads in Total Retail Sales Percentage Gains over all "official" Metropolitan County Areas in 10 Years (1933-1949)*

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

Ray A. LIUZZA to newly-created position of sales promotion manager WNOE New Orleans.

EARL STEELE, WCCO Minneapolis, to WABC Rochester, N. Y., as program director.

FRANK BABCOCK to announcing staff WGN Chicago from chief announcer and assistant program director KXLY-Ho
ton.

LOUIS FORD to staff announcer WBUR (FM) Boston U., out while studying at university.

CATHERINE ROSS, WJR Detroit, becomes assistant to HARRY WISMER, exec-utively-resired from WJR to resume full schedule of sports broadcasting. Mr. Wismers offices are in ABC offices, N. Y.

GEORGE D. COWLE, new to radio, to promotion and merchandising manager WEEC Duluth, Minn. Wase in the

GEORGE T. CASE, general and commerce
WNAO Raleigh, N. C., to program director WONE-WTWO (FM) Dayton, Ohio.


HERR DEXTER, disc jockey and sport
annoncee WJW Columbus, Ohio.

JOHN LINDER, WOKK Poughkeepsie, N. Y., to WPTF Albany, N. Y., as staff announcer.

JOHN PALLADINE to staff announcer WJWD Morrisville, Pa. Was with WIP Philadelphia. Succeeds BOB KENT, promoted to program director.

JAMES M. ORCHARD, WJAR-TV Providence, R. I., to program director KOV-TV (TV) Tulsa, Okla.

AL KNIGHT to KITO San Bernardino, Calif., to conduct 12 m.-6 a.m. All Night Will Al Knight show.

ROD KLAGE, staff announcer KIQ Spokane, Wash., appointed head of continuity. Will handle 3 p.m. and 5 p.m. newscasts. Succeeds PAUL LAW, re-appointed to freelance in Chicago.

ROGER CLARK, disc jockey WPGN Gaffney, S. C., to WNON Norfolk, Va. TONY BRYAN, graduate Northwest Broadcasting School, Portland, Ore., to KERG Eugene, Ore.

JACK LATHAM to NBC Hollywood announcing staff.

DR. CHARLES EARLE FUNK, editor emeritus Funk & Wagnalls since his retirement three years ago, to replace Prof. CABELL GREET as CBS speech consultant while latter is in Paris for two months lecturing on American literature and civilization under Fulbright scholarship.

DARROW (Tex) CLARK, KRUN Bal
inger, Tex., to KRRV Denison, Tex., as staff announcer.

PHIL RUSKIN to remote director WBKB (TV) Chicago, replacing BILL BALABAN, who was inducted into Army week. JOHN PAVIS from boom mike man to sales promotion writer.

JACK WEBB, star of NBC Dragnet, signed for featured role in forthcoming 20th-Century-Fox production, "The U.S.S. Teakettle."

LT. ROLAND J. SCHUMACHER, St. Louis policeman who aided So It Can't Happen to You on KNOK that city, father of girl, Martha Jane, Oct. 8.

BOB SWAN, disc jockey WPFR Albany, awarded Canadian and Ameri
can Newspaperman's 1950 Achievement award for "outstanding radio service.

LOWELL T. CHRISTISON, continuity director WRIF Eau Claire, Wis., and FLORENCE HELM, traffic man

HILL TRACEY, promotion manager WDAZ Huntington, W. Va., now in active duty with Marines, father of girl, Kathleen.

BUDDY MENNITT, 14-year-old disc jockey, to Best on Waz show, WSTC-AM FM Stamford, Conn.

ROBERT GREEN, commentator, to Top of the News show, WTOP-TV Washington.

TEX DAVIS, disc jockey WLOW Norfolk, Va., sworn in as deputy sheriff of Norfolk County.

FRANK CASON, producer WSB-TV Atlanta, and Valerie Drake have an
ounced their marriage, Oct. 7.

BUD STEFAN and VIRGINIA MYER, both KTLA(TV) Hollywood staff mem
bers, married Oct. 16.

TONY MOE, sales promotion manager WCCO Minneapolis-St. Paul, was
amed chairman Hennepin County March of Dimes for 1951.

TOM BELCHER, director KNBR(TV) Hollywood, and Roberta Alderson were married Oct. 21.

JULIA (Nicky) CHASE to Don Lee Hollywood publicity staff as log editor, succeeding SALLIE MONTGOMERY, resigned.

TONY BOMBA, KPIX (TV) San Francisco, father of girl, Libeth Ann.

ROBERT REGAN, chief announcer KCBO San Francisco, father of boy, Jef
rey Robert.

CHARLES PAUL, music director CBS Mr. and Mrs. North, in Europe for three-week concert tour. Will direct Philharmonic Orchestra of London, Paris Conservatory and Royal Danish Symphony, Copenhagen.

JACK HUSTON, WCCO Minneapolis St. Paul announcing staff, father of boy, Brian, Oct. 15.

ALLAN JEFFERS, staff announcer and disc jockey on Dinner Bell show, WFPG Atlantic City, N. J., and JUNE HOOPES, disc jockey Dinner Bell, have announced their marriage.

FRANK BARTON, writer on NBC's Welcome Travelers, father of girl, Amy, Oct. 5.

JOHNNY GRANT to host of all KECA-TV Hollywood weekday after
noon programming, given overall title Afternoon With You.

FRANK SWEENEY, WGN Chicago announcer, father of boy, Daniel Scott.

REDA HOPPER, columnist, starts half-hour weekly Hedda Hopper Show on NBC, Sat., 8:30-9 p.m., PST.

STANLEY NOONAN, tenor, replaces Bob Callahan on Young Man With a Song, KCBS San Francisco.

MARGARET WHITING, singer, mother of girl, Deborah Irene, Oct. 10.

TOMMY THOMPSON, floor manager ABC-TV Mysteries of Chinatown, and GLORIA SANDERS, star of show, pass away, Oct. 22.

JIMMY HUTCHINSON, of Sage Riders at WLS Chicago, father of boy, James S., Oct. 5.

MARY and HOWARD JONES, stars of Mary Jones show for Phil Philadelphi
awarded Blue Ribbon by New Jersey State Fair committee for "most outstanding public service and home entertainment...over the airways...during past year."

ED BRADY, announcer KNBC San Francisco, father of boy, Michael, Oct. 22.

Bill CROWLEY, sports director WONE Dayton, Ohio, to sports director WARA Attleboro, Mass.

REX LORING, staff CFCP Montreal, appointed associate news editor-news

TOM McCARTHY, chief of news de
partment WKRC Cincinnati, author of article on Milford Farm and Home Center in Farm Quarterly.


BLAIR MOODY, Detroit News' Washington correspondent and conductor

The Station KVER Mutual - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES
**CIVILIAN NEEDS Can Now Be Met, Hesseler Says**

DIMINUTION of Korean hostilities will enable the nation's vast electrical manufacturing and distribution industry to make firm commitments for future delivery on materials for civilian needs, G. F. Hesseler, vice president of Graybar Electric Co., told the annual convention of the Pacific Div. of National Assn. of Electrical Distributors in Coronado, Calif., last Wednesday.

Asserting that the "rush and urgency" to complete civilian projects no longer exists, Mr. Hesseler felt that "we are going to be able to carry along a more sizable portion of our civilian "economy without seriously leaving either it or our preparedness program."

The Graybar executive said that raw materials supply and availability constitute the "most crucial problem" and that manufacturers still could expect a pattern of regulation, priority, and inventory control. He predicted controls on copper of which the electrical industry consumes approximately 50% of the total supply, much of it for radio, television and other electronics equipment.

**STORIES**


**WDRC**

**CONNECTICUT'S PIONEER BROADCASTER**

NO MATTER HOW YOU BUY TIME . . .

Whether you swear by Hooper, Sey, or compare rates and coverage . . . WDRC is the buy in Connecticut's Major Market. Get the facts! Write Wm. M. Huber Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

**DEFENSE FUNDS Request Expected Soon**

CIVIL defense planning and the government's stockpiling program were discussed at length Oct. 13 in a conference between W. Stuart Symington, chairman of the National Security Resources Board, and Sen. Kenneth McKellar (D-Tenn.), chairman of the powerful Senate Appropriations Committee.

Sen. McKellar expressed belief the administration would soon ask for additional funds to set up a Civil Defense Administration envisioned in President Truman's report on civil defense and communications [BROADCASTING, Oct. 9, Sept. 29], and to further the Munition Board's stockpiling program.

**License Suspended**

FIRST CLASS radiophone operator license of A. J. Hoggins has been suspended for six months on ground he operated KICA Clivia, N. M., without such required license on several occasions between May 16 and May 29, FCC has announced. The suspension would be waived temporarily, FCC said, if a hearing were requested. The Commission contended Mr. Hoggins allegedly "represented to the management" of KICA on May 11 that he held the license "for the purpose of obtaining employment." The license was issued May 29, FCC said.

WHILE Farm Service Director Chuck Worchester (l) looks on, General Manager William B. Quarton points to past lucky winners of WMT Cedar Rapids', Iowa's farm journalism scholarship award. Current winner, Leon Kline, gives the familiar finger sign pointing toward success gained by his predecessors. All were "taught" in farm broadcasting by Mr. Worchester.

**U.S.-Seoul Contact**

RADIO contact and telegraph service between the United States and Seoul, Korea, was officially re-established at 5:45 a.m. Oct. 18, by repairing transmitting and receiving facilities after recapture of the South Korean capital, according to H. C. Ingles, president of RCA Communications Inc., New York. RCA also has sent a complete mobile station to Korea, enabling men at the front to radiotelegraph their families directly.

**KBA MEETING**

Discuss Future BAB Head

AT its semi-annual meeting Oct. 18-19, the Kentucky Broadcasters Assn. unanimously adopted a resolution urging NAB President Justin Miller and William B. Ryan, general manager of NAB, to use their influence to see that the new director of BAB is experienced in radio time sales. The resolution went on to ask that he be familiar with the sales problems of all stations "but especially lower powered operations."

Charles Warren, WCMJ Ashland, was elected president of KBA at the Hopkinsville meet. J. W. Betts, WPTM Maysville, was named first vice president and Joseph Eaton, WKLO Louisville, second vice president. Hugh Potter, WOMI Owensboro, was re-elected secretary-treasurer.

Retiring President J. Porter Smith of WGRG Louisville, Edward Paxton Jr., WKYS Paducah and Mike Layman, WSFC Somerset, were named to the executive committee.

A plaque was presented by KBA members to Bill Ladd, radio editor of the Louisville Courier Journal, for his "unselfish efforts on behalf of better radio."

CKLS La Salle, Que., new 520 w station on 1340 kc, is now on the air, according to Radio Branch, Dept. of Transport, Ottawa.
CAMPAIGN PROBE

To Eye Radio-TV Expenditures

A CONGRESSIONAL committee plans to turn its spotlight on money spent in radio and television during this year's Congressional election campaign, it was revealed last week.

Investigating for the House is its special Committee on Expenditures in Political Campaigns headed by Rep. Mike Mansfield (D-Mont.) who has sent notices to NAB's Justin Miller and to heads of the major radio-TV networks to appear at hearings tentatively scheduled for "shortly after the elections."

If necessary, the committee will ask individual station officials to testify, it was explained.

Specifically, radio and television representatives will be asked to testify on the use of the media in political campaigns.

Rep. Mansfield's group was set up last July by the House to investigate and report by January 1050 on campaign expenditures by candidates for Congressional seats.

The committee, composed of Democrats Mansfield, Frank L. Chaff (Ky.) and Charles B. Dome (N.C.) and Republicans John J. Jennings Jr. (Tenn.) and Frank Fellows (Me.), was voted $40,000 for the probe last summer.

Also asked to testify are political party heads, labor, corporation, bar associations, veterans groups, state councils on government, political action and other such groups on the amounts spent on behalf of individual candidates.

There is the possibility that President Truman will call Congress back to Washington before the Nov. 27 resumption date (see story this issue). In any event, a Congressional committee may conduct hearings in Washington at any time since the nation's legislature is technically in recess.

It was disclosed that the committee staff is completing statistics in a nationwide survey to show candidates' budgets for primary and national campaigns. This survey will be broken down into categories including that of radio and television advertising.

Purpose of the committee is to determine whether there is need for remedial legislation on the accounting of funds spent by Congressional candidates. It has been pointed out by interested observers that a law passed in 1929 on returns filed by House candidates on campaign expenses exempts billboard and newspaper advertising. Radio, as an advertising medium, was not referred to in the act.

Miller's Connection

W. B. MILLER terminated his connection with KEYL (TV) San Antonio, Tex., this past summer, according to W. D. Rogers Jr., vice president of KEYL. In the Oct. 16 issue of Broadcasting, Mr. Miller was inadvertently identified as vice president and general manager.

DISCUSSING the Chevrolet-sponsored U. of Maryland football games, fed to a 10-station network from WITH Baltimore, are (l to r): Sportscaster Bob Wolff, Gov. Preston Lane of Maryland, Steve Douglas, sportscaster, and Dr. H. C. (Curly) Byrd, President of U. of Maryland, Ketchum, MacLeod & Grove, Pittsburgh, places the schedule.

LOCAL ADVERTISING TRENDS

Wenner Finds 38% of Budget Goes to Radio

LOCAL radio advertisers, considered the "most important" by stations in small Indiana communities, spend an average $8,360 on advertising yearly, of which 38% or $2,605 goes to radio. Most also use newspapers.

These figures were compiled through personal survey by Leonard Wenner in "Indiana AM stations in Communities Under 50,000 Population," a thesis for Master of Arts degree in Indiana U.'s Dept. of Speech. The survey was based on 40 usable returns (53% total response) from 85 prominent local advertisers in the state.

The survey showed 30 of the respondents found radio advertising resulted in "moderate success" while five said radio resulted in "much success" and six "no success." Mr. Wenner explained, however, that those having "much success" spent at least $1,000 a year in radio and have been advertising for more than a year.

Newspapers are used as well as radio by 55 respondents, the survey disclosed, while 11 use billboards, seven use letters, five use postcards and five use handbills as well as radio and newspapers. Four respondents use radio exclusively.

FTC Report

LESS than 3% and 1% of all television and radio continuities, respectively, were set aside during the month of September by the Federal Trade Commission's Radio and Periodical Advertising Division as being "possibly false and misleading," according to FTC's monthly report. The division questioned 96 out of 2,876 TV continuities and 1,383 out of 54,402 radio advertisements examined during the month. Newspaper and magazine advertisements set aside amounted to over 5% of all copy analyzed in each field.

SOUND EFFECTS:

Patented Varikon drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:

Permits speed-up or slow-down of recorded transcriptions to fit into allotted time—no more cut-off commercials!

REHEARSALS:

(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.

(B) For Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the recording with voice or instrument. Reproduces the long sustained notes without warble or softness.

SPECIFICATIONS

Speed Change: Continuously Variable

(a) 33 1/3-45 cycles, Range: 25 to 100 R.P.M.

(b) 78 cycles, Range: 20 to 85 R.P.M.

Turntable—13 1/2" cast aluminum, hardwood and ground shaft.

Motor—constant speed, 4 pole.

Drive—exclusive REK-O-KUT VARI-CON self-adjusting rim drive.

Noise Level—300 maximum below recording level.

Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Parts Distributor. Literature on Request . . . Write Direct To REK-O-KUT.
UNAUTHORIZED recording of broadcast Metropolitan Opera performances "off the air" and sale of the recordings so labeled was halted by order of the New York Supreme Court, in a precedent-making ruling of a fortnight ago. Judge Henry Clay granted a temporary injunction which, until trial is held, restrains the Wagner-Nichols Recorder Corp. from "recording, advertising, selling or distributing" such broadcast performances.

Complainants in the action, brought last July, were the Metropolitan Opera Assn.; the American Broadcasting Co., which had exclusive right to broadcast the performances; and Columbia Record Co. Inc., which had exclusive right to record them.

Court Rules Contract Rights
The court recognized the exclusive right of the Metropolitan to its name, reputation, and performances; ABC's exclusive contractual right to broadcast them; and Columbia Record Co.'s exclusive contractual right to record them. These rights were not abandoned by virtue of performances before a live audience, or on the air, the court said.

Although before Judge Clay's ruling, the law protected against unauthorized broadcasting of performances, unauthorized re-broadcasting of broadcasts, and unauthorized sale of recordings, the present ruling extends protection against "off the air" recordings for the first time in New York State, and possibly the nation.

The effect of the ruling is expected to be widespread in view of the extent to which "off the air" recording is practiced commercially. Suggestive in this respect is that part of Judge Clay's order which restrains Wagner-Nichols from using, recording, advertising, or selling records of any performances over the ABC network.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.

In 5 clinical surveys, KMAU outwrites Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details.
Respects

(Continued from page 48)

number 13. After going to work on the 13th, he received his first pay raise on the 13th. He was promoted to NBC news room on the 13th, and on the 13th he was later 13th was appointed a sports writer.

During World War II, Tom McFadden reported to Kelly Field on the 13th, was graduated from flying school on the 13th, went overseas on the 13th and returned to the United States on the 13th.

By now so attached to the alleged jinx number, he purposely set his wedding date for Jan. 13, 1950, in Montclair, N. J. But he ran into an embarrassing snag. It turned out that his future parent-in-law had taken a fancy to that date many years before. It is the date of their wedding anniversary. So in order not to steal the spotlight from them, Mr. McFadden and his future wife, Marjorie Hutchison of Montclair and former business manager of WNBC and WBNT, were married on Oct. 7 instead.

A Native New Yorker

Tom McFadden is that rare individual—a native New Yorker. He was born on Feb. 11, 1917, in Manhattan, in an area which is now the New York end of the George Washington Bridge at 174th St. He is the son of John J. McFadden Jr. and his wife, Bridget, both of whom were born in Ireland.

The future radio-Television executive was only 18 months old when his parents moved to Teaneck, N. J. It was there he spent his early childhood. The family moved to Evanston, Ill., when he was 5, to Bogota, N. J., where he attended public schools. He still regards Bogota as his permanent home.

Mr. McFadden’s page-boy job at NBC Radio City was on a part-time basis while he was attending New York U. He received his B. A. degree in 1939, majoring in marketing and radio advertising. Upon graduating he had his choice of two jobs—continuing with NBC or going to work as office boy for BBDO. Although he wanted to be in the advertising business and thus was tempted by the agency job, the McFadden’s were more impressed by the magnificence of Radio City, which was then brand new. He chose NBC.

By 1938 he already had risen in the ranks—first to page guide, then to guide instructor and finally to copy boy in the news room. Mr. McFadden is still proud of being the first person to hold this exalted position. At that time NBC newsmore was made up of only Abe Schechter, now with Crowell-Collier Publishing Co., and Hal Freedman, now an NBC commentator.

Six months after going into the newsmore, Mr. McFadden became a Junior writer. As such, he was sent to various NBC sites as a vacation relief man. In this capacity, he did his own broadcasting at such network stations as WRC Washington and WOY Schenectady.

Wrote for Stern

When Bill Stern joined NBC in 1938, Mr. McFadden was assigned to write for him. Later the same year, he was named sports editor of the network. He returned to a straight news assignment in 1940 when the international situation began to develop.

Mr. McFadden was on his way to play touch football near his home in Bogota on Dec. 7, 1941, when he heard the news of the Japanese attack on Pearl Harbor. He decided to change his clothes, but headed for the NBC New York news room and was on the job all day and night as the crisis developed.

On returning home the next day, young McFadden was informed by the Navy that he had been on active duty since 4 p.m. the day before. So instead of returning to NBC, Ensign McFadden reported to the Press and Short Wave Censorship Unit of Naval Intelligence in New York.

He is extremely modest about his leaving the Navy. He explains it as: “I got tired of hanging around New York. I wanted to see something new. As a result, he went into the Air Force for a private in February 1942 and was sent to Kelly Field, Tex., as an air cadet.” Although he was trained as a fighter pilot, he eventually ended up in the Ferry Division of Air Transport Command.

There he flew almost every type of American aircraft. Commissioned a first lieutenant in early 1944, he was sent to Africa. He flew troops and supplies from the air base at Monticello, Karsia, India. During a six months’ tour of duty, he flew across the Hump.

Lt. McFadden received his captain’s commission in late 1944 and was appointed operations officer at South Pacific from Acapulco to the Gold Coast of West Africa. He returned to the United States in 1945 where he was assigned briefly to Military Air Transportation Service before returning to civilian life.

Back on the job at NBC in New York, Mr. McFadden’s rise continued. While WNBT, now NBNT, was promoted to NBC news from the first number, he was looking to the future which cried Hollywood—something he was born with—his look.

CORRIGAN DIES

Was Veteran Agency Official

EMMETT CORRIGAN, 59, chairman of the board of Albert Frank-Guenther Law Inc., New York, died Oct. 21 as the result of a heart attack at the home of friends in Stony Point, N. Y.

Mr. Corrigan entered advertising with the firm of Rudolph Guenther Inc., New York, in 1915, following a two-year period as principal of Altona (N. Y.) Union School. He remained with the agency, which later changed its name to the present title, until his death. He specialized in bank, income tax and health insurance company advertising, utilizing all media.

Surviving are his wife, the former Barbara Koehl; two daughters, Mrs. Floyd Carlisle Jr., of Locust Valley, L. I., and Miss Day Thorpe of Alexandria, Va., and four grandchildren. His son, First Lt. Emmett Thomas Corrigan was killed in action in Germany during World War II.

KIHJ ON AIR

New Oregon Fulltime Outlet

KIHJ Hood River, Ore., began broadcasting operations Oct. 17. The new station operates fulltime on 1340 kc with 250 w. KIHR licensed to the City of Wash., is owned by the Washington Broadcasters, with C. H. Fisher and C. O. Fisher as partners.

C. H. Fisher also is general manager. Don McCutcheon is station manager and Robert Houpt, chief engineer. C. H. Fisher, who also is president of KUGN Eugene, Ore., has announced an increase in power for that station from 250 w on 1400 kc to 1 kw on 650 kc as of Oct. 8.
PROGRESS REPORT

1. Our two mobile units have made 832 on-the-spot remote pickups.
2. Our newsreel department has produced a daily newsreel every day without interruption. 220 miles of film.
3. Our three hour afternoon studio “Sports Parade” has been on the air six days a week the past 18 months. During that period it has been picked off the air and rebroadcast in Washington.
4. Currently we’re carrying 53 C.B.S. network programs totaling 35 hours per week.
5. If you are a movie fan, you may view anything from mysteries and westerns to classic Korda films, an average of 9 hours a week.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
330,000 TV SETS

...Now in Detroit!

And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station ... now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.

WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.

To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!
“BASED ON THE FACTS AND NOT ANY LOOSE CONCLUSIONS, IT WILL BE MOST UNFORTunate IF THE TELEVISION EXPANSION HAP TO GO INTO THE UHF BAND.”

These words, spoken softly, resolved an RCA-GEN engineering executive from virtually the only comment FCC could obtain last week as to how the industry pioneer possibly views the UHF as a potential medium for high-grade commercial TV at the present time.

RCA submitted—without interpretation of any kind—a voluminous factual report on its UHF experiment at Bridgeport. This report, FCC was told, was the complete RCA presentation at the Commission’s comprehensive TV allocation proceeding which was opened only a fortnight ago on multiple issues relating to opening of the UHF band, revised VHF-UHF allocations for the U.S., as well as general allocation principles, rules and technical standards [TELECASTING, Oct. 23].

FCC Disappointed

FCC officials expressed obvious disappointment. But RCA’s sorest witness preferred to make no recommendation on the usability of the UHF band.

Representing three years’ work, the Bridgeport report offered only limited conclusions on certain phases of the KC2XAK operation on 830 mc with effective radiated power of 13.9 watts. Highlights are:

Grade “A” service was found to be three miles and Grade “B” service seven miles.

Comparing local KC2XAK reception with that obtained from WNET (TV) New York, 55 miles away, 25.9% of receiving locations reported “excellent” UHF picture while 9% each said “reception poor,” “Very fair” picture while 46.3% reported same grade VHF.

90% of the test homes received signals less than theoretical up to 4,000 times the power would be required to bring these up to theory strength.

Radio’s high-fidelity theory of Dr. K. A. Norton, National Bureau of Standards, is unprejudiced in that it is correct. Errors in the signal difference are attributed to terrain effect.

In this smooth-earth theory, other factors are cited to have greater effect on determining picture quality than VHF are foliage, location of receiving antenna (termed “critical”), heavy rain and snow storms.

Multipath reflections were found less troublesome than on VHF; little or no interference was noticed from auto ignition or diathermy.

Other developments during last week’s hearing, held Tuesday through Thursday, ended with NBC’s witness, General Engineer Paul A. Walker presiding:

Suggestion by RCA-NBC that FCC engineers consider the possibility of finding comparative tests between KC2XAK and NBC’s developmental VHF Channel 4 (66-72 mc) station.

BROADCASTING  •  Telecasting

TELECASTING

OCTOBER 30, 1950

TELECASTING

BRIDGEPORT UHF

RCA-NBC Report Stirs FCC Hearing

WHILE the color television furore raged unabated, an early November probably Nov. 8 hearing on RCA-NBC’s request for a stay order against FCC’s adoption of color rules was expected to be set in Federal Court in Chicago today (Monday).

RCA and FCC agreed on the Nov. 8 hearing date, subject to confirmation by the court.

The temporary or interlocutory injunction sought by RCA, NBC and RCA Victor Distributing Corp. in their joint suit would stay the Nov. 20 effective date of FCC color standards pending trial and decision on their request for a permanent injunction [TELECASTING, Oct. 23].

But FCC was preparing to file, over the weekend, motions for dismissal of the suit and for summary judgment upholding its decision. FCC was expected to contend NBC and RCA Victor Distributing Corp. should be eliminated as plaintiffs on grounds that they have no reasonably close relationship to the color controversy; that RCA has failed to show a sufficient cause of action, and that in any event the Commission is entitled to summary judgment supporting its decision.

FCC was expected to push for argument on these motions in the hearing tentatively set for Nov. 8.

Through the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis, RCA filed a motion last Tuesday asking for a temporary injunction and also requesting that a three-judge court be convened to hear the case. The motion was filed in the court of Judge Philip L. Sullivan, who will be one of the three judges in the case and who is expected to reveal the names of the other judges at today’s session.

Pilot Radio Corp. was expected momentarily to file a petition to intervene on the side of RCA, in a toller’s petition. Oct. 20 decision to drop its own suit in New York.

CBS To Intervene

CBS meanwhile was reported Thursday to have decided—as anticipated—to intervene in support of FCC’s decision.

Other developments on the color front included:

Black-and-white TV set manufacturers stepped up the drive to convince set owners and prospective buyers that present-day sets are not obsoleted by the FCC color decision.

Westinghouse reiterated that black-and-white sets are far from obsolete, and said it will make CBS adapter-converter packages available “if and when color broadcasting reaches your market.”

Sightmaster Corp. sued CBS and President Frank Stanton for $750,000 for allegedly discouraging purchases of black-and-white receivers (see story page 68).

KZL Denver, a TV applicant, notified FCC it would include color sets in the program schedule of its proposed station (story page 70).

R. C. Sprague, president of Radio-Television Mfrs. Assn., went on the CBS radio network to answer an earlier speech by CBS President Stanton, who came back with a counter-charge.

Raytheon Mfg. Co. reported an unexpected design of returns from a questionnaire directed to both set-owners and non-owners in a “Straight Facts” color TV advertisement published in 59 cities.

(Continued on page 68)
Bridgeport UHF

(Continued from page 57)

RCA was giving “propagation data, period.”

Comr. Hennock said she was “baffled” by RCA’s attitude.

“You don’t want this hearing to go well,” she quipped, noting that if RCA was putting in data it “must have views.” Mr. Guy stated RCA was willing to do everything to “help the cause.” Asked to define the “cause,” he described it as the “accumulation of data to assist in a wise decision in the expansion of television.”

In his introduction to the Bridgeport report, Mr. Guy related the need for UHF experience and RCA’s efforts through the years to gain factual data. He indicated in the 1945 general allocation proceeding one brief was submitted which claimed a 5 kw UHF transmitter would give superior service as compared to that of a 5 kw transmitter at VHF. Asked to identify the party he declined because he “wouldn’t want to embarrass anybody.”

FCC records disclosed the citation quoted was in a brief filed by CBS in February 1945 and which was based upon theoretical calculations by Dr. Norton. The citation also referred to testimony by Dr. Peter C. Goldmark, then chief TV engineer for CBS.

Dr. Thomas T. Goldsmith, DuMont director of research, on Tuesday completed explanation of the extensive, revised DuMont allocation plan for the UHF and VHF [TELECASTING, Oct. 23]. The proposal incorporates both technical and economic factors in making suggested assignments. The new plan would serve 1,400 communities throughout the U.S.

Chief objectives of the DuMont plan are to: Minimize co-channel, adjacent-channel, and outer-circle interference in both the VHF and UHF bands; and eliminate “questionable” cases cited in FCC’s proposed allocation; avoid where possible any intermixing of VHF and UHF channels in the same primary area; provide multiple choice of programs in larger communities, and provide a

Minimum of four VHF channels in each major market to assure healthy network competition.

The DuMont proposal is based on the assumption the Bell Telephone bid for 4700 mc for mobile common carrier operations will be denied, leaving the full 470-850 mc band assignable to TV. DuMont would allocate 69 six-cycle UHF channels through-\footnote{out the upper band to “supplement” its proposed revision of the present national allocation of 12 VHF channels. Mexican and Canadian VHF allocations are also suggested. The revision is intended to aid long-term TV progress.

Dr. Goldsmith explained this would mean switching a few existing VHF stations to new VHF channels, and in some cases, to UHF assignments. A three-year “orderly” conversion would be employed in the latter case.

The DuMont brief showed the following VHF stations would be moved to new assignments in the UHF:

- WOL-TV Ames, Iowa; WNTF-TV Binghamton, N.Y.; WWTV Bloomington, Ind.; WILW, WTVN and WJNN-TV Columbus, Ohio; WHBF-TV (Rock Island, III.) and WOC-TV Davenport, Iowa; WJLD and WHIO-TV Dayton, Ohio, WJAC-TV Grand Rapids, Mich.; WZZZ-TV Huntington, W. Va.; and WKRG-TV Johnstown, Pa.

Theseeking TV stations (1/3) in FCC’s proposed allocation plan. This is the modification of the Norton-smooth-earth theory made by the FCC-industry Ad Hoc Committee. The center circle, “Smooth Earth Corrected,” represents the smooth earth theory as corrected by the “average experience factor” computed by RCA-NBC from the surveys.

DISTRIBUTION OF 178 METROPOLITAN AREA COUNTIES BY NUMBER OF TV CHANNELS ALLOCATED

<table>
<thead>
<tr>
<th>Number of Communities Having 1, 2 or More Channels</th>
<th>VHF AND/OR UHF SERVICE</th>
<th>VHF OR UHF SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Channels</td>
<td>FCC</td>
</tr>
<tr>
<td>--------</td>
<td>---------</td>
<td>-----</td>
</tr>
<tr>
<td>100,000-100,000</td>
<td>31</td>
<td>3</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>500,000-and over</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>46</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: In DuMont proposal, five areas are combined for TV coverage and one (Sewall-Lawrence-Keffer) is added.

DISTRIBUTION OF COMMUNITIES BY POPULATION AND NUMBER OF CHANNELS ALLOCATED

<table>
<thead>
<tr>
<th>Number of Communities</th>
<th>Population Group</th>
<th>FCC</th>
<th>FCC</th>
<th>FCC</th>
<th>FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2 or More Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>50,000-100,000</td>
<td>122</td>
<td>92</td>
<td>11</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>15</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>500,000-and over</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>264</td>
<td>111</td>
<td>32</td>
<td>69</td>
<td>4</td>
</tr>
</tbody>
</table>

Teletcasting • BROADCASTING
sets would be affected under the DuMont plan while 3,298,000 sets would be affected under FCC’s plan.

Dr. Goldsmith explained DuMont favors mass marketing.

Explaining the receiving set factor, Dr. Goldsmith said it would take about a year to get universal receivers on the market, DuMont is planning all-channel continuous tuning VHF-UHF sets, he indicated, pointing out DuMont now makes continuous tuning VHF sets while nearly all others on the market are single.

The witness said manufacturers who did not use continuous tuning for VHF-UHF would penalize themselves saleswise. Televiewers with such sets would have to call for adjustment of their receivers whenever they moved to another town, he explained.

Asked his views respecting Poly-casting, whereby a group of low-power stations would be assigned an area in lieu of one higher-power outlet, Dr. Goldsmith said FCC would be forced to use more total frequencies to get the same grade of service as presently proposed.

He considered the problems of Stratovision “as severe as to preclude its use” as a practical TV service. “I won’t say it can never be done,” he added.

Pressed by Comr. Hennock on the fairness of only UHF channels for educators since it appears UHF renders less coverage than VHF, Dr. Goldsmith said that DuMont got “excellent” pictures 30 to 35 miles from the RCA-NBC Bridgeport UHF station on 535 mc. He considered the UHF pictures better than any VHF pictures available there.

Considerable concern was expressed over the DuMont proposal for stripping New England of all VHF channels except at Boston. Dr. Goldsmith explained, however, that with additional UHF channels the DuMont plan supplies more total channels than the FCC allocation “and thus provides for better and more competitive service.” He also explained the DuMont plan for the seven major markets in New York provided a more suitable distribution. (See tables page 65).

On Tuesday and part of Wednesday, John H. Poole, West Coast broadcaster and investor, related details of his Long Beach, Calif. UHF experiments. Mr. Poole operates KSMA Santa Maria and KALI Pasadena, Calif.

Test UHF Claim

Conducting his UHF work since May 1948 under the name of Pacific Video Pioneers at Long Beach, Mr. Poole told the Commission his chief interest in operating KMXXAZ on 530 mc was to develop equipment and determine whether a usable UHF service could be provided in Long Beach. He stated he wanted to test claims that the UHF would never be practical.

Mr. Poole pointed out the UHF represents roughly five-sixths of the TV spectrum and VHF but one-sixth, with the VHF fraction already proven inadequate. Hence, to make effective use of the UHF, avoid monopoly and “parity of service to the public,” Mr. Poole urged every effort must be made to “place UHF on an equal footing with VHF.”

Some of the measures which will help UHF “catch up” with VHF and then become well established, Mr. Poole said, are:

1. A planned mixing of VHF and UHF channels in communities throughout the nation with special emphasis on admixture in the great metropolitan areas. An exception might be made to this rule in the interest of reducing the competitive inequalities that will exist in established VHF areas of populations under 1,000,000 persons. In these cases intermixing should be avoided if possible when it appears that undue hardship would result for the new telecaster if forced to operate at UHF.

2. Even with this exception all the top 14 markets and the large majority of the first tier markets would be VHF-UHF areas.

I believe that this arrangement would provide the necessary impetus to all manufacturers to standardize on all channel television receivers and, at the same time, would solve in great part the competitive problem feared by new UHF station owners. It would be limited almost entirely to markets of 1,000,000 or over and to those smaller markets which are not now served by a VHF station.

If adequate propagation data is not now available for allocation purposes, an immediate partial opening of the UHF band for commercial use, using VHF transmission standards with channels available on a demand (non-allocation) basis.

Cooperation by receiver manufacturers who should plan now for converting to production of all channel television receivers exclusively as soon as the allocation plan is announced.

Unique feature of the Long Beach transmitter is that it employs phase-to-amplitude modulation, herefore not used in television. Mr. Poole explained the advantage of such a method permits great in-

RCA CAMPAIGN

Byoir in Preliminary Study

CARL BYOIR ASSOCIATES, public relations firm retained by RCA [Closed Circuit, Oct. 23], last week was starting preliminary work on a campaign to get RCA’s attitudes on color television across to the public.

The nature of the campaign will hinge to a large extent, it was believed, on a federal court hearing on RCA’s injunction suit against the FCC’s decision adopting CBS color standards (see story this issue).

At week’s end a Byoir executive said his firm had so far been engaged only in confirming itself on the general problem of color TV and RCA’s position. He did not expect that a campaign could be designed before considerably more preparatory work was done.

A report that RCA had earmarked $500,000 a year as a fee for the Byoir company was described as “ridiculous” by the Byoir executive.

(Continued on page 61)
NETWORK GROSS

Billings Still Surge
PIL Figures Show

GROSS TV network billings for the cumulative months, January-August, continued to show a tremendous gain over the same period in 1949, with the 1950 totals as $20,880,815 compared to last year’s cumulative, of $16,816,897, showed the same jump over September 1949’s $995,054 worth of gross network time sales.

NBC led all other networks (DuMont figures not available) with total billings of $2,145,554 for September and the first nine months of $11,830,309. Second place CBS sold $888,431 worth of gross time in September and $6,164,692 during the January-August period.

<table>
<thead>
<tr>
<th>Network</th>
<th>Sept. 9</th>
<th>9 months 50</th>
<th>9 months 49</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$942,912</td>
<td>$1,55,480</td>
<td>$1,285,814</td>
</tr>
<tr>
<td>CBS</td>
<td>$217,738</td>
<td>$375,060</td>
<td>$323,814</td>
</tr>
<tr>
<td>DuMont TV</td>
<td>(not available)</td>
<td>$97,556 (not available)</td>
<td>$648,197</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,455,554</td>
<td>$1,500,000</td>
<td>$1,455,554</td>
</tr>
<tr>
<td>Total</td>
<td>$3,316,497</td>
<td>$5,895,054</td>
<td>$5,495,346</td>
</tr>
</tbody>
</table>

L&M TOP BUYER

In PIL Aug. Network Report

LIGGETT & MYERS Tobacco Co. gained leadership over all network TV advertised during August by spending $187,750, in 1950 according to reports by Publishers Information Bureau released to Broadcasting last week. (DuMont figures not available.)

The tobacco firm replaced July’s leader, Anchor-Hocking Glass Corp., which dropped to second place with expenditures of $131,546. Third top TV advertiser was another cigarette manufacturer, R. J. Reynolds Tobacco Co. who spent $109,540 while National Starch products purchased $100,688 worth of network time to run fourth. Ford Motor Co. spent $95,578 to buy time over the TV networks and ranked next fifth.

The food producers jumped to first place in listing by product group advertisers by spending $92,447 for network time, replacing for the first time the tobacco manufacturers who fell to second rank in purchases of $835,180. The toilet goods group retained their third place position and bought $284,260, while fourth and fifth were the automotive and industrial materials groups.

Smoking Materials Lead

The cumulative period, Jan.-Aug., 1950, saw a different product leader since smoking materials ranked first by buying $3,309,895 in gross TV network time. The automobile manufacturers invested $2,600,386 to place second, and third position was taken by the food producers who spent $2,563,304. The radio and TV set companies were fourth, and toiletries and toilet goods group, fifth.

TOP TEN LEADING TV NETWORK ADVERTISERS IN AUGUST 1950

1. Liggett & Myers Tobacco Co. $187,750
2. Anchor-Hocking Glass Corp. $131,545
3. R. J. Reynolds Tobacco Co. $109,540
4. National Starch Products $100,688
5. Ford Motor Co. $95,578
6. Bristol-Myers $68,525
7. Shokley-Van Camp Inc. $65,840
8. Sohio-Shell Oil Co. $53,854
9. General Foods $54,190
10. Mars Inc. $54,886

KMBK TV PLANS
Would Operate With 50 kw

KMBK Kansas City is ready to begin building "one of the most powerful television stations in America," as soon as FCC will be in a position to approve our application," Arthur B. Church, president, Midland Broadcasting Co., which operates KMBK and KFPRM Cordelia, Mo., said last Wednesday.

On Oct. 23, Mr. Church pointed out, Kansas City's City Council approved a rezoning ordinance to permit the erect a 1,000 ft. tower and other TV facilities at 23d and Topping Sts.

Mr. Church revealed a modified TV application will be filed with the FCC requesting an effective radiating power of 50 kw for the proposed TV station. Meanwhile, he said, Midland will move its operations into a new radio and television center at 11th and Central Sts., "early in 1951." Renovations of the building underway for several months, is nearly completed, and delivery of modern broadcast equipment is expected by December, he said.

STATION LOSSES

The 97 TV stations on the air last year showed an aggregated loss of $341,714, 45.2% of their combined capital investment of $559 million, J. R. Poppele, president of Television Broadcasters Assn., stated Thursday. These figures, which came from an analysis of data on file with the FCC, were made public together with the announcement of a special committee of television broadcasters to study the probable effects of an excess profits tax on TV broadcasters, should Congress vote such a measure at its forthcoming session.

Committee Members

Representing broadcasters from all sections of the country and including non-members as well as members of TBA, the committee comprises: John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman; Richard A. Borel, WBNNS-TV Columbus, Ohio; George B. Horer, WSBP-TV Toledo; Jack A. Gross, KFMB-TV San Diego; Herbert Levy, WAAM (TV) Baltimore.

Noting that from 1946 to 1949 the number of commercial TV stations in the country grew from 8 to 97, including 13 stations owned by the four networks, Mr. Poppele stated:

"During these four years, television broadcasting was in the pioneer or experimental stage. In recognition of this fact, the FCC, as a condition of securing a television license, required the applicant to demonstrate that it had made provision, and was financially able and willing to invest, not only an adequate amount of capital required to build and operate the station, but also to take care of the inevitable deficits that the station would suffer for an extended period, which was estimated by the FCC to be required for as long as five years after the station began operations.

"That the policy of the Commission was correct and sound," Mr. Poppele observed, "is demonstrated by the fact that in 1949 (when, as of Dec. 31, the average period during which the 97 stations then doing business were in commercial operation for only 18 months) a staggering proportion of the capital invested by them was lost in operation."

Analysis of FCC figures as of Dec. 31, 1949, the TBA president said, show: "The four networks with their 13 stations had an aggregate loss of $11.7 million, 61.3% of their aggregate capital investment of $19.1 million at cost; the 84 independent stations had a combined loss of $13.6 million, 36.9% of their combined capital investment of $36.8 million; all 97 stations had a combined loss of $25.1 million, 45.2% of their aggregate capital investment of $55.9 million."

"It can be seen," Mr. Poppele concluded, "that for some years, or at least for a lengthy period, an excess profits tax would wipe out any possibility of getting back losses that the pioneer television stations have encountered, and of getting any earnings for those stations at all."

L&M TOP BUYER

In PIL Aug. Network Report

LIGGETT & MYERS Tobacco Co. gained leadership over all network TV advertised during August by spending $187,750, in 1950 according to reports by Publishers Information Bureau released to Broadcasting last week. (DuMont figures not available.)

The tobacco firm replaced July's leader, Anchor-Hocking Glass Corp., which dropped to second place with expenditures of $131,546. Third top TV advertiser was another cigarette manufacturer, R. J. Reynolds Tobacco Co. who spent $109,540 while National Starch Products purchased $100,688 worth of network time to run fourth. Ford Motor Co. spent $95,578 to buy time over the TV networks and ranked next fifth.

The food producers jumped to first place in listing by product group advertisers by spending $92,447 for network time, replacing for the first time the tobacco manufacturers who fell to second rank in purchases of $835,180. The toilet goods group retained their third place position and bought $284,260, while fourth and fifth were the automotive and industrial materials groups.

Smoking Materials Lead

The cumulative period, Jan.-Aug., 1950, saw a different product leader since smoking materials ranked first by buying $3,309,895 in gross TV network time. The automobile manufacturers invested $2,600,386 to place second, and third position was taken by the food producers who spent $2,563,304. The radio and TV set companies were fourth, and toiletries and toilet goods group, fifth.

TOP TEN LEADING TV NETWORK ADVERTISERS IN AUGUST 1950

1. Liggett & Myers Tobacco Co. $187,750
2. Anchor-Hocking Glass Corp. $131,545
3. R. J. Reynolds Tobacco Co. $109,540
4. National Starch Products $100,688
5. Ford Motor Co. $95,578
6. Bristol-Myers $68,525
7. Shokley-Van Camp Inc. $65,840
8. Sohio-Shell Oil Co. $53,854
9. General Foods $54,190
10. Mars Inc. $54,886

TELECASTING & BROADCASTING

Page 60 • October 30, 1950
Bridgeport UHF

(Continued from page 59)

creases in power to be incorporated, as new amplification stages are developed, without altering the modulator.

Mr. Poole stated he recently inspected a high-power Klystron tube, developed by western manufacturer for the National Bureau of Standards, which will deliver 5 kw at 100 mc. He indicated if a pair of such Klystrons were used in his transmitter he believed he could obtain 200 kw ERP on UHF at the present time.

William B. Lodge, vice president in charge of technical engineering for CBS, on Wednesday outlined brief comments supplementing the network's September 1949 presentation respecting the FCC proposals. He stated, "I support the policy of establishing a master allocation plan" because the network believes "it will lead to more orderly allocation," and it makes "more efficient use of the limited number of channels" and it will "leave the door open to later construction" of TV stations in smaller communities.

Although generally supporting FCC's 220 mile co-channel separation proposal, Mr. Lodge strongly urged the Commission to "reeconsider" this policy and encourage closer spacing in some specific "tight" areas such as Pittsburgh-Columbus (170 miles) and Philadelphia-Albany (200 miles) as it has in the New York-Boston area (190 miles). In stating CBS "endorses the opening of the UHF band for assignment to commercial television stations," Mr. Lodge recalled the network's former "attempts to "apportion the use of UHF frequencies" through extensive tests in the New York area. He stated CBS' equipment and field tests in UHF have cost in excess of $400,000, totally aside from all color TV experimentation.

'Real Public Service'

"The CBS field tests in New York City and the results of other more recent experiments indicate that UHF television stations are capable of rendering a real public service," Mr. Lodge stated, "but our present limited experience" indicates that stations assigned to these frequencies:

1. Should be expected to compete most effectively with other UHF stations in the same area. 2. Should utilize transmitter power of 5 kw or more (ERP in excess of 50 kw). 3. Should be located in the smaller metropolitan areas where will not require that reliable service be given to distant concentrations of population.

On the question of VHF-UHF intermixing, Mr. Lodge said CBS believes for best TV growth such mixing in individual communities should be avoided wherever possible. "In cases where three or more VHF assignments cannot be made," he stated, the Commission may find that UHF channels should be used exclusively. In the long run he considered this would produce a "sounder foundation for competitive nationwide television.

CBS generally supports the FCC priority system of allocation, Mr. Lodge asserted, but suggested the priorities be applied "in a flexible manner.

Mr. Lodge noted TV has made rapid progress with relatively low transmitter powers despite the fact such low power shifts much of the burden of getting good reception to the TV receiver. This in part initiated his recommendation that metropolitan stations use peak visual ERP up to 100 kw for any antenna height up to 2,000 ft. above average terrain.

He observed the Ad Hoc Committee report showed a transmitter in one case may be increased from 500 ft. to 1,000 ft. without increasing the interfering signal (trasphere) at distances greater than 100 miles. Similarly, increasing the height to 5,000 ft. produces no increase in interference beyond 180 miles. However, Mr. Lodge pointed out the effect of service signal is quite different, pushing the useful service area out to more than 80 miles in the case of boosting the antenna to 2,000 ft. He said this illustration raised the service radius by about 5 db, being equivalent to an 8-to-1 power increase if the antenna were kept at 500 ft. Unlike such a power increase, he explained, long-range tropospheric transmission is not increased beyond 180 miles.

Modify Adjacent Spacing

Although the increased antenna height would not require any change in co-channel spacing, recommendation for 75-mile adjacent-channel separation in lieu of the proposed 110-mile separation was made by Mr. Lodge. Hence no adjacent-channel interference ratio would need to be included in FCC rules and standards and no provisions would have to be made for computation of adjacent-channel interference areas. The reasons he cited for so treating adjacent-channel separation are:

1. Practical reception conditions show 75-mile adjacent-channel separation is workable and "satisfactory reception conditions for adjacent-channel interference in WMC's service area are not likely to be encountered unless there is danger that theoretically-calculated adjacent-channel interference could be used to justify destruction of service by a change in co-channel assignments.

2. It would avoid inequitable treatment of stations in the same city in cases where Priority 1 or 3 might prevent a power increase by one station after a competitor had been allowed to boost power. It would permit expansion of service into areas which could be deprived of service under the proposed standards relating to adjacent-channel interference.

Mr. Lodge saw no encouragement to universal set manufacture through VHF-UHF intermixing policy.

He considered tests to date on Stratovision have been "discouraging," recounting personal experience he had had viewing airborne transmitter signals on his own set.

ABC's comments on the FCC proposals were presented Thursday by Frank G. Rear, consulting engineer. He stated ABC supports the principle in FCC's proposed standards "wherein the spacing of co-channel stations is increased to the point where service is provided by stations more nearly to distances limited only by terrain and noise factors."

The use of this principle of allocation will permit at a later date, when it is possible to produce sufficiently high radiated fields, the establishment of a service field in... (Continued on page 65)
A VIEWING audience of 16,310,000 watched Texaco Star Theatre on NBC-TV Oct. 5, topping all television programs for the week, according to the first analysis of nationwide viewing in terms of popularity, number of homes tuned and viewers-per-set, conducted by American Research Bureau.

Second TV program in terms of size-of-audience is Toast of the Town on CBS, according to the ARB survey, with 12,350,000 viewers. Third place in size-of-audience goes to Philco Playhouse on NBC, with 7,800,000 viewers. Arthur Godfrey's Talent Scouts on CBS has an audience of 7,909,000, and is followed closely by Your Show of Shows on NBC, with a peak audience of 7,440,000.

This nationwide survey shows comparative data for the 1950 autumn season. It reports Sept. 30 extension of AT&T relay facilities into a number of television cities, being based on the Oct. 1-7 week.

The ARB breakdown shows composition of the audience in terms of men, women and children on a percentage basis. This percentage can be applied to total audience figures to show the number of men, women and children listening to each program, according to James W. Seller, ARB director.

Busiest of all television periods is 8-9 p.m. Sunday when the Tenure of the Town audience of 12,220,000 is augmented by another 7,250,000 viewers who watch the NBC Comedy Hour, according to the Oct. 1 compilation, adding up to a total 8-9 p.m. Sunday evening audience of 19,488,000 persons for the three programs.

The number of viewers-per-set on Saturday and Sunday is higher, on the average, by nearly a whole person, according to ARB.

Four programs top the list in terms of viewers-per-set, three of them coming on Sunday. Highest viewing level goes to The Aldrich Hour, NBC, Sunday, 7:30-8 p.m., with 3.0 viewers-per-set. Right behind with 3.8 viewers-per-set are three programs tied for second place. They are Toast of the Town on CBS, on Country Style, on DuMont, Saturday 7:30-8:30 p.m., and Gene Autry, CBS, Sunday, 7:30-8 p.m.

Adults Like Kid Shows

The ARB formula shows that a number of television programs of interest to children are also popular with adults. Kukla, Fran & Ollie, on NBC five-weekly, 7:30-8 Saturday night, has an audience of 56% adults and 44% children.

Hopalong Cassidy, ranking second in popularity with a 47 rating, has an audience of 64% adults and 36% children. It is heard on NBC Sunday 6-7 p.m. Super Circus, on ABC Sunday, 6-7 p.m., has a 56% adult audience. On the other hand Howdy Doody on MBC, 8:30 to 9 p.m. five evenings a week, has only an 18% adult audience and 82% children.

Weekly Television Summary—October 30, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOKP, KSTV</td>
<td>5,600</td>
<td>Louisville</td>
<td>WAVS, WAAS</td>
</tr>
<tr>
<td>Anaconda</td>
<td>KTVF</td>
<td>5,700</td>
<td>Memphis</td>
<td>WATN</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WABA, WBAI, WMAR-7</td>
<td>35,000</td>
<td>Minneapolis</td>
<td>WTVI</td>
</tr>
<tr>
<td>Bluffton</td>
<td>WMIV, WMPS</td>
<td>24,550</td>
<td>Milwaukee</td>
<td>WATV</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WMIV, WMPS, WMRC-7</td>
<td>32,500</td>
<td>St Louis</td>
<td>WTVI</td>
</tr>
<tr>
<td>Boston</td>
<td>WGBY, WGBA</td>
<td>52,500</td>
<td>Nashville</td>
<td>WTVI</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WJBN, WJBS</td>
<td>52,500</td>
<td>New Haven</td>
<td>WATP</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTY, WBBN</td>
<td>25,250</td>
<td>New York TV</td>
<td>WATP</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBB, WBBT, WGN, WMAR</td>
<td>37,371</td>
<td>Newark</td>
<td>WATP</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPG, WTVB, WVLW</td>
<td>31,200</td>
<td>Norfolk</td>
<td>WATP</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCLE, WSBN, WJRL, WJTV</td>
<td>95,000</td>
<td>Hollywood City</td>
<td>WATP</td>
</tr>
<tr>
<td>Columbus</td>
<td>KFRL, WATC</td>
<td>40,000</td>
<td>Omaha</td>
<td>KMYT, KMTV</td>
</tr>
<tr>
<td>Dayton</td>
<td>WDTN, WNZD</td>
<td>60,000</td>
<td>Philadelphia</td>
<td>WAGC, WATI</td>
</tr>
<tr>
<td>Detroit</td>
<td>WWJ, WTVJ, WXYZ-1</td>
<td>109,000</td>
<td>Portland, Ore.</td>
<td>KPHO, KPHG</td>
</tr>
<tr>
<td>Dallas</td>
<td>WDFW, WUNA</td>
<td>156,000</td>
<td>Providence</td>
<td>WJZ, WJTV</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>WDFW</td>
<td>150,000</td>
<td>Richmond</td>
<td>WTVN</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WDFW</td>
<td>42,520</td>
<td>Richmond</td>
<td>WTVN</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WLAJ</td>
<td>330,500</td>
<td>Sacramento</td>
<td>WRCB</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WPBT, WPBS</td>
<td>40,000</td>
<td>San Diego</td>
<td>WPBS</td>
</tr>
<tr>
<td>Houston</td>
<td>KHTV, KTVJ</td>
<td>26,283</td>
<td>San Francisco</td>
<td>KGTV, KPIX, KRON-7</td>
</tr>
<tr>
<td>Huntington-</td>
<td>WSAZ, WTVJ</td>
<td>80,000</td>
<td>Seattle</td>
<td>KING</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFTM, WTVN</td>
<td>72,399</td>
<td>Seattle</td>
<td>KING</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX, WJAS</td>
<td>25,000</td>
<td>Salt Lake City</td>
<td>KDYL, KTVL</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WJAC</td>
<td>24,500</td>
<td>St Louis</td>
<td>KDJ, WTVI</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WMAI, WMBR</td>
<td>35,000</td>
<td>Sarasota</td>
<td>WSYR</td>
</tr>
<tr>
<td>Battle Creek</td>
<td>KBYA</td>
<td>26,838</td>
<td>Sarasota</td>
<td>WSYR</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF, WDAF</td>
<td>100,000</td>
<td>San Antonio</td>
<td>KKST, WSAI</td>
</tr>
<tr>
<td>Kenton</td>
<td>KGCA, KCVG</td>
<td>32,000</td>
<td>San Diego</td>
<td>KFRC</td>
</tr>
<tr>
<td>Leavenworth</td>
<td>WATE, WATE</td>
<td>22,939</td>
<td>San Francisco</td>
<td>KRON, KRON-7</td>
</tr>
<tr>
<td>Lima</td>
<td>WSSS</td>
<td>56,511</td>
<td>Salt Lake City</td>
<td>KDYL, KTVL</td>
</tr>
<tr>
<td>Long Beach</td>
<td>KKAJ</td>
<td>25,000</td>
<td>Salt Lake City</td>
<td>KASU, KSTV</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA, KTVI, KLAC, KXTake, KNBC-7</td>
<td>747,667</td>
<td>San Francisco</td>
<td>KRON, KRON-7</td>
</tr>
</tbody>
</table>

*Los Angeles and contiguous areas. Total Markets on Air 63 Stations on Air 167 Sets in Use 8,333,726

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total Sets in use in all areas is necessarily approximate.

Regions in Use 8,333,726
What looks! Whata line! Teevy’s a better draw than free licker! Ties up traffic every
time she shows!

Teevy is so terrific that many of her
admirers overlook the sordid fact that she is
supposed to do more than please people.
Unless the gal starts moving merchandise
over the counter for cash—she’ll lose her job!

wpix is proving that TV sells... the hard
way—at retail. Low cost programs are making
sales for everything from stockings to second
hand Chevrolets, at low cost. We know—
because many of the orders come direct to
us, by mail and phone.

wpix in its two years of operation has
built and held regular audiences with news,
sports, movies, public service and information
features as well as entertainment... has
proven low cost programs which acquaint
prospects with the advantages of advertised
items, and vice versa—and are making sales
at lower cost than other media.

This station commands the world’s richest
metropolitan market with the highest set
coverage—more than 1,500,000 TV receivers
among four million families. And wpix is the
best place for the national advertiser to learn
how to use TV economically and profitably.

Ask any wpix representative to show you
the record of sales results... wpix, the New
York News station, 220 East 42nd St., New
York City... MU 2-1294.

wpix - metropolitan showcase
TUESDAY was TV Day in Havana when Union Radio Television S. A. of Cuba's first TV station at 1 p.m., with a remote telecast from the Presidential Palace, where Cuban President Carlos Prio Socarras made his television debut in a speech promoting television to the island.

The Havana populace, in a less official but possibly more significant welcome to visual broadcasting, had a 5-hour traffic jam in front of most dealers' stores with working TV sets in their windows and jammed by the hundreds into URT headquarters and the adjoining court-yard where sets had been installed, to get a glimpse of this new radio art.

Distributors reported more than 2,000 sets sold before the inaugural and estimated that at least 5,000 will be installed in Cuban homes by the end of the year.

Showing no traces of the traditional Latin languor but exerting an effort that would be remarkable even in the U. S., the URT management had a test pattern on the air Oct. 14, two months to the day after the first shipment of RCA transmitting equipment had arrived in Havana. Program transmissions were begun on Oct. 24, utilizing a temporary antenna point in the vicinity of a Bliss Oak tower and an RCA three-tube turnstile antenna, both specially designed to withstand winds of better than 200 miles per hour.

Jose A. Mestre Jr., president of Union Radio Television, estimated the cost of getting the station on the air at about $500,000, including some $350,000 for transmitting equipment. Studios are located in a specially converted mansion, former home of Gaspar Pumarejo, general director of URT and head of the station's news and announcings. Film will be made monthly for a modern TV studio building to adjoin the present one. The new TV building will be a six-story structure, with two large two-story audience studios and number of smaller studios, shops and storage space, offices, etc., topped with the permanent 200-ft. transmitting antenna structure.

Sports and News Accent
Programming of CMUR-TV (official call but rarely used, the station identifying itself as Union Radio Television in the Cuban fashion) will major in sports and news programs, and the station's news service has shown to be most popular with the Cuban public, Mr. Mestre said. URT has just negotiated for exclusive TV rights to the baseball games played nightly in Havana, spending an estimated $30,000 for these rights in addition to the $175,000 Union Radio pays for radio rights to baseball for its AM network of 14 stations across the island.

TV programming will be concentrated in the evening hours for the present, Mr. Mestre said. URT is fortunate, he said, in having as its chief executive, Pardo Llada, one of Cuba's foremost radio personalities who is now a member of the republic's Congress.

Using a mobile TV unit, the station will present sports the year round. For its local news coverage CMUR-TV has installed a Houston developer which can process the films made by its news film crew in a matter of minutes. Foreign news is provided by Tele-News Film Service.

A full commercial operation in the Southeast, CMUR-TV had commercials for two products, Cristal beer and Competitora cassettes, on the air its opening day, and anticipates many more sponsors in the near future.

Board of Union Radio Television, in addition to Mr. Mestre and Mr. Pumarejo, comprises:

- Jose A. Mestre Sr., secretary; Alvaro Mestre, treasurer; Benjamin Mendez, vice president; Jose Lopez, vice treasurer. Station's executive director is Mr. Mestre and Larry Barquin, chief engineer; Mein Caqui Ponce de Leon, program director. For news, advertising and public relations director: Antonio Jofre, sales manager.

Negotiations with U. S. advertisers and agencies are handled by URT's New York representatives, who has offices at 65 W. 54th St., New York.

Second Station Plans
With CMUR-TV barely under way, URT already is planning a second TV station in Santa Clara, some 300 miles from Havana, the two cities to be connected with a microwave relay which URT also will construct.

In Havana, CMUR-TV soon will have competition from CMQ, key station of another Cuban radio network, which has its studio-transmitting building under construction adjoining the CMQ headquarters in Havana and hopes to begin TV programming about the first of the year. CMQ is headed by Goare Mestre (no relation to the CMUR-TV Mestre), who plans an elaborate schedule of studio dramatic and variety programs in competition with the sports-news programming of CMUR-TV.

Avando Trinidad, operator of a third Cuban radio network, RHC, last week introduced the color-versus-black-and-white TV argument to Cuba in a broadcast warning listeners not to become too deeply infatuated with monochrome pictorial broadcasts as RHC is planning to introduce color telecasting to the island within the coming year.

Installation of the CMUR-TV equipment has been supervised by William Cothrone, RCA engineer, who will stay at the station for several weeks more to instruct the technical staff in operation and maintenance of the equipment.
Bridgeport UHF
(Continued from page 61)

tensity of magnitude which will tend to eliminate the location fac-
tor," Mr. Kear stated. He noted if service at the present time were to be
limited by co-channel interference, "an improvement of this nature would not be possible."

He said ABC also supports FCC's proposal to permit use of higher values of field intensities (higher power) immediately, "thereby enabling the delivery of more adequate technical service."

ABC also supports the proposal of FCC to utilize offset operation and directional antennas for improving service, Mr. Kear stated. He explained, however, that because of poor offset carrier stability over extended periods at the present stage of the art, such a method should not be used as a means to decrease co-channel separation between stations. Similarly, he considered directional arrays should not be used to reduce separations.

Need for additional VHF propagation data was realized by Mr. Kear. He stated ABC proposes to cooperate in taking data from the new Empire State Bldg. location.

Questioned about intermixing VHF and UHF channels, Mr. Kear stated ABC has noted both good and bad effects which could result but has not yet reached any final conclusion. He contended, however, that if UHF ever wants to stay in a competitive field, it will have to offer programs as good as its competitors.

Following the ABC testimony were presentations by James C. McNary, Washington consulting engineer, and Dana A. Griffin, president of Communication Measurements Lab Inc., New York. Mr. McNary exhibited charts of studies made of UHF coverage in Pennsylvania. He represented WEST, Easton and experimental station KG2XAZ, WKBX Harrisburg and KG2XAX, and WRAV Reading and KG2XAY.

Mr. Griffin, who stated his firm still is in opposition to the FCC allocation plan, reaffirmed the company's petition filed a year ago. He was scheduled to continue on Friday.

COLOR METER

RCA Develops Instrument

DEVELOPMENT of a "tristimulus photometer" to measure color coming from a direct light source was announced last week by George C. Sziklai, RCA Labs physicist.

The new instrument was designed to "provide a laboratory and studio check on the faithfulness of color reproduction in color television," RCA announced.

Mr. Sziklai described the instrument at the annual meeting of the American Optical Society at Cleveland Oct. 28. He said the instrument simultaneously determines the relative strength of the three basic color components in a light source and gives a quick reading.

New York the preceding Friday. Western zone members were scheduled to vote on the same matter in a meeting at Los Angeles Friday afternoon.

Network negotiations have concerned live and kinescope originations of network shows from New York, Chicago and Los Angeles. Screen Actors Guild and Television Authority have been involved in a jurisdictional dispute over film shows on TV, which is expected to be resolved by the National Labor Relations Board some time in the future.

Resolution was passed by all but four of 1,000 members attending the New York meeting. TVA membership is comprised of cardholders in American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Music Artists (AGMA), Actors Equity and Chorus Equity.

**TV STRIKE POWER**

Chicago Group Backs Board

CHICAGO members of Television Authority Tuesday unanimously passed a resolution empowering the TVA board "to use its own discretion in the calling of a strike" against the networks. Move followed a similar resolution passed by some 1,000 TVA members in

Floating Action! for all TV Cameras

'BALANCED' TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

October 30, 1950 • Page 65
Color Furore
(Continued from page 57)

with early returns indicating 70%
can take or leave" color TV
(story page 68).

- CBS made plans to start
colorcasting in New York perhaps
as early as Nov. 7.
- Television Equipment Corp.,
New York, announced its color tele-
vision adapter, permitting reception
of color telecasts in black-and-
white, will go on the market Nov.
10 at a retail price of $12.95,
and that it would market a converter
later, probably before the end of
the year.

Speaking Sunday evening (Oct.
22) in answer to CBS President
Stanton's speech a week earlier,
RTMA President Sprague assured
CBS network listeners that "pres-
cent black-and-white television sets
are a better investment today than
ever before," and that the only
"clear answer" on color is "a fully
electronic, compatible color system"
[BROADCASTING, Oct. 23].

As a representative of manu-
facturers—which, he noted, include
neither CBS nor FCC—Mr. Sprague
said it is "a fair assumption that
only a very small percentage of
present TV set owners will buy
adapters and converters—even
when they are freely available—and
then only when the popular
programs are broadcast in color
during the more favorable viewing
hours."

Such scheduling of color broad-
casts in unlikely," he continued,"until a substantial viewing audi-
ence, equipped with color convert-
ers-adapters, is available."

He denied that manufacturers
are trying to make the public be-
lieve its investment in black-and
white sets is about to be wiped
out, but conceded that "the manu-
facturers could say—until it actu-
al happened—that the FCC
would approve a non-compatible
color system."

"They believed—and still believe
that the action was unwise," Mr.
Sprague asserted.

Reasons for Delay

"But that isn't the only reason
equipment isn't ready," he said,
noting that "even minor changes"
in TV sets take six months to make
and that "basic changes take
much longer," aside from "the
increasing load which national de-
defense requirements are placing
upon the industry's engineering
and production talent."

"The right kind of color tele-
vision system simply isn't here
yet," he declared, pointing out
that "many of the industry's leading
engineers and scientists" have been
working on a compatible system
for many months and "are entirely
confident [it] can be commercially
developed in the relatively near
future."

He said the CBS system "pro-
duces a picture in satisfactory color" but has "these definite limit-
tations":

1. Picture size is limited by the
color wheel to 12½ inches; (2) the
color wheel "in my opinion will never
be acceptable to the majority of set
owners"; (3) the system's incompat-
ity will restrict programs, "for
some time to come," to "off hours and
the less popular entertainment"; (4)
liability has been started and it
will probably be some time before we
definitely know when or whether
the CBS color system will actually
be broadcast commercially."

He assured his audience that
they "can buy black-and-white sets
now, with confidence that they will
continue to receive these programs
for many years to come."

In New York, commenting on Mr.
Sprague's speech, CBS President
Stanton accused RTMA of "bad fa-
th in violating its sworn
commitment before the FCC."

He said a former RTMA presi-
dent—R. C. Cosgrove—in testifying
before the FCC on May 5, 1950,
had said "... the association would
certainly go along with any decision
of the Commission, obviously."

Mr. Stanton asserted that the
"RTMA has created a million dollar
slush fund to attack the Commis-
sion's action, and Mr. Sprague's
broadcast is part of that attack."

He said the RTMA attack hinged
on the theory that a compatible
color system can be developed soon.
"This argument," said Mr. Stanton,
"has been refuted by repeated fail-
ures to fulfill similar promises
in the past."

Mr. Stanton said CBS questioned
"whether the RTMA really wants
compatibility."

We suggest that what it really
wants is to hold back color," he said,"and that it is preserving
the issue of compatibility only
to achieve that delay. For if the
members of RTMA really want
compatibility, they have had, and
now have, in their power to give
compatibility to the public under
the CBS system... To provide
compatibility under the CBS sys-
tem is easy, quick and inexpensive.
The former president of RTMA Mr.
Sprague's predecessor—ad-
mitted this under oath a year ago.

"He testified that built-in compat-
ibility for the CBS system is
"a very minor change." He said that
"the added time to include those
parts in the set during production
... would be a matter of minutes."
... RCA stated under oath that
this built-in compatibility would
add only $2 to tens of dollars to the
retail price of its receivers."

Meanwhile, as the argument
raged, CBS prepared to begin color
telecasts possibly as early as Nov.
7 in New York.

The telecasts will be sustaining
at least until Nov. 20, date the
FCC set for the beginning of com-
ercial color TV.

CBS was known to be arranging
sites in which to present demon-
strations of color for the public.
At least one large public hall will
be equipped with receivers for public
viewing of CBS color programs
in New York.

Whether any of the color tele-
casts would be networked to other
cities had not been decided last
week.

After Nov. 20, barring a stay
order from the courts—CBS will
undertake fuller schedules of color
telecasts, reaching 20 hours a week
by Dec. 15. Under tentative as-
signment of color telecasts, a
half-hour strip between 6 and 8
p.m., another half-hour at 11:16
p.m. and an hour strip in the
morning.

One of the first top-rate black-
and-white shows to go on color
television will be Toast of the
Town. Some parts of that pro-
gram will appear in colorcasts fol-
dowing the regularly scheduled
black-and-white presentation of the
program. The exact time at which
the color repeat would be presented
was not known, since the network
has commercial commitments im-
mEDIATELY following Toast of the
Town on black-and-white.

Seek Color Sponsors

The network was known to be
negotiating with several prospec-
tive sponsors for commercial color-
casts after Nov. 20. The sponsors
were interested in capitalizing on the
publicity values of underwriting
pioneer color television, it was
said.

Time rates that CBS was quoting
for color commercials were said to
be considerably under those for
black-and-white.

Meanwhile it was announced that
the last two films in the current
production schedule of the Gene
Autry Show, on CBS-TV Sunday,
7-7:30 p.m., would be made in color.
These color programs will be tele-
cast during the special CBS color
periods, with the regularly sched-
duled black-and-white present-
ations of the program exchanged.

Set manufacturers and merchan-
disers continued to take sides on the
color issue.

Westinghouse, in a letter sent
to distributors by Sales Manager J.
P. Walsh of the Television-Radio

Page 66 • October 30, 1950

TELECASTING • BROADCASTING
Division, said Westinghouse black-and-white set buyers will get many times their money’s worth in pleasure and entertainment “before any commercially acceptable system of color television is generally available.”

“If and when color broadcasting reaches your market,” Mr. Walsh continued, “Westinghouse will make available an adapter-converter package for installation on Westinghouse black-and-white television receivers enabling you to receive color, using the FCC approved Columbia system.

“This adapter-converter package for Westinghouse black-and-white receivers will be announced as soon as possible, taking into consideration the availability of needed material.”

Mr. Walsh emphasized that present Westinghouse sets are not obsolete but “will continue to render service on the present black-and-white standards and by using the adapter-converter referred to above, will offer all of the TV service, guaranteed by the FCC, that has been authorized.” He told distributors:

The important thing to emphasize to your dealers and their customers is that black-and-white receivers should be purchased as a bargain in entertainment history and to do without it because of something new that may come along later is like the man who for 25 years has waited for the latest model automobile—he’s still walking!”

Dynamic’s Guarantee

Dynamic, operating 15 stores in Washington, D.C., New York, New Jersey, and Connecticut, placed advertisements announcing that “Dynamic guarantees to furnish you with a color converter and/or adapter as required, when they are available, at a price of $49.50 or less. This guarantee applies to all the leading brands of television which we sell in our 15 stores.”

Hallcrafters Co. attacked FCC and its color decision in full-page advertisements over the signature of President William J. Halligan. The ads bore the labels, “The Color Television Blues” and “Five Men Against the American Way,” and charged that “five members of the FCC have disregarded the unanimous opinion of the engineers of every major television manufacturer in ruling that the television industry must adopt a mechanical color system.”

“The five who voted for color were led by the unison of non-technical qualifications including relief, administration and public office-holding, and three of the others have records removed from the industry they are attempting to regulate,” Hallcrafters continues.

The company said it “could not be more solidly opposed to the decision of the FCC,” and that it feels, “that the majority of television manufacturers, that a completely electronic color system, compatible with present black-and-white sets, will be developed in the future.”

“Those who wish to experience a place in television programming, just as you now see some movies in color,” Stromberg-Carlson’s ads read. “If and when color telecasting becomes a factor in your industry, this supplementary broadcasting service can be received in color by adding a suitable converter to current Stromberg-Carlson television models.”

Elmer Roessner, in his syndicated “Business Today” newspaper column, said that “if the advent of color television has caused any family to postpone buying a receiver until the industry stops changing, it better give up hope of ever seeing television on its own set. There are going to be changes, changes, and more changes…”

ARNA Names Group

ASSN. of Radio News Analysts has appointed H. V. Kaltenborn, Cecil Brown and Ned Calmer as a committee to determine the place of public service programs in television. Robert Trout, president of the association, in making the appointments explained, “the news commentators of the broadcasting industry are concerned that in the present wildfire development of television, programs telecast primarily in the public interest may be pushed into unfavorable time spots or even squeezed out of the television schedule entirely.”

nothing but smiles under our umbrella!
SIGHTMASTER Sues CBS, Stanton On Color Issue

SIGHTMASTER Corp., television set manufacturer, last week sought an injunction and $750,000 damages in a suit charging CBS and Frank Stanton, CBS president, with issuing “false and fraudulent and disparaging” statements that present black-and-white sets are obsolete.

The suit was based on a speech made by Dr. Stanton over the CBS radio network a fortnight ago [TELECASTING, Oct. 25]. The effect of his speech, the complaint asserted, was “to cause the public, including particularly customers and potential customers of the plaintiff and other manufacturers so situated, to believe that the television sets ... sold and distributed by the plaintiff were about to become obsolete unless equipped with (CBS) adapters and converters, and that to avoid this the public could safely purchase and only should purchase the television sets and component parts manufactured and sold with such adapters and converters, and in any event, should not make any purchases whatsoever for six months.”

The result of CBS statements has been that “large numbers” of potential customers of Sightmaster have withheld purchases they had intended to make, the suit charged. Sightmaster sets have become such a drug on the market that the company has discontinued production, it reported.

The Sightmaster suit said that the FCC decision of Oct. 11 “specifically advised” that although FCC authorized CBS color standards, “if a demonstrable, practicable, compatible, electronic set-up were perfected it (FCC) would approve that also.”

Sightmaster also pointed out that FCC “had no power” to interfere with manufacturers of television sets to continue to build black-and-white receivers.

The company seeks a permanent injunction precluding CBS from issuing “the false and fraudulent and disparaging statements ... against the plaintiff’s goods and from warning or advising the public not to buy plaintiff’s goods.”

Sightmaster also asked $750,000 damages. The suit, brought in New York Supreme Court, was served on the defendants last Tuesday.

FLOOD of questionnaires on color television was received by Raytheon Mfg., Chicago, late last week as consumers and other people responded to full-page advertisements appearing in 69 major cities. When the ad, which reported the “straight facts” about color TV, was placed, vice president in charge of sales and engineering, W. L. Dunn, anticipated that only 1,000 readers would fill out the 60-second questionnaire and return it to the Chicago plant. Instead, he predicted Wednesday that replies would total from 5,000 to 10,000. Results were expected to be tabulated by an independent firm later Friday.

Raytheon, owned by Belmont Radio Corp., started spotting ads Oct. 22. More than 1,600 letters had been received by the following Wednesday morning. Respondents were divided equally among those with and without TV sets in their homes. Early returns indicated that 70% “can take or leave” color TV, and about 50% of that 70% are ready to buy black-and-white sets now, Mr. Dunn said.

The questionnaire-coupon was addressed to owners and non-owners. Owners were asked how they feel about color TV, their reaction to installation of an adapter, whether they plan to install an adapter or converter and would they buy a regular black-and-white set, a regular set equipped to adapt to color or wait until color is perfected and standard. Non-owners were asked their reaction to color TV and what their reaction to color TV.

The ad answered 20 questions of listeners and consumers. It was written in pointed and m Hutchins style. The 20th question asked “What is Raytheon going to do?”

The answer: (1) Continue manufacture of black-and-white sets, to be provided “in the future” with a plug connection for an adapter or converter; (2) produce “during the first half of next year” an adapter; (3) issue a “field kit, with connection plug and other parts”; (4) market a converter “as soon as a programming and public acceptance makes such a course feasible”; (5) produce a full color set when and if the public demands it.

“It boils down to this. If you want to enjoy top flight TV programs in black-and-white for the next year or two, buy your TV set now. If you want to enjoy good TV programs now, and want color later, buy a set that can be easily adapted to color. If you want the final permanent color system—wait several years before you buy” the ad said. Other questions and partial answers:

Is there a good chance that an all-electronic color system will come fairly soon?—Frankly, while we don’t know for sure, we believe it will ... Almost all electronic engineers believe that CBS color will be followed by an improved all-electronic system—an all-electronic system could and certainly should be compatible.

Will I still be able to see the top shows on . . . my regular set?—Yes, for at least several years.

How good will black-and-white pictures be from a CBS color telecast?—Frankly, not so hot. They will have only about one-fourth the detail of regular black-and-white pictures. Are today’s sets about to become useless and obsolete?—Heaven’s no. Black-and-white pictures will continue to be predominant for years and years.

Is the present CBS method final and permanent or is it temporary?—Nobody knows for sure. The FCC decision does not stop other and better methods from being developed and eventually put into common use. ... As a matter of fact, the FCC made this point very clear.

DEWEY ON TV Initiates New Technique

"TELEVISION allows me more freedom, lets me be myself... As a campaign weapon it has no equal ... in radio I was always chained to a script..."

This reflection was attributed to Gov. E. Dewey of New York, a recent convert to the television medium, after a tour of the WABD (TV) New York studios with Comdr. Mortimer W. Loewi, director of television network, and Chris Witting, network’s general manager. They briefed the governor on basic TV techniques, equipment, and quality control while technicians instructed him in various control procedures.

The occasion marked the completion of one in a series of telecasts on WABD and other stations comprising sidewalk interviews with street corner audiences in Manhattan. The impromptu, un-rehearsed sessions are aired from various sites in mid-town New York.

Gov. Dewey, who appeared eager to absorb as much video “know-how” as possible, felt that TV’s future as a political weapon is limitless. He intends to visit a number of studios during his statewide tour to learn as much as possible about this fascinating medium,” he added.

‘Blockie’ in Color

ZIV TELEVISION Programs Inc. has set aside $750,000 to start production of a film series of Boston Blackie. Series will be shot in color to be shown either in black-and-white or in color and will be sold to local and regional TV sponsors as well as national sponsors for spot advertising.

‘Tele-Tech’ Cover

COVER of the November issue of Tele-Tech magazine is devoted to pictures showing how five television stations and three FM stations in New York have stacked their antennas on the new Empire State mast. The television antennas (in downward order from the top) will be WBNW, WPXZ, WJZ-TV, WABD and WCBS. The probable locations of the WCBBS-M, WJZ-FM and WNBC-FM will be at the same levels as their sister stations.

Need Service Men

SHORTAGE of television service technicians was pointed up by E. C. Cahill, president of RCA Service Co., in a speech Oct. 19 before 200 technical men of the Electric Institute of Boston. Mr. Cahill estimated an additional 10,000 service technicians would be needed to install and service 2 million video units, which he is expected to produce and sell between now and the end of the year.
SERIES of films showing Marshall Plan in action will be released by A. F. Films Inc., 1600 Broadway, New York. Films were produced abroad by outstanding film documentarians, according to Rosalind Kossoff, director of A. F. Films. ECA films are obtainable without charge except for transportation, by writing company direct.

* * *

Jerry Fairbanks Inc., Hollywood, producing series of four animated commercials plus special one-reel musical TV film featurette to introduce 1951 car models. Latter film being done in 38mm Anso color and narrated entirely in song. Agency, P. Fairbanks, Detroit. Firm also doing series of five two-minute spot announcements plus special five-minute film for Pat Brown, California candidate for attorney general. Verne Smith, radio announcer, has been signed as narrator on new series for Adam Scheidt Brewing Co., Norristown, Pa., by Fairbanks. Firm also plans to start production soon on new TV series, 'The Buckskin Rangers.' Western Star Ray "Crash" Cor-

gigan is featured. Series of 26 shows will be filmed at Corriganville ranch, Santa Susana Pass near Hollywood. National sponsor sought.

National Assn. of Mfrs. offering 15-minute TV program, "Inspection Parade," filmed by NBC-TV news department, to stations without charge, ... First National Bank of Minneapolis sponsoring INS-Tel- news. This Week in Sports for 13 weeks over WTCN-TV Minneapolis-St. Paul.

HEARING DELAYED

On SAG Bargaining Petition

NRB hearing in Los Angeles on Screen Actors Guild petition seeking certification as bargaining agent for actors in films in southern California, scheduled for Oct. 25 (Broadcasting, Oct. 23), has been delayed until Nov. 13 at the request of Television Authority, other talent union seeking jurisdiction over TV players.

Postponement was granted by the regional NLRB director, Howard Le Baron, when TVA stated that important witnesses from New York could not be on hand before that date. TVA originally sought a 60- or 30-day delay on the hearing, with SAG opposing any postponement.

D.C. BASKETBALL

Unable To Clear TV Time

ARRANGEMENTS for telecast rights to Washington Nationals' professional basketball games failed to materialize, not for lack of sponsorship but because local stations were unable to clear time for the games; it was confirmed last week (Broadcasting, Oct. 9).

WWDC Washington will broadcast 33 home games of the Caps for the third consecutive year beginning Nov. 1 under sponsorship of Gunther-Brewing Co., which also holds AM-TV rights to Balti-
more Bullets contests over WTH and WMAR-TV Baltimore. Ruth-
rauff & Hill, tv time, is the agency. Steve Douglas will handle WWDC broadcasts.

WEWS Expands

DUE TO an expanded program schedule, WEWS (TV) Cleveland has begun construction of a new studio in the WEWS Bidg. The new studio is being installed by The Austin Co., builders and engineers, and will be located on the north side of the old ground floor. It will be used primarily for intimate and regular daily feature programs and will be equipped for appliance and home demonstrations. The station's film library is being moved to the second floor to make room for the new studio. The sec-
ond floor studios are being rebuilt to accommodate the station's program staff and all offices are being enlarged. Also a new film screening room is being installed.

ALEXANDER FILM CO.
(producers of short-length films since 1919)

5,000 TOP-DUITY COMMERCIALS LOW-COST RENTAL SERVICE COMPLETE PRODUCTION FACILITIES FOR ANIMATED AND LIVE ACTION COMMERCIALS WIRE OR WRITE COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS AND PRODUCERS OF TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-6520

TELESCRIPTS, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS All Production Steps In One Organization 6839 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.

HOPELAND TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TELEVISION COMMERCIALS ANIMATED AND LIVE ACTION FILM SPOTS 30-60 SECONDS AND 1 MINUTE 823 VICTOR BUILDING WASHINGTON, D.C. STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS TELEVISION COMMERCIALS BUSINESS MOVIES SLIDE FILMS FROM SCRIPT TO FINISHED PRINT OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS 1230 20TH STREET, N.W. WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES 41 E. 50TH ST., NEW YORK MURRAY HILL 6-1162

BROADCASTING TELECASTING FILM & PRODUCTION SERVICES

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.

TELECASTING "FILM COMMERCIALS "Finest in Film Since 1927" LABORATORY FAST "92 HR. SERVICE" WALNUT 2414 FILM ASSOCIATES, INC. 460 E. Schantz Ave. Dayton 9, Ohio

GRAY—O'REILLY COMMERCIAL SPOTS FOR TELEVISION 400 LEXINGTON AVE. NEW YORK PLAZA 3-1931

BROADCASTING TELECASTING

GUARANTEED PAID CIRCULATION EXCEEDS 15,000

October 30, 1950 * Page 69
Theatre TV Here
Progress Reported to SMPTE

Theatre television is no longer an "engineer's dream" but a reality, RCA TV Engineer Ralph V. Little told members of the Society of Motion Picture and Television Engineers, at its 68th semi-annual convention in Lake Placid, N. Y., a fortnight ago [Telecasting, Oct. 25].

Nine RCA PT-100 theatre television installations have been completed, he said, with another in process of installation, and two more on order. He said theatre TV projection "to equal or exceed the industry standards for fine motion picture projection" is now possible under controlled conditions of pickup and transmission. PT-100 equipment was designed after surveys of representative theatres, and it takes into consideration such factors as customer requirements of performance, theatre structure limitations, and cost of various elements, he said. It is able to utilize a full 8 mc video channel, providing "balanced resolution when using "balanced resolution when

This camera, CBS says, will be used to operate its color system as approved by FCC. Pointing out highlights to Mr. Terry (1) is Frank Stanton, CBS president. Camera is standard black-and-white modified for CBS standards by RCA.

KLZ Color Plan Asks FCC To Amend Its Application

A station in a non-television area, KLZ Denver, CBS affiliate, notified FCC last Wednesday it is prepared to telectast both in color and black-and-white if and when the Commission should approve its pending application for a TV license.

- In a telegram to FCC Chairman Wayne Coy, Hugh Terry, KLZ general manager, said:

Now that the FCC has authorized commercial color television standards KLZ wishes to amend its application and state that it is its intention promptly to include color TV programs in its regular schedule should the Commission grant KLZ a television permit.

- Pointing out that its application for a TV CP was filed early in 1948, KLZ informed the Commission that its executives have had "numerous occasions to observe color television in actual operation and to appraise public reaction in Washington (D. C.) and Denver." Mr. Terry said the station had cooperated with Smith, Kline & French Labs in color demonstrations held last year at the Colorado State Medical Convention.

At that time, Mr. Terry said, "the importance and desirability of color in television broadcasting became more than ever apparent to us" and since that time KLZ has voiced confidence in the future of color TV.

Since there are no TV stations within 500 miles of Denver, Mr. Terry stated, there is no problem of set obsolescence. The station, he said, feels that color transmission is "economically feasible." He said he based that opinion on talks and visits to CBS in New York where he examined the network's new color TV camera which had been modified by RCA (see picture). Although he had no estimates as to the time it would take to put a TV station on the air with telectast in color, Mr. Terry thought it "would be longer to put color on the air than it would for black-and-white." He also pointed to telephone company plans to have radio relay microwave facilities in Denver next year.

KLZ is one of seven applicants for a TV station in Denver, where five TV channels are allocated, but applications are frozen pending final determination on allocations by the FCC. Mr. Terry said UHF is not a current consideration as the station has not conducted studies into the question.

Of other CBS affiliates, WCAU-TV Philadelphia has promised to begin color transmission as soon as it is available to the station and as soon as the station can obtain receivers for demonstration purposes. WHUM Reading, Pa., has stated it is prepared to advise the FCC of its desire for a VHF color teletast grant instead of black-and-white [Telecasting, Oct. 23].

AIMS AT MOVIES
L. A. Group Starts Drive

Convinced that television helps the motion picture box-office, the seven Los Angeles television stations, recently officially organized as Television Broadcasters of Southern California, have started a promotion campaign directed toward movie film producers.

Campaign is based on the recent successful joint effort of the stations on behalf of a TV advertising campaign for the Columbia Pictures Corp. release, "711 Ocean Drive." In surveys made before and during the three-week engagements of the movie at two Los Angeles theatres, it was found that the TV campaign was highly effective in drawing people to the theatres, increasing attendance 25%. It also was shown that there was sharp increase in attendance by TV set owners who had been infrequent movie goers. And 24% of those interviewed said TV in particular prompted them to see the movie—a figure 200% over any other media.

Experiments had the cooperation of Harry Cohn, president, and Nate Spingold, vice president of Columbia Pictures Corp., which set up a special research budget to determine the effectiveness of the campaign.

Theme of the new promotion campaign is "The best buy in Los Angeles is television," suggested by Haan J. James, general manager, KFI-TV and secretary-treasurer of the new group. Don Fed- derson, vice president and general manager, KLAC-TV, is president.

MOVIE THREAT
Industry Inroads Flayed

A MICHIGAN state senator last Thursday rared up at the fruition of state-supported institutions banning telectast for home pickup, but on the other hand allowing the game-theatre theatres which charge paid admissions.

Sen. Harold M. Ryan bitterly flayed the practice of the U. of Michigan, which [a following the Big Ten ruling in this respect. Sen. Ryan threatened to introduce legislation that would ban the theatre telectast if home sets can't pick up games free.

Along a similar line, Murphy McHenry, public relations counsel for Hallmark Productions, told an Oct. 20 meeting of Kentucky theatre owners in Louisville that the movie industry is laying plans to buy exclusive television rights for such sports events as the World Series.

He added that if such plans go through, TV owners won't be able to see topflight sporting events on their home sets. World Series, rights can't be obtained before 1952, declared Mr. McHenry, however, other events could be tied up sooner than that.

Protect yourself, your staff, your clients from the daily hazard of

Libel, Slander, Infringement of Copyright, Invasion of Privacy

Aiding from Editorializing, Speeches, Newspapers, Ad Lib, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

Use caution—LADY LUCK is a DESERTER! It COSTS SO LITTLE TO BE SAFE WITH INSURANCE.

For details, write to the Pioneer in this line.

Employers Reinsurance Corporation
Insurance Exchange Bldg. — Kansas City, Mo.

Page 70 • October 30, 1950

Telecasting Broadcasting
Woolley Honored

NBC AFFILIATE station operators at White Sulphur Springs, W. Va., raised funds to buy an auto and silver service for Easton C. Woolley, NBC director of station relations, who has joined KDYL-AM-FM-TV Salt Lake City as executive vice president and board member. Presentation was made by Harold Wheelahan, WSMB New Orleans, and Howard D. Pili, WSPA Montgomery, Ala., on behalf of the affiliates.

KTER OPENING

Zapfe Announces Plans

KTER Terrill, Tex., granted a construction permit by FCC for operation on 1570 kc with 250 w daytime, is mapping plans for its inauguration ceremonies pending Commission approval of the station's request for license, John Zapfe, KTER commercial manager, has announced.

In the planning stages are programs from the Kaufman County courthouse, including band music, farm programs, and selected interviews. Programs aimed at the teen-age and children's groups, as well as sports and women's fare, also are being slated. CP was issued April 21 to Terrill Broadcast Corp., of which Frederick Massengill Jr. is president.

Voice Conference

ALL-DAY conference on ways and means of strengthening the State Dept's Voice of America and other Information programs was held Oct. 19 by Edward W. Barrett, Assistant Secretary of State for Public Affairs. A group of leading American trade union officers conferred with Secretary Barrett and other department officials to exchange ideas on increasing the effectiveness of State Dept.'s overseas information activities. Meeting was another in a current series with private groups.

DEDICATES MARS

ABC's Kintner Officiates

ROBERT E. KINTNER, ABC president, dedicated MARS (Military Amateur Radio System), the Pentagon's world-spanning emergency radio network, on Time for Defense over ABC last Tuesday. The program, conducted jointly by ABC and the U. S. Dept. of Defense, was the first anniversary at that time.

Also heard were messages from Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Douglas MacArthur, together with a recording of the ceremonies of the return of recaptured Seoul to Korean President Syngman Rhee.

Demonstrations of MARS' value in supplying emergency communications in event of a disaster highlighted a noon-day dedication Tuesday at the Pentagon. Over 3,000 radio amateurs have joined the system since it was reorganized two years ago.

MARS has been assigned to military frequencies and is established so that, should FCC close down all amateur radio station frequencies, amateur facilities still may be made available to local and state authorities for civil defense and disaster relief. Originally it was limited to amateur band operation.

IAAB Assembly Meet

SECOND General Assembly of the Inter-American Assn. of Broadcasters will be held in Sao Paulo, Brazil, Nov. 15-25, following a preliminary session of the IAAB Directive Council, whose members include Goar Mestre, president; Emilio Aucarre, vice president; Gilmore Nunn, WLAF Lexington, Ky., and Lorenzo Balierio Sicco. Special invitations also were sent to Campbell Arnoux, WTAR Norfolk, Va. (for NAB); Jose Luis Fernandez, Chamber of Broadcasting of Mexico; Ramon Bonachea, CMQ Havana, and others. Delegates from all national associations of the Americas, with the exception of Argentina, are expected to attend the General Assembly. Agenda will be announced shortly.

You Can't Build A Better Mousetrap!

"They're not the best-looking boarders a man ever had," Hack Turner said one day, "and they've got awful tempers. But I've found it pays to have 'em around."

Hack was talking about a family of barn owls, nesting in his silo this year. Some folks believe those little scrappers kill chickens—and should be shot on sight. But Hack disagrees.

"Up at State University they've studied barn owls for years—and never known one to eat a chicken. In fact, a daddy owl will clean up around 300 mice a month. Farmers that kill barn owls are throwing away the best mousetraps known to man!"

From where I sit, when someone shows a prejudice against any group of animals or humans—it's usually just based on misunderstanding. For instance, some folks are plum intolerant about those of us who enjoy an occasional quiet glass of beer. Get to really know us and you're liable to find we're pretty good birds at that!
School Quiz

WNBH-WFMR (FM) New Bedford, Mass., "Wonder Quiz" Sat., 10 a.m., Continental Baking Co. Contest is aired from auditorium of local school and features panel of students from two different schools in quiz contests. Each participant is awarded pen and pencil set, and winning team receives radio. Show is wire recorded for rebroadcast.

"Children’s Party"

WAAM (TV) Baltimore, Fred Astaire’s Children’s Party, Mon., 6:40-6:55 p.m. Talented children from Fred Astaire Dance Studios of Baltimore are featured on show. Production is staged in manner of revue, with chorus line, variety acts and children in studio audience seated around cafe-style tables. Show is Corona Productions package, produced and directed for WAAM by Ed Sarran.

Fact Spots

WLAW Lawrence, Mass. Station inaugurates factual spots, with bits of information preceding facts concerning station or network programs. Sample: "Here’s a fact—one day in 1882, Mary Sawyer entered the village school at Sterling, Mass., and was followed by her pet lamb. Here’s another fact—the Pad Man program on WLAW (ABC) ... stars J. Scott Smart ..."

Fire Badges

WWJ-TV Detroit. As feature of "Shop, Look & Listen" show, Detroit Fire Department Inspector presented merit badges in Fireman's Assn. 2 Boy Scouts.

Community Life


Sky Promotion

WBZ-TV Boston. "Good Life Club" promotion literally "took to the air." Over 20,000 leaflets calling attention to telecasts were dropped from plane over city. Show is sponsored by Hathaway's Life Bread, and is children's feature.

Service Series

WMAL Washington. Thurs, 10-10:15 p.m. Series of broadcasts by Gunnar Back, newcomer, concerning services of Community Chest. Tape recordings of interviews with Chest personnel and persons who have benefited from various agencies make up programs. Child hit by car and recovering in local hospital, society for adoption of children, and other aspects will be utilized in series.

Fire Chasers

WSAZ-AM-TV Huntington, W. Va. Stations were alerted Oct. 21 to fire which broke out in downtown store and spread to destroy nearby theater. Five special newscast were carried besides bulletins phoned into station by News Editor Ron Miller, who shuttled between fire and studios. TV Program Director Jim Ferguson produced films of fire at its height for use on 16-minute telecast. Interviews with fire chief and narrations for film were also carried. Estimated $1.5 million in damage was reported. This was third major fire in last six months covered by WSAZ.

WITH FLOWERS

KBON Omaha, "Hello Beautiful," afternoon record show. Wives of 100 potential clients were sent gardenia corsages. Each box contained card signed by Lee Barron, show's m.c. It read, "Hello Beautiful! My new radio show is dedicated to you..."

New Manager

WPPT (TV) Philadelphia. Jimmy Dykes, manager, and Arthur Ehlers, general manager of Philadelphia Athletics, were interviewed on "Open House" show few hours after their respective appointments. Both told of their hopes for team in 1951. In their initial public appearance in new capacities.

Western Week

WWOD Lyndhurst, Va. Station staged special movie of "Cisco Kid" as part of promotion for Western Week. Programs carried by WWOD tying-in with week are Mark Trail, Challenge of the Yukon, Sky King, Bobby Benson, Roy Rogers and Cisco Kid. Children who attended movie were given free doughnuts, pop, Dr. Pepper, gum and Cisco Kid masks and guns.

TV Quiz

WXZ-TV Detroit, "Prizes and Presents." Children in audience are invited to send in questions which are used on show and answered by boys and girls in studio audience. Winners are awarded prizes. Station reports over 2,500 letters with questions were received in first four days of program.

Halloween

WXG Richmond, Va., tied in with Raylass Department Stores, one of its sponsors, to present Halloween mascot parade for all local children between 3 and 13. Contest was held on second floor of store with station disc jockey, Frank Porter, as m.c.

Gems Shown

KSTP-TV Minneapolis-St. Paul. While armed guard stood by, televiewers saw quarter of million dollars worth of jewels exhibited on "For You—Ladies" show. Stones were set in conventional and futuristic settings and were modeled before cameras.

Weaving Sales

MBS sends trade over-sized booklet titled, "Air-loom: 1950." Included in illustrated booklet are two success stories—one concerning an evening show, and other a daytime. Covers are of deep blue, suggestive of evening sky.

Good Deeds

KLZ Denver, The Biggest Heart, Fri., half-hour, sponsored by Fred Ward, Hudson distributor. Good deeds and unselfish acts by people with big hearts are subject of locally produced shows. Winner of "biggest heart" award each week receives week-end of entertainment in Denver. Series is written by Pete Smythe.

Canadian Broadcasting Corp.'s international service will start shortly to beam programs into Russia in Russian. Programs will start as soon as Russian language staff has been trained, with two half-hour broadcasts daily. Studies are at Montreal, transmitters at Sackville, N. B.
FAITHFUL SERVANTS of AM Broadcasting

By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. For example:

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation’s leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its thoriated-tungsten filament draws 60 per cent less filament power than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. Performance-proved in the field.

✓ A REMINDER—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA LABORATORIES
PRINCETON, N. J.
THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

October 30, 1950 • Page 73
SERVICE DIRECTORY

KFRU

Columbia, Missouri

Marqueercead

Magnecead

Use by More Radio Stations Than All Other Professional Tape Recorders

47

Page 74 Oct. 30, 1950

COMMERCIAL RADIO

Monitoring Company

Precision Frequency Measurements

Engineer On Duty All Night Every Night

PHONE JACKSON 5302

P.O. Box 7037

Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience In Radio Engineering
MUNSEY BLDG. REPUBLIC 3347
WASHINGTON 4, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 9215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 4, D. C.
Republican 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Calton & Foss, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-7251
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingwood 7631

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Bedford, N. Y.
New Rochelle 4-1620

Member AFCCE*

BROADCASTING • Telecasting

October 30, 1950 • Page 75
Hired Help

Help Wanted

Managerial

Sales manager 250 watt local station AM & FM with proven ability in sales and management. Excellent proposition for man who can prove he can sell with top radio market. Box 789G, BROADCASTING.

Substantial ownership participation secured in New England general. Advancement opportunity right man. Box 790G, BROADCASTING.

Salesman


1000 watt NB station in excellent market; 15% commission against sub-

New England one city needs experienced Commercial manager. Good commercial manager, good plus commission, guaranteed. Box 792G, BROADCASTING.

Salesman, $300 minimum guarantee. Conscientious, producing salesman can make this a very good figure. Full details, snapshot, references. Box 804G, BROADCASTING.

Imaginative Independent New England station needs same type salesman. Must be aggressive, self-sufficient, and capable. Excellent prospects. Box 805G, BROADCASTING.

Indie in southern metropolitan market needs local sales man. Woman starting will make regular calls, spend time working in honest effort to sell. Drawing account, good commission. Write details Box 839G, BROADCASTING.


Successfull salesman looking for opportunity to increase earnings. Prefer one experienced, with good references, especially first letter. KENT, Shreveport, Louisiana.

If you have proven sales record and desire to make California your home, send complete details and photo to KSBW, Salinas, California. State requirements desired. Good for right man.

Salesman who can write copy. Salary and overhead. Interview necessary. Radio Station KSYC, Yreka, California.

Wanted: Experienced time salesman to work local station. Fine opportunity for young newspaper affiliate station going full-time shortly. Wants permanent man who will have sales executive type man. Good salary, plus incentive. Five complete details. KTEB, Tyler, Texas.

Announcers

Wanted, three engineer-announcers with emphasis on announcing on network radio. North Carolina Mutual affiliate 1000 watt AM station 101Mk WSEW. Good location. Positions will be open for these men on or about December 11. Ideal working conditions, base salary plus tip commission, plus eighty per cent of all the revenue, one half of all gross, plus committee. Box 355G, BROADCASTING.

Experienced, versatile announcer for network station. $600 per month. Interested also combination copywriter-announcer. Send complete information. Draft status. Box 798G, BROADCASTING.

Classified Ads

C L A S S I F I E D  A D V E R T I S E M E N T S

Paysable 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—$4.00 minimum • Display ads $12.00 per inch

No charge for blind box number. Deadline: 2 weeks in advance of publication date.

Send box references to BROADCASTING, 870 National Press Bldg, Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Situations Wanted (Cont'd)

Manager-commercial manager with a proven successful record in radio for the past eight years experi-
enced in all phases of radio. Strong sales, production, engineering, and public relations. 38 years old, married, 1 child and 8000 a year real estate experience. Remember, I am not a product from the war years radio business back away. Box 794G, BROADCASTING.

Manager or commercial manager, draft exempt. Emphasis on sales. Can make your station competitive in large or small markets. Family man. Can settle down. Box 801G, BROADCASTING.

Manager: Ten years in radio, background in both networks and independent sales. Personnel supervision: all in highly competent sales force. Background from agency and broadcast offices. Box 802G, BROADCASTING.

Sales manager, producing salesman with topnotch experience in all phases of radio. Experience as a manager and executive sales manager. Box 856G, BROADCASTING.

Manager, extremely independent and network experience. Young, college graduate, now heading 1 kw net affiliate; unexcelled record, background. Want big market, will settle down. Box 859G, BROADCASTING.

Salesman, experienced, currently sales manager and executive assistant to owner one of south's top sports sta-
tions. 26 years of age, married, college educated, very capable, will sell or market in any direction. Prefer southeast. Box 860G, BROADCASTING.


Salesman, conscientious, aggressive, experienced, 45, single, college educated. Excellent references. Box 844G, BROADCASTING.

Salesman, draft free, mature, experienced in small and large markets, telephones, drawings, shows, etc. Prefer progressive station. West mid-
western. Box 862G, BROADCASTING.

Announcers

Do a new topsman? Bright disc jockey? Are sportscaster? All-round disc expert, five years my market proving it. Draft exempt. Trans-

WANTED ANNOUNCER. Available start basketball season, 8 years experience with all phases of radio. Excellent college prep, graduating upper department. University graduate. Mau-

WANTED ANNOUNCER. Experience in announcing. Some Mike, Full de-

Production-Programming, others

Program director-anouncer for new 250 watt daytimer in Pennsylvania small market. Full details including disc, photo and salary required in first reply. Box 818G, BROADCASTING.

Traffic, complete plus commission. Three experienced announcers preferred. Some mike work. Full de-

WANTED ANNOUNCER. Write giving experience. Prefer progressive network and model automobile. Include snapshot and details Box 821G, BROADCASTING.

Copywriter, highly successful independent operation, opportunity for man with wide experience in radio and salesmanship, preferably with experience in commer-

Anouncer-writer wanted for new station. Send disc, picture and sample copy with first letter. KBDE, Oklahoma.

Minnesota station needs newscaster and engineer. Must be able to sell. Car necessary. Good salary, full benefits. Check references and details to Box 822G, BROADCASTING.

Announcer and announcer-engineer. Experienced on announcing. WBUE, Lex-

Morning DJ personality. Permanent, Send data and disc, NBC in Palm Beach County. WEAT, Lake Worth, Florida.

All-round announcer, at least two years experience. Must be good DJ who knows how to sell with his voice. To sell a new 1 kw daytime independent, WORX, Orange, California. Send all details, disc, photo and when you are available. Harold Fitzgerald, Manager, WORX.

Announcer: Network affiliate. Experienced only, board Muhlenberg, main-" news, man on the street, general staff announcer. Send references and disc. WFGM, Quincy, Illinois.

Announcer with first class ticket. Send complete details to WGN, Wilming-

Morning man wanted, some experience, Check references. WNAE, Warren, Pa.

Announcer, engineer, needs reliable combos with first class ticket, prefers married man. Send full particulars and photo. WRKO, Richland Center, Wis-

Announced

Manager-over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager-Sales-programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.

Sales manager. For the past 13 years has personally sold millions of dollars in advertising to commercial manager of substantial southern station. Box 712G, BROADCASTING.

Announces

Manager over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager—Sales, programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.

Sales manager, over 18 years experience. Has the last 13 years has personally sold millions of dollars in advertising to commercial manager of substantial southern station. Box 850G, BROADCASTING.

Announces

Manager over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager—Sales, programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.

Sales manager, over 18 years experience. Has the last 13 years has personally sold millions of dollars in advertising to commercial manager of substantial southern station. Box 850G, BROADCASTING.

Announces

Manager over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager—Sales, programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.

Sales manager, over 18 years experience. Has the last 13 years has personally sold millions of dollars in advertising to commercial manager of substantial southern station. Box 850G, BROADCASTING.

Announces

Manager over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager—Sales, programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.

Sales manager, over 18 years experience. Has the last 13 years has personally sold millions of dollars in advertising to commercial manager of substantial southern station. Box 850G, BROADCASTING.

Announces

Manager over 18 years experience net and independent stations. Box 850G, BROADCASTING.

Manager—Sales, programming. 25 years with experience, numerous network stations in every phase of operation. Desire locate in large or midwest metropolitan area. Excellent independent station College. Box 716G, BROADCASTING.
**EXPERIENCED Manager available**

if you need a manager with a proven sales record, my 10 years experience in management of your concern is your consideration. I have had two station managerial jobs in ten years, both of which were with a network-affiliated station; the other building a 50 kw independent station. I can submit industry-wide references including major national advertisers and advertisers. Write in complete confidence to

Mel Drake, 612 S. Anheuser, Albuquerque, New Mexico or call S-6681
DENIES WITT CORP.

FCC Rejects Facsimile Plan

FACSIMILE programming via facilities of WEHS (AM) Chicago has been denied to the Witt Corp. by FCC on grounds the Communications Act requires WEHS to maintain positive control of programs.

Witt Corp., has planned to install facsimile equipment at WEHS as well as receivers in various locations likely to attract public attention, FCC explained. Witt Corp., would solicit advertising and prepare the facsimile programs which would be subject to WEHS approval, the Commission stated, with all revenue accruing to Witt until such time as the operation becomes profitable and new negotiations were arranged. FCC termed this "negative control" of programs by WEHS and hence contrary to the Act.

GILLIN AWARD

CAB To Give Annual Plaque

AN AWARD honoring the late John J. Gillin Jr., WOW Omaha, was established at a meeting of the board of directors of the Canadian Assn. of Broadcasters in Montreal, Oct. 19. The John J. Gillin Jr. plaque will go annually to the CAB member-station outstanding in public service. Mr. Gillin had attended CAB meetings as an NAB director.

On the award committee are Harry Sedgwick, CFRB; Ted Campeau, CKLW Windsor; William Cranston, CKOC Hamilton, and Guy Herbet, All Canada Radio Facilities.

On meeting taken up at the meeting included a decision by the directors that American advertising agencies doing business with Canadian stations must apply for CAB reinforcement on the same basis as Canadian agencies. The board also heard a report on NRAB and audience survey.

THE New York sessions established along with the Gillin award committee were Music Library Committee, Public Relations Committee and the French Station Bureau.

CELEBRATING "Ray Locke Day" at a luncheon honoring Raymond P. Locke, retired president and founder of Tracy-Locke Co., Inc., Dallas, presented by the Dallas Advertising League Oct. 13, is this group of advertising men (1 to r): Front row, J. B. O'Herne, Dr. Pepper Co. board chairman; Ward Mayburn, publisher of the Sherman (Tex.) Democrat; Rowland Broiles, president, Rowland Broiles Advertising, Fort Worth; W. S. Dorset, vice president, Mrs. Tucker's Food Inc.; Ray Haen, This Week magazine, New York; Mr. Locke; Wilesn W. Crook Sr., president, Crook Advertising, Dallas; Morris Hite, new president, Tracy-Locke, and Tom McHale, Dallas Ad League president. Back row, Carl McDade, Skilsaw Inc., Chicago, advertising manager; C. C. Wellhausen, president, TexTan, Yookum, Tex.; Harry Guy, advertising director, Dallas News, and Otto Buck, former Dallas agency executive.

Southwest

$28,000.00

Profitable 250 watt station which went on the air this year and is completely new from equipment to the building.

Station started making money right from the start and the reason for selling is due entirely to a partnership disagreement and the inability of either partner to buy out the other.

Located in excellent market in one of the fastest growing areas in the southwest, the newly constructed facility was offered but delayed signing pending sale.

Station making in excess $100.00 per month. Sells to itself immediately for cash--$20,000.00.

Midwest

$55,000.00

An excellent location in one of the most stable and desirable single station markets in the middle west.

Retail sales in the city are in excess of $30,000.000.00.

Area covered includes a large portion of one of the richest states in the midwest.

Station is operating quite profitably under non-resident ownership. Financing arranged.

Philately

"ROUND-ROBIN" coverage of basketball play in the Philadelphia area will be used again this year, according to WPEN Philadelphia, the originating station for the Sports Broadcast Network.

For the third straight year, WPEN will be the key outlet for all basketball games (professional and college) in Philadelphia, the station said. Temple, Villanova, St. Joseph, U. of Pennsylvania and LaSalle schedules will be covered in addition to the professional Philadelphia Warriors games. WPEN has set up announcer-engineer teams permitting the airing of two games at the same time.

A sports supervisor at WPEN will monitor the games and shift from one to another as play progresses. Broadcasts, scheduled for December, January, February and March, will be fed by WPEN to the SBN which has 116 stations affiliated.

'Controls Letter'

PUBLICATION of a Government Controls Letter, weekly Washington report on business controls and procurement, was launched Oct. 18 by Vincent F. Callahan, editor and publisher, on leave of absence from WQQW Washington and former NSRB public relations director. Newsletter reports on plans, policies, regulations and procedures in connection with allocations, priorities, etc., and supplements a Personnel Service Bureau's information requested by subscribers. Rates for letter and bureau facilities are $75 a year and $40 for six months. Headquarters are in the Evans Edg., Washington 5, D. C.

KOA'S NIMROD

Hunts Ducks, Bags Warden

IT WAS like so many duckpins for KOA Denver's early morning announcer, Stary Yelland, when he ventured forth Oct. 3 with microphone, hunting garb and a blunderbuss to explain the sport of duck hunting to his 6:30 a.m. fans.

Coincident with Denver's opening of the duck hunting season, Mr. Yelland turned up at the City and County Park with a powerful pond is home to flocks of the waddlers. For benefit of the radio audience, Mr. Yelland imitated calls (sent out by experts) becoming the birds. In addition to shaking off a waterfowl, the KOA announcer found his best luck when casting bread on the waters.

Incidentally, the escapade earned him the title of "KOA's No. 1 Nimrod" and a three-column feature spread in the Denver Rocky Mountain News.
FCC Actions
(Continued from page 74)

Decisions Cont'd:
proceeding re application from Oct. 24, to Dec. 6. (Critics: E. C. D. C.)

Park's, Corp., Park, III.-Grant ed leave to file motion so as to change facilities requested from 1300 kc 250 W to 1460 kc 1 kW D, specify another tran., and make other changes in proposal, for removal of application. No amended from hearing calendar. dismissed as most peti tion for continuation of hearing.

By Examiner Fanney N. Litvin

KNE Belen, N. M.—Grant request for change in location of hearing. scheduled to be held on Nov. 14, from Belen, N. M. to Albuquerque, N. M.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—By mem- orandum opinion and order, granted motion to amend answers to certain questions in application.

October 24 Applications ...

ACCEPTED FOR FILING

License for CP

Modification of CP
WVIU Christlansville, Va., V. L.—Mod. CP new AM station for extension of completion date.

WDAR-AM Tampa, Fla.—Mod. CP FM station to change frequency, ERP, studio location, etc.

License Renewal
Request for license renewal FM stations; WICA-FM Atlanta, Ohio; WLOS-AM Asheville, N. C.

TENDERED FOR FILING

AM—1460 kc
WAPX Montgomery, Ala.—CP AM station to change from 1460 kc 5 kw unil. to 1460 kc 5 kw unil. DA-N.

AM—1460 kc
WGL Washington, D. C.—CP AM station to change from 1460 kc 250 w unil. to 1460 kc 5 kw unil. DA-2.

October 25 Decisions ...

By Commissioners Walker, Jones, Sterling and Henneco

Hearing Designated
WKXY Sarasota, Fla., and Robert Hecksher, Pl. Myers, Fla.—Upon petition of WKXY designated for hearing in consolidated proceeding with application of Robert Hecksher application of WKXY to change facilities from 1460 kc 1 kw D to 1460 kc 250 w unil.; hearing to be held on Washington Oct. 31 and made WTSF St. Petersburg, Fla., a party to proceeding with respect to WKXY.

October 25 Applications ...

ACCEPTED FOR FILING

License for CP
WOPA Oregon, III.—License for CP new AM station.

AM—600 kc
KGEZ Kalispell, Mont.—CP AM stai tion to change from 1340 kc 250 w unl. to 600 kc 1 kw unil. DA-1.

AM—1150 kc
KXED McAlister, Okla.—CP AM station to change from 1460 kc 1 kw D to 1150 kc 1 kw D.

Modification of CP
WWVO Logan, W. Va.—Mod. CP new AM station for extension of completion date.

WWFA-FM Wheeling, W. Va.—Mod. CP new AM station for extension of completion date.

License Renewal
WAFB-FM Baton Rouge, La.—Request for license renewal FM station.

License for CP
WMFD-FM Wilmington, N. C.—License for CP new FM station.

Washington, D. C.—License for CP noncommercial educational FM sta tion.

October 26 Decisions ...

BY COMMISSION EN BANC

Request denied

WNVC New York City.—Denied request for extension of completion date to 5-5-51.

TENDERED FOR FILING

AM—1150 kc
WGBK Goldsboro, N. C.—CP AM station to change from 1460 kc 250 w unil. to 1150 kc 1 kw unil. DA-2.

October 26 Decisions ...

BY COMMISSION EN BANC

Request granted

WNVC New York City.—Denied request for extension of completion date to 5-5-51.

November 7, to conclusion of broad cast of election returns on Nov. 8.

FCC Roundup

New Grants, Transfers, Changes, Applications

Box Score
Summary of Authorizations, Stations on the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,213</td>
<td>1,770</td>
<td>176</td>
</tr>
<tr>
<td>TV Stations</td>
<td>97</td>
<td>52</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>Applications in Studio Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>276</td>
</tr>
<tr>
<td>TV</td>
<td>141</td>
</tr>
</tbody>
</table>

Docket Actions ...

FINAL DECISION

WBUD Morrisville, Pa.—Announced final decision to grant application of WBUD to change from 1490 kc 250 w fulltime to 1500 kc 1 kw fulltime, direction al and to move main studio from Mor risville, Pa., to Trenton, N. J., eng. cond. Decision Oct. 25.

Non-Docket Actions ...

AM GRANTS


West Frankfort, Ill.—Pyramid Radio Bets Co. and Television Co. Inc., granted new station on 1500 kc, 1 kw. Estimated construction cost $50,000. Principal in corporation included: George R. Lohman, cashier and president Bank of W. Frankfort, Ill.; Eddie Griffin, owner proprietor; Fred Souther, 10%; G. W. Lambert, dentist, 10%; L. Goebel Pat ton, superintendent of schools W. Frankfort 15%; Leonard J. Dunn, gen. law practice, 4%; Sam Martin, general manager; Lane Chevrolet Co., 10%; L. A. Palmer, 5%; William Glodec, 50%; owner Glodec Motors & Sales, 10%; R. N. Metten, real estate and farming business, 20%; R. J. Paxton, manager WKBW Paducah and vice pres ident Newspapers Inc. Paducah Newspapers Inc. is licensee WKBW Oct. 24; William B. Dauphin, W. Va.—Beaver Dam, Wis.—Beaver Dam Bets Co., granted new station on 1 kw w. Estimated construction cost: $12,000. Principals: William L. Walker, 50% owner WMAM Marinette, WIS., president 40%; Howard L. Emich, sales manager WMAM and 6.64%, inter est; vice president 25%; Joseph D. Mackin, 20% owner WMAM and general manager, sixty-three. Granted Oct. 24.


KUCB Montrose, Colo.—Granted switch in facilities from 1240 kc 250 w fulltime to 1230 kc 1 kw w day, 500 w night, direction. Granted Oct. 24.

WLCY Lynn, Mass.—Granted modification of license to increase power from 500 to 1 kw w night on 1399 kc Oct. 24.

KSOM Sta, Genevieve, Mo.—Granted switch in facilities from 1460 kc 250 w fulltime to 800 kc 50 kw fulltime, DA-DN. Granted Oct. 24.

FM GRANT

Panama City, Fla.—Panama City Bets Co. Inc., granted new Class B FM station Chan. 252 (96.3 mc), ERP 8.21 kw, Panama City Broadcasting Co., licensee WDLP AM outlet that city. Estimated construction cost $5,000 for engineering and miscellaneous, with plans to utilize equipment of WCOA-AM Pensacola. Granted Oct. 23.

AMENDED ALLOCATION PLAN

Commission adopts revised and tentative allocation plan for Class B FM Stations, assign Chan. to Panama City in lieu of Chan. 252 and to allocate Chans. 281 and 282 to Panama City Pensacola, Fl., in lieu of Chan. 255.

(Continued on page 80)
FCC Roundup
(Continued from page 79)

Deletions...

SEVEN FM authorizations reported deleted by FCC. Total to date since Jan. 1, 1949, now 101. Objection reason for withdrawal where given follows:


WFMN-HM, Wilmington, N.C.,-Baltimore

NO. 628, CP Oct. 19, Real estate on WFMN-AM.

KMMF-FM Hutchinson, Kan.,-Hughes

NO. 639, CP Oct. 26, Real estate and FM audience.

WFMJ-BF, San Jose, Calif.,-FM Radio and Television Corp. License Oct. 1., no desire of station to remain silent until June 1, 1951.

WARM-FM Uniontown, Pa.,-Fayette


New Applications...

AM APPLICATIONS

Augusta, Ga.- Garden City Regt. Co., $50,000, 99.95 kw day, 259.3 kw night, estimated construction cost $21,000.

Bear Island, Maine-FM station to be licensed to AFSCC, $60,000, 3 kw day, 6 kw night, estimated construction cost $18,000.

New applications are:


CINCINNATI, OHIO

Mr. Graham Black, WCHS-AM, Bristol, Va.

Dear Graham:

Why don't you tell Graham this:

"FALLS CITY, when I was in Virginia, we have a lot of good stations in town. It's a real bargain. We have 95 kw day and 3 kw night on WCHS. The station is doing well, and it's only $250 a month."

Mr. Graham Black

WCHS-AM, Bristol, Va.
the format of the show is "already flexible, I do not expect the change will in any way injure the effective-ness of the program," Mr. Schwimmer said. He will still py-
ramid the prizes. Modifications also were executed in Tello-Test for release to Lee stations, he said. Gaston Grignon, general
manager of WISN, also removed two other shows cited in the opin-
ion, Bread Quiz No. 1 and No. 2. They were taken off the air im-
idately after the opinion was render-
ed. He reported several hun-
dred telephone calls were received at WISN within two days after the opinion was announced.

Seventy-one county district attor-
neys in the state received copies of the 14-page opinion, which was bought by several complainants after Lucky Social Security Num-
bers was removed from WMAW last June because of alleged viola-
tion of lottery laws. County dis-
trict attorneys are expected to cooperate with the giveaway shows, although most Wis-
consin stations will probably keep a questionable show off the air. It has been declared not in violation, Mr. Platz said.

ABC To Decide

Walter Emerson, ABC Central Division attorney, who in-
 tended to have a litigating interest with principals in Wisconsin last week, reported the network "is still in the process of deciding what means it will employ to combat the opinion. We do not believe the show is a lottery."

The opinion of Mr. Fairchild and Mr. Platz is in no way a court ac-
 tion or order. Stations, however, reportedly were warned by Mil-
waukee County District Attorney William J. McCauley that they will be liable to prosecution if they ignore letters that are permitted to remain on the air. Mr. McCauley sought the opinion from Mr. Fair-
child.

Initial question of the legality of the show, "Help the Mute" was filed in June with the Wisconsin Better Business Bureau by H. Ellis Saxton, of the Milwaukee agency of the same name, on behalf of a client, R oth Appliance Distributors. Roth's sponsorship of Lucky Social Security Numbers on WMAW was questioned by several parties, and the show was later ordered off the air.

Mr. Saxton, who asserted Thurs-
da y that the opinion "is arbitrary and contrary to the intent of the

---

Hurricane Service

EDITOR, BROADCASTING:

On your story on the hurricane ... WFTL-WGDR-FM, the key Liberty Network stations for South Florida were on the air with out interruption for 42 consecutive hours. We were the first stations in the area to broadcast telephone conversations with Miami, West Palm Beach, Jacksonville, and Belle Glade. We were the only stations to broadcast direct reports at intervals by the manager of the tele-
phone company and the Florida Power & Light Co., and, in addition, frequent reports from disaster headquarters of the Red Cross and also reports from the City Man-
ger.

Two days after the hurricane, Anouncer Harry Burge broadcast an hour and fifteen minutes on be-
half of the Salvation Army and received $500 in pledges to a large quantity of clothes and furniture which were dispatched to disaster victims at once.

R. L. Bowles
General Manager
WFTL-WGDR-FM
Fort Lauderdale, Fla.

Timing Off

EDITOR, BROADCASTING:

... In the Oct. 16 issue ... you report one thing which fails to jibe with either the time ele-
ment or my own recollections on the event: Namely, the first station to broadcast a report on the Lind-
bergh kidnapping of 1932.

You credit WOR [New York] with this accomplishment at the hour of 11:35 a.m. If you meant to say the instant in the morning, then I withdraw this comment. But if a.m. is correct, then WOR was cer-
tainly many hours behind the event itself and was more than five hours behind the first radio an-
ouncement I heard on the kidnapping.

I recall quite vividly that Old Man Henderson of KWHK Shreve-
port, signed on at 5 a.m. (CST), March 2, with one of his no-holds-
law," will appear before the next ses-
sion of the state legislature in January to seek an amendment to Sec. 348.01, which covers lotteries.

He wants to get "exemption from prosecution for any ordinarily ac-
cepted forms of advertising and sales promotion involving prize awards or samples."

WTMJ-TV also removed Jackpot Quiz, mentioned in the opinion spe-
cifically, and two other shows also cited, which had been aired by WTMJ-TV and WMIL, were can-
celled before the opinion was given.

---

Two Schools of Readers

EDITOR, BROADCASTING: 

... One or two students in every class grab BROADCASTING and hurriedly shuffle pages for your "Help Wanted" section.

Others (a majority) read BROADCASTING from cover to cover. These make our best students—and best representatives in the industry up-
on graduation.

Elbert Halling
Instructor
Institute of Radio Broad-
casting
Dallas

Ford to WOR

Milton Q. Ford, WDWC Wash-
ington disc jockey, and his famous talking parrot, "Richard," on Nov. 14, start a one-hour a week record s h o w on WOR New York under sponsor"ship of Olympic Television Corp., and Dynamic Stores Inc., retail radio a n d television dealers in N e w York. In its an-
nouncement yester-
day (Oct. 29), WDWC stated that Mr. Ford would be on loan to WOR and would continue to air his daily two-hour morning show in Washington.

WHBU to CBS

WHBU Anderson, Ind., joined CBS yesterday, Oct. 29, bringing the total number of CBS affiliates to 194. Under a former ABC affiliate which operates with 250 w on 1340 ke and is owned by the Anderson Broadcast-
casting Corp. John R. Atkinson is general manager of the station.

WWDW Washington presented Treas-
ury Dept.'s "Award of Merit" for co-
operation with Bonds program.

FCC Stiffens Policy

FCC's stiffening policy toward re-
quests from stations wanting to cease operations "for prolonged periods," was evidenced again last week in a letter telling WOPT-
AM-FM Oswego, N. Y., to return to the air within 30 days or give up its licenses.

The Commission said WOPT-
AM-FM, owned by the Palladium Times, "has been silent since Sept.
17, 1950, without authorization in violation of the Commission's Rules and Regulations. This matter is not being further pur-
sued at this time but will be con-
sidered in connection with any future applications for licenses or for renewal of licenses filed by the Palladium Times Inc."

Three other requests for author-
ized silence were approved. KPHC Walsenburg, Colo., was granted "additional time to remain silent to Dec. 1, 1950;" KIND Independence, Kan., received "author-
ty to remain silent for a period of 30 days, in order to effect a financial reorganization;" and KSTV Stephenville, Tex., "granted extension of authority to remain silent for a period of 45 days from Sept. 20, subject to con-
tinued lighting of the antenna in accordance with Sec. 3.45 (c) of the Rules."

FCC's letter to WOPT-AM-FM, authorized Monday, was in answer to a Sept. 5 request for authority to keep the station silent on grounds that "it is financially impractical to resume regular oper-
a tions and in order to effect a reor-
ganization or sale of these sta-
tions," the Commission explained.
NAB DISTRICT 6 URGES INDUSTRY SALES DRIVE

NAB DISTRICT 6, at New Orleans meeting, adopted resolution Friday calling on NAB to take immediate steps to collect facts on radio's dominance as advertising medium (see AM Committee story page 22).

District pointed to tremendous increase in set ownership in last decade and said nobody in radio has ever told medium's story adequately. Proposed study would show rapid growth of radio and expansion of its influence. Then NAB would acquaint public and advertisers with facts about medium.

District 6 had NAB board place strong-cut possible emphasis on radio's dominance as advertising medium in connection with programming of 1961 industry convention, to be held in Chicago in mid-April.

Separation of Broadcast Advertising Bureau from NAB, as provided by board action last summer, was endorsed. District 6 adopted resolution endorsing regime of President Justin Miller and NAB management; advised needed support of government projects; approved plans for association membership drive; praised work of Director Harold Whelahan, WSMB New Orleans, on behalf of district.

Don Petty, NAB general counsel, reported on goings-on in New York and warned them "constant threat." He suggested stations keep legislatures and city councils advised on subject and reviewed Hawaiian, New Mexico and Little Rock.

Other speakers at two-day meeting included Robert Burton, BMI; Ralph W. Hardy, Judge Miller, Richard P. Doherty of NAB staff. Robert D. Sweeney, WDSU New Orleans, chairman of NAB board, BAB Committee, discussed plans for expanded BAB and radio sales promotion.

Members of resolutions committee were F. C. Sowell, WLAC Nashville, chairman; Wylie Harris, WNOX Memphis, and Mr. Sweeney. Hoyt B. Wooten, WREC Memphis, told meeting Voice of America is taking beating in Europe, citing engineering difficulties. Lee Hart, assistant director of BAB, and Charles A. Batson, NAB TV director, on Friday agenda.

Reported registration of 101 reported by Director Whelahan.

COTTON DENIES CHARGES

FCC General Counsel Benedict P. Cotton late Friday issued strongly worded statement denying charges that he and other FCC personnel destroyed or suppressed "primary evidence" in FCC case involving news policies of WDAR (see Broadcasting, Oct. 23).

Mr. Cotton noted FCC Examiner James D. Cunningham denied motion made by Mr. Fulton on basis of his charges, and also "struck Mr. Fulton's attack from the record." Mr. Cotton concluded:

"Mr. Fulton has ignored the demands which I have heretofore made upon him for retraction. In view of the pendency of these proceedings, whatever further action is called for in this matter, must await the conclusion of the case.

Page 82 • October 30, 1950

TV SET PRODUCTION OVER 200,000 WEEKLY

PRODUCTION of TV sets passed 200,000-per-week mark for first time during second week in October, according to industrywide estimate by Radio-Television Mfrs. Assn. Output for first week in October was 183,031 TV sets. Radio set output totaled 352,651 for second week in October compared to 333,171 for first week.

In monthly compilation of RTMA membership company production for August, association found TV production totaled 557,526 sets. Total radio production of RTMA members was 911,398 sets in August, of which 208,902 were auto radios.

August member production included 112,805 FM and FM-AM radio sets with average 54,306 TV sets containing FM reception, a total of 107,111 FM tuning circuits for the month.

For second consecutive month sales of radio receiving tubes set new alltime record in September, RTMA reported, totaling 37,031,373 compared to 36,269,435 in August, previous record. Tube sales for first nine months of 1960 totaled 264,804,746 units.

CHARLES HOLBROOK

CHARLES HOLBROOK, 49, president and general manager of WMUO Berlin, N. H., died early Oct. 27 of heart attack after long illness in St. Louis Hospital, Berlin. Graduate of Dartmouth, Mr. Holbrook was former member of ABC sales department and had been with McGraw-Hill. In 1946 he founded WMUO. Mr. Holbrook lived in Shelburne, N. H. Surviving are his wife, former Helen Finch, and one son, John. Services being held today (Monday) at the Woodlawn Cemetery Chapel, Pelham, N. Y.

TAX BENEFIT PROCEDURE

ELECTRONICS manufacturers who seek federal tax benefits when expanding facilities for defense production may obtain application forms and procedures from Dept. of Commerce, Room 5005, Washington 25, D. C. or department field offices, W. Stuart Symington, chairman, National Security Resources Board, announced Friday. Requests for authority to amortize "emergency" facilities over five-year period (such as during World War II) must be filed with board. Forms to be signed appropriate agency and returned to NSRB for review and declation by Mr. Symington, who is "certifying authority" (see story page 19).

SARNOFF HEADS DRIVE

BRIG. GEN. David Sarnoff, chairman of board, RCA, has accepted post of 1961 Red Cross Fund Campaign chairman, it was announced Friday by Gen. George C. Marshall, Red Cross president. Gen. Marshall acted as chairman of the campaign last year but said he needed help this year because of press of other duties. He named Gen. Sarnoff "right man for job." In accepting Gen. Sarnoff stated he felt it was "privilege to serve."

Closed Circuit (Continued from page 4)

ards. Black-and-white print also made of each film so it can be used either in color or monochrome.

A. B. SCHICKMANN, who last week joined executive staff of Crowe-Cotner, was offered positions by two major networks, as well as with several agencies and public relations organizations.

ROOM FOR 6,000 TV STATIONS IN UHF BAND CLAIMED

SUPERIOR interference-free UHF television broadcasting could be made possible in all possible classes through use of new "fold-in" allocation technique—seen as eventual reality by Dana A. Griffin, president of Communications Measurements Lab., New York, at Thursday session of FCC's TV allocation hearing (see early story page 57).

He urged newer non-compatible technologies be considered in UHF, which at most efficient use of 6 mc channels, including better definition color, stereo, and new allocation of VHF radio-to-cut oscillator radiation and other interference; eliminate windmills contending methods and reduce adjacent channel problem; reduce costs by substituting tolerances at both transmitter and receiver.

Sardisco, president of Sardisco, Inc., offered effecting proper intermediate frequency to unwanted signals occur in suppressed sidebands of desired channel—opposed use of UHF.

UHF intermodulation to reduce need for expensive "separation devices"—called "VHF channel" to contain the seeds of self destruction in our largest cities" because of its interference and other weaknesses.

Donald Fink, chairman, Joint Technical Advisory Committee, summarized allocation portion of JTAC's 4 1/2 hour hearing last fall. Report generally calls for UHF allocation according to wishes of broadcasters themselves, cropping new system continuous operation of RTMA, offered detailed summary concluding that in current plan "funds set aside for use in each community of '000 population or more, and are no more "fair" than present allocation. It demands a minimum number of UHF and VHF choices in "considerably in excess of" that proposed by FCC. NTSC opposed intermodulation.

Meanwhile, National Assn. of Educational Broadcasters and associated groups Friday asked FCC to set conditions for testing on plans for reservation of UHF TV channels for educational stations. Time is needed to prepare case, it said.

RCA EARNINGS INCREASED

NET profit of RCA in third quarter of 1950 amounted to $12,422,994, increase of $5,448,856 over same period in 1949. Earnings, after taxes, were equivalent to 84¢ per share of common stock as compared with 23¢ in 1949. Gross income for third quarter amounted to $41,967,033 as compared with $35,416,679 for same quarter of 1949. Nine-month gross was $395,741,391 compared to $275,673,666 in 1949. Net profit after all charges and taxes was $33,488,687 as against $14,905,186 for 1949, increase of $18,583,501. Earnings applicable to common stock for nine months amounted to $2.24 compared to $0.54 for 1949.

WDAR SAVANNAH SOLD

SALE of WDAR Savannah (1400 kc, 250 w, ABC affiliate) by A. C. Neff and M. K. Clark for $65,250 to H. Blair Minick, New York air firm of B. Minick & Co., was announced Friday, subject to customary FCC approval. Mr. Minick owns Skytrade Inc., cargo carrier line. His wife is Savannah native. Messrs. Neff and Clark, Savannah residents since 1939, plan to invest equal sum in Savannah real estate.

Transaction handled through Blackburn-Hamilton Co.
15 half-hours weekly on WLW Television

Mr. George Henderson
Television Station WLW-C
3105 Olentangy River Road
Columbus 2, Ohio

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels" under way.

You know, thinking the matter over, less than a year has elapsed since we first started televising on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Time at Moore's" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user; but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,
MOORE'S
William S. Moore

For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.
For your most effective "television savings plan" look to scientists at RCA Laboratories, whose long-range program of planned research has helped bring the finest home receivers within the reach of millions of families.

For example: by research into simplified circuits and electron tubes—where one tube may do the work of 3—these scientists pointed the way to simplified assembly of better receivers ... and the savings were passed on to you! Their research led to the Filterglass faceplates used on all RCA Victor home receivers at no extra cost. Their pioneering showed how to cut the cost of phosphors—by adoption of modern mass production methods—from about $300 a pound to less than $30!

Through their long-range program of planned research, RCA scientists and engineers have helped television grow from an infant industry to one of our ten largest consumer goods industries, and in barely 4 years have helped it become part of the daily lives of over 25 million people.

To see the latest wonders of radio, television, and electronic science, visit RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.

Benefit by RCA's planned research. See the 1950 RCA Victor home television receivers—now better than ever... and selling at lower cost.