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You get a lot for a little*

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

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE
COW BELLS ring... and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have paid to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
It takes local selling at the receiving end—

YANKEE does that for you in 29 local markets....

Turning wheels of fast freights and trailer trucks move hundreds of thousands of tons of merchandise into New England markets daily. Wheels of consumer cars, millions of them, roll this never ending flow of merchandise to its final destination — New England homes.

In this continuous flow of merchandise, Yankee home-town stations are an important daily sales factor.

They make up the vital local links in the media list which are most important to the local dealer.

For there is nothing like local advertising to drive home the final sales message — and nothing like the dealer's own home-town station to carry the message to his customers.

When you multiply this local selling by 29 you have a powerful influence to keep goods moving throughout New England.

For the most complete coverage of 29 markets in these six states, with local effectiveness everywhere, the only choice is Yankee's 29 home-town stations. They blanket the New England market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
PRODUCTION SCHEDULES are being announced by NBC in New York for the immediate broadcasting schedule. First in line is the program,"The World of Tomorrow, A Conference of the Mind". This program is planned for noon Thursday on NBC, in six parts, with a presentation in each. The featured speakers will include Norman Rosten, Daniel Schorr, and Willard electrician. The program will be a study of the future and its implications for the electronics industry, with a particular emphasis on the role of television in the future. The program will be presented live from New York City and broadcast to the nation.
34.4% MORE ‘SPOT’ ADVERTISERS BOUGHT TIME ON KSD IN SEPTEMBER, 1950 THAN IN SEPTEMBER, 1949

KSD’s Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.
He hauled a lumberman out of the woods

The woods included pine, oak, fir, and redwood—and the board feet went into a lot of Sioux City tepees. While truck-driving is one of his less significant talents, emptying trucks for sponsors is an important corollary of his salesmanship.

As Mr. E. S. Gaynor, president of the E. S. Gaynor Lumber Co., wrote to KTRI, both of Sioux City, Iowa: "It is with pleasure that we renew our contract for the Fulton Lewis, Jr. program. When we first signed for the program (Feb., 1950) we had just completed the largest year in our 39 years. Increases in 1950 (over '49): Feb. 17%, March 9¾%, April 40%, May 12%, June 52%, July 134%. January, the month before our sponsorship, showed a 22% loss. "We were told that the program would do this very thing, but the results are far greater than expected. Besides, we feel that Mr. Lewis is doing a wonderful job of selling America to Americans."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
They’re no longer too young or too old!

Some time ago, when Grandpa passed middle age, he reluctantly yielded to the doctrine of the day that it was “time to start cutting down on meat.”

Nowadays, Gramp’s doctor, enlightened by the recent findings about protein, tells him to get a new set of uppers so he can tie into those roasts and chops.

On the other end of the age scale, very young babies are now being given healthy servings of suitably prepared meats along with their strained spinach and other foods. Although meat for babies was once unthought of, it’s the accepted thing today. Babies go for it, thrive on it.

Result—millions of youngsters and millions of oldsters, once excluded from the market for meat by fallacious dietary theories, are now in there pitching with their table tools.

So, when you see the statistics that show meat packing companies to be processing enough meat to allow every person several pounds more than they got back in the nineteen twenties and thirties, please remember this: There are a lot more people these days who are eating it instead of standing on the sidelines drooling at it.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
Of all the
to tell people
the most effective
devices men have used
what they have to sell,
is the microphone...

And this one reaches them today
at lower cost than any other advertising medium,
or any other microphone.
Korea is more than a distant fighting area to Gerald Angier Vernon, network television sales manager at ABC's Central Division. Jerry was born there in a mud hut at Unan Kinko, 100 miles from the Manchurian border.

The hut was the best housing to be had, even by his father, a mining engineer, and his mother, a French concert pianist. She had imported a piano, but it was continually out of tune because of the dampness. His parents, both exhaustive travelers, continued to take advantage of their mutual wanderlust and journeyed from Korea to Switzerland and Mexico via Wyoming.

Jerry didn't speak English until he was 10 years old, when the family moved to Newport, R.I. He entered school there for the first time, as he had learned from tutors in Lausanne, Switzerland, and Mexico City. After six months in Newport, the Vernons moved to Allendale, N.J., and a staid insurance job for father. The reason: Heavy personal investments in oil, resulting in his "going the way of all oil investors."

Young Jerry whipped through elementary and high school in Allendale, running through the summers as a beach lifeguard. In high school, even though he didn't know exactly what career he wanted, he knew it had to involve contacts with people. A partial path to this basic requirement was found at college—Colgate U. Hamilton, N. Y.—where he majored in psychology.

He chose Colgate because it was small ("I could get to know a lot of people well"), was in an area which had cold winters ("I still like to ski"), had a good football team and a fine psychology department. As a psych major, Jerry worked as a guinea pig for Dr. Donald A. Laird, author of many articles and books on the effects of food and emotional disturbances on sleep, and was soon writing academic papers on the subject himself.

In his experiments, Jerry was called on to live his regular campus life, except for (1) a rigidly controlled diet and (2) sleep in a laboratory bed for observation. He discovered one thing for sure—I'm a Type B sleeper; that's the kind that hates to get up in the morning."

Before he was graduated in 1937, (Continued on page 78)
A Natural
For Your Next
SPOT Campaign

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N. Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it's heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M. Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M. Monday through Saturday: 6:20 to 6:30 P.M. Monday through Friday.

Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M., Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

Ask your nearest HOLLINGERBY representative.

WHAM

The Stromberg-Carlson Station

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

November 6, 1950 • Page 11
**new business**

V.

LA ROSA & SONS, Brooklyn, renewed for third consecutive year its half-hour, five-times-weekly show, Hollywood Theatre of Stars, C. P. MacGregor transcribed program on more than 14 stations on eastern seaboard. C. P. MacGregor is show's m.c. Agency: Kiesselwetter, Wetterau & Baker, N. Y.

BURNHAM & MORRILL Co. (processed baked beans, brown bread, sea foods, vegetables and special foods), Portland, Me., appoints BBDO, N. Y. Radio-TV will be used.

BUNTE BROS., Chicago, will sponsor one-minute spots in every TV market during pre-holiday season. Agency: Schoenfeld, Huber & Green, Chicago.

LEVER BROS. Ltd., Toronto (Surf), starts audience participation show Let's Start An Argument on number of Canadian stations five times weekly. Agency: J. Walter Thompson Co., Toronto.

CHEMICALS Inc., Oakland (packager Vano products), through Sidney Garfield & Assoc., S. F., launches extensive campaign in Northern California. Radio and TV will be used.

JOHN A. HUSTON Co., Toronto (Dolcin tablets), starts spot announcements on 17 Canadian stations. Agency: Victor van der Linde Co., N. Y.

ESSO STANDARD OIL Co. using special commercials on Red Barber's football telecasts and on Esso Reporter newscast on radio for new anti-stalling gasoline.

KOTCHER OLDSMOBILE Co., Detroit, names Broadcast Productions Inc., same city, to direct advertising and promotion. Pat Howe, account executive, to handle buying radio-TV spots.

McALPINE Co., Cincinnati (department store), names Robert Acomb Inc., Cincinnati, to handle production and promotion of new television show Express to Five. Show will be filmed in store's tea room on Mon. and shown following Sun. over WKRC-TV Cincinnati.

BILLY GRAHAM Evangelistic Foundation Inc. sponsors Hour of Decision with Billy Graham, over ABC Sunday, 2-2:30 p.m., beginning Nov. 5. Agency: Walter F. Bennett & Co., Chicago.

MILES CALIFORNIA Co., L.A. (Alka-Seltzer), renews Alka-Seltzer Newspaper of the Air on full Don Lee network twice daily, Sun.-Fri. (10-10:15 a.m. PST; 9:3-9:15 p.m. PST) effective Jan. 1 for two years. Agency: Wade Adv., L.A.


GOWNS BY VENERA Inc., N. Y., appoints I. R. Stempel Adv., same city, to direct advertising. Seasonal TV spots planned.

EMEROL Mfg. Co., N. Y., appoints Williams & Saylor Inc., same city, for Marvel lubricating oils and Inverse Oil for automobiles. TV will be used. Joseph P. Quin Jr. is account executive.

INGERSOLL STEEL division Borg-Warner Corp., Chicago, names Fuller & Smith & Ross, Chicago, to direct national advertising on Kool-shade storm shade. Media plans now being made.


(Continued on page 50)
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

Covering a market—like fighting a fire—calls for adequate equipment. Especially if it's the big Beeline market—all of inland California plus western Nevada—with more people and higher total retail sales than Philadelphia.*

For that job you must have on-the-spot stations ... the five BEELINE stations. Because Beeline people are independent inlanders who naturally prefer their own stations to outside stations.

Use all five BEELINE stations to blanket the entire 3-billion-dollar market. Individually, each covers a major Beeline trading area. No line costs or clearance problems. Combination rates.

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton—the trading center for nation's 4th wealthiest farm county. Serves 69,000 radio families in 2-county radius—an area where population has increased 46.9% since 1940!

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA  PAUL H. RAYMER CO., National Representative

<table>
<thead>
<tr>
<th>KFBK</th>
<th>KOH</th>
<th>KERN</th>
<th>KWG</th>
<th>KMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento (ABC)</td>
<td>Reno (NBC)</td>
<td>Bakersfield (CBS)</td>
<td>Stockton (ABC)</td>
<td>Fresno (NBC)</td>
</tr>
<tr>
<td>50,000 watts 1530 kc.</td>
<td>5000 watts, day; 1000 watts, night 630 kc.</td>
<td>1000 watts 1410 kc.</td>
<td>250 watts 1230 kc.</td>
<td>5000 watts 580 kc.</td>
</tr>
</tbody>
</table>
South's Greatest Salesman
Leads 'Em Right to Your Dealers

HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.
His Displays Blaze
The Trail to Products

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.

50,000 Watts * Clear Channel * CBS Affiliate
Department of Loyola University * Represented Nationally by The Katz Agency
feature of the week

WLS CHICAGO'S International Square Dance Festival the night of Oct. 28 in the huge Chicago Stadium broke all past records of the station's promotion department. The idea for a mass square dance with hundreds of dancers from all parts of the country participating was conceived about eight months ago, and an executive planning committee headed by John Drake, WLS promotion director, began serious work on the project six months ago.

The results far exceeded the most optimistic expectations. More than 600 dancers from 15 states and Canada appeared before a crowd of 11,000 in the stadium. Of these, almost 10,000 were paid admissions. Square dance leaders and callers from 22 states attended a morning institute to discuss "New Dancita" (a tendency to invent new square dances and calls), the place of the round dance as part of a square dance party, the difference between folk dance groups and square dance groups, and the possibility of a national square dance association.

WLS, in addition to gaining its WLS General Manager Glenn Snyder (l) beams about public response to the station's sponsorship of the first International Square Dance Festival. With him are Walter Roy, recreation director of the Chicago Park District and festival chairman, and James E. Edwards (r), president of Prairie Farmer and WLS.

WLS, in addition to gaining its goal of fostering square dancing as a wholesome and healthful activity which benefits the community (Continued on page 81)

strictly business

O NE of the most important sales that Bill Weldon, president of Blair-TV Inc., ever made, early in his radio career, was also probably the least profitable for himself.

Back in the middle '30s, when radio was just beginning to come into its own, as a local salesman for WOR New York, Bill sold American Tobacco a test run of the Kay Kyser program on WOR for Full Mall. An alert Mutual salesman saw the order come through, ran quickly to the agency and had a station in Binghamton added, which converted the deal into a Mutual sale, and Bill lost all the commission. To a nature as competitive as Bill Weldon's, the incident rankled and still does, although he has brought off many a similar coup himself.

Shortly before his defection from radio and complete conversion to television, Bill sold a quarter-million-dollar package on an important regional network, and had the business on the air and running before the competitive network even knew the account was contemplating an expenditure in the area. This remains one of his favorite

WILLIAM H. WELDON recollections.

William H. Weldon (the meaning of the "H" could not be elicited) has a penchant for starting early with tough deals and carrying them through to success. He was graduated from Lafayette College, Easton, Pa., in the depression year of 1931 and spent several fruitful years learning merchandising by (Continued on page 50)
...out of the storm-tossed dark comes the comforting voice of an old friend bringing human companionship, to banish terror, restore calm to frightened hearts...
Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

PROVED FOR 3 YEARS!...

RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) says: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This low-priced 1/2-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

---

open mike

Still at Toni
EDITOR, Broadcasting:


PS—Toni has Godfrey.

Don P. Nathanson
Director of Advertising & Toni Co.
Chicago, Ill.

[EDITOR'S NOTE: Our apologies for identifying Mr. Nathanson with Tintair in the CLOSED CIRCUIT. While Tintair cites a Mr. Nathanson in its sales department he is not Mr. Don P.]

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Likes 'Help Wanted'
EDITOR, Broadcasting:

Congratulations on your entire editorial page in current issue and particular thanks for "Help Wanted." Would like very much to have comments and recommendations.

Robert D. Sweeney
General Manager
WDSU New Orleans, La.

[EDITOR'S NOTE: Any nominations?]

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Answers Sherlock
EDITOR, Broadcasting:

The letter of Mr. Lewis Sherlock of Plainview, Tex., in the Oct. 23, 'Open Mike' did not state what connection Mr. Sherlock has with a radio station.

It is very evident that Mr. Sherlock thinks first class licensed engineers are hanging from trees. He should come up here in the Midwest.

Regarding Mr. Sherlock's "baby sitters," we did very well with them during the last war—I was one of the "baby sitters" myself.

William F. Tedrick
General Manager
KNEM Nevada, Mo.

---

Example of 'Bungling'
EDITOR, Broadcasting:

Relative to the editorial, "ANA Post-Mortem." [Broadcasting, Oct. 23], here is a typical example of bungling by the self-centered top brass supposedly being paid to represent radio.

G. Norman Penwell
Manager
KBNN Boise, Mont.

---

Eyes TV Summary
EDITOR, Broadcasting:

Send ... us ... a subscription form ... We are particularly interested in your weekly television summary of the number of television receivers in each of the 62 television cities.

Gene J. Dorman
U. S. Steel Corp. of Delaware
Pittsburgh

---

Need More News
EDITOR, Broadcasting:

Let me make a plea for more news in radio stations. Station WRUN Utica, N. Y., has an organized and active news department. ... WRUN is newspaper owned, with the Rome Daily Sentinel as parent, but it has its own news department. ... While the newspaper was on the scene [of a recent local train wreck] with photographers and reporters, WRUN joined them in the early hours, 3 a.m., with a tape recorder, complete with crew.

The station went on the air with the news, ... its programming included not only the story, but also tape-recorded interviews with eight of the passengers and rescuers. ... Another, more tragic example ... was the crash-up of a Robinon Airlines plane just after take-off from the Oneida County Airport in Utica New York. The WRUN tape-recorder, manned by Announcer Ralph Al linger and Engineer Charles Fuchs, was on the scene before the crowds of curious who had choked the highways. ... Program Manager Nick Stemmle latched onto airline officials at the airport and had the passenger list before any of the opposition.

In short, if radio is to take news seriously, and to ignore local and regional news is to cut off a portion of radio's life-blood, the ideal goal is a news department for every radio station.

Kern Thorye
News Editor
WRUN Utica, N. Y.

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OUR SINCERE THANKS

to the many, many subscribers who took time out to congratulate us on the beginning of our 20th year. Space limitations preclude the publication of all these thoughtful letters, so abundant in their praise. We take this means of thanking those who sent messages to us, and of expressing appreciation to all of our subscribers for making these past two decades so exciting, and successful.
The Blushing Fox
(with Aesopologies)

Once upon a time a Fox (one of the New England Foxes) approached a Rooster perched in a tree.

"Come on down," said the Fox.
"There has been a proclamation of peace and harmony among all Birds and Beasts. Let's talk it over."

But the Rooster, a skeptic from comb to spur, demurred.
"Let's wait," he clucked, "until we're joined by that pack of Hounds I see on the horizon."

"Hounds!" hissed the Fox. "Zounds, but I just remembered a previous appointment. I must leave."

"But," replied the Rooster, "surely you're not afraid of Dogs in these new days of peace and harmony."

"No, no," said the Fox, "but it's ten to one they haven't heard of the proclamation yet."

"You should have spread the word," chortled the Rooster, "on WBZ." And the Fox blushed at his ineptness in forgetting that on WBZ he could have reached practically every creature in New England, including 7,736,700 Human Beings who will have spent $9,711,367,000 in 1950.

WBZ
BOSTON
NBC AFFILIATE
50,000 Watts
RCA TAPE RECORDER Type RT-11A

50 to 15,000 c.p.s. (=2 db) at 15 in/sec
50 to 7,500 c.p.s. (=2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—with synchronous capstan
- Smooth tape runs—via sapphire guides
- Automatic tape lift for fast "forwards" and rewinds
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital controls
- 3 heads—Erase—Record—Playback
This is the world’s foremost professional tape recorder, the one recorder that has everything—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run.

And with synchronizing equipment . . . for which provision is made . . . timing can be held to 0.3 second on any length program!

Many more important features, too.

Self-centering “snap-on” hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or “spill” the tape. “Microswitch” control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts free and clear of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.
FIVE MEN with a SINGLE thought

SELLING — and selling better and more station business than anyone else in the rep field—is the single thought of these five owner-salesmen who head up the new, expanded H-R Representatives, Inc. All are successful radio-TV sales experts of nationwide reputation, backed by a competent sales staff operating from completely equipped offices in all major time-buying centers.

Combined, they make H-R Representatives, Inc., the most aggressive station representative group ever assembled. Throughout the field of advertising agencies and advertisers, the names of Frank Headley, Dwight Reed and Paul Weeks have been known and respected for many years. Now, teaming up with them, are the equally well-known names of Frank Pellegrin and Carlin French, also long-standing radio-TV veterans.

The new H-R Representatives, Inc., is unique. Every one of its owners is a working salesman . . . anxious to get out and visit, talk with — and sell — the prospects of stations his firm represents. The result is the most powerful combination of executive sales talent geared together today in a single station representation group.

If you’d like to be represented by an organization that believes in sending out a man to do a man’s work—then you are cordially invited to contact our nearest office.

H-R REPRESENTATIVES, INC.
RADIO, TELEVISION AND TRANSIT RADIO
NEW YORK • Chrysler Building • Murray Hill 3-9324
CHICAGO • 35 East Wacker Drive • Randolph 6-0113
SAN FRANCISCO • 814 California St. • EXbrook 2-3407
LOS ANGELES • (to be announced)
ATLANTA • (to be announced)

Page 22 • November 6, 1950
ROAD AHEAD FOR SPONSORS?

TELEVISION was the top headliner at the annual conference of the American Ass'n of Advertising Agencies, held Tuesday and Wednesday at New York's Roosevelt Hotel. J. Davis Danforth, executive vice president of BBDO, was chairman of the two-day conference, built around the general theme of what lies ahead for advertising and for advertising people in this emergency period.

Just as television has invaded and pervaded the 1950 advertising scene, so this dynamic new medium stole the spotlight not only at the radio and TV production session on Tuesday afternoon and the timebuying session the following morning but at most of the other sessions as well. Fletcher D. Richards of Fletcher D. Richards Inc., chairman of the closed management session, reported that even this meeting of top agency management devoted most of its time to a discussion of TV costs, reaching general agreement that unless some way is found to reduce the extra costs involved in video advertising, the agencies will have to ask for extra fees from their clients using this medium. And at the final conference session fully half of the questions submitted dealt with some phase of television.

Radio Not Forgotten

While overshadowed by its glamorous new relative, radio was far from forgotten at the conference and ABC Vice Chairman Mark Woods received enthusiastic approval from the agency group when he said: "I am firmly convinced that radio has a place—and an important one—in the world of tomorrow, despite the reiterated announcements of its demise at the hands of television."

This view also was expressed by the panel on timebuying, whose chairman, Linnea Nelson, J. Walter Thompson Co., stated that "radio is here to stay as long as it pays off for the advertisers."

Frank Silverman, BBDO, added: "No new medium, however powerful, has ever put any other advertising medium out of business." The other panel members and the audience indicated complete approval.

A plea for standardization of chain breaks was made by R. H. Groozer Jr., Campbell-Ewald Co., who noted that some stations allow 15 seconds for them, some 20 seconds and some 25 seconds, trebling the job of producing chain break announcements for a national campaign. He also asked broadcasters to adopt a standard discount system, including the 2% cash discount, but quickly added that standardization for ease in handling radio advertising should not be carried to the point where flexibility would be lost. Miss Nelson said timebuyers should constantly press their demands for standardization of radio practices, reporting that years of agency pressure had reduced the number of different station rate cards from about 20 to only five today and noting that television has started with only five different types of cards.

BASEBALL OUTLOOK

APPARENT drop in 1950 baseball receipts may become the 1951 summer spectacle for broadcasters, who received an estimated record outlay of $20 million-plus from sponsors last season. Reports from the baseball world show a revival of anti-television sentiment in the major leagues and resounding radio antagonism in the minors.

Top developments are the following:

- Lead in the minor leagues by the National Ass'n. to pare the number of major league broadcasts where they enter areas in which minor league clubs operate.
- Rebuttal by Gordon McLendon, president of Liberty Broadcasting System, cited by the association as a contributor to declining attendance.
- Decision by the Boston Braves, National League club, to cut telecasts of night home game next season from 39 to 14, asserting TV has hurt the club's box office at night when weather is adverse.
- Two top executives of the National Ass'n. are carrying the fight against nationwide major league broadcasting—President George M. Trautman and Bob Finch, director of public relations. Mr. Finch, as a result of his survey made of minor league club owners, that such broadcasts were to blame for an estimated 8 million drop in minor league attendance in the 1950 season.

Cites LBS and MBS

Specifically named by Mr. Finch were LBS (for its widespread retransmission of major league broadcasts) and Mutual (for extensive coverage throughout the country of major league play).

Last Wednesday, Mr. Trautman carried this message to baseball's inner high council, meeting behind closed doors at the Cincinnati office of A. B. Chandler, baseball commissioner. Mr. Trautman complained of the major league broadcast problem to the minor-league Executives Council. He added that as yet, it couldn't be determined just how much of the attendance slump could be attributed to television. Mr. Finch, however, left TV out of his blast.

The council, after hearing the assertions, failed to come to any conclusion, tabling further action. When the subject will come up again is moot. However, a joint meeting of the 16 major league club officials is set for Nov. 16 in Cincinnati. At that time, the clubs probably will confer on disposition of the $800,000 received for this fall's World Series TV rights.

Members of the council, which (Continued on page 38)
CASSIDY NAMED
To Succeed Bill Brooks

HENRY C. CASSIDY, NBC director of European news, was appointed last week to succeed William F. Brooks as director of the network's radio and special events department.

Mr. Brooks was recently elevated to the post of vice president in charge of public relations. New's chiefs of radio and television will report to him.

Mr. Cassidy became director of European news in March 1946. He joined the network as a staff correspondent in August 1945.

He had been a stringer for the network out of Moscow, where he was an Associated Press staff correspondent before joining NBC as a full-time correspondent.

Mr. Cassidy is a graduate of Harvard. He worked for the Boston Traveler from 1931 to 1933 and then joined AP in Boston. He subsequently served AP in New Haven, New York, Paris and Moscow.

In 1942, as an AM correspondent, he achieved two news beats by obtaining written interviews with Josef Stalin, the first just before the Normandy invasion and the second just after it.

FAB Meet Dec. 1-2

KEYED to a "better understanding between the press and radio," the mid-year meeting of the Florida Assn. of Broadcasters Dec. 1-2 will center on the theme of "Press and Radio," according to Garland Powell, president of FAB and director of WRUP Gainesville, Fla. Meeting will be held at the Mayflower Hotel, Jacksonville, Fla.

LOTTERY LAW

Wisconsin League To Seek Revision

LEAGUE of Wisconsin Radio Stations will meet this afternoon (Monday) in the state capital, Madison, to discuss the giveaway opinion recently given by the Attorney General's office [BROADCASTING, Oct. 20, 23] and to take some kind of positive action. Meeting, called by President Ben Laird, manager of WDUZ Green Bay, follows an emergency session held in Madison Oct. 28.

At that time, seven board members and more than 40 league members from 22 stations discussed the effect of the giveaway opinion by Attorney General Thomas Fairfield and his assistant, William Platts, and speculated as to the possible future application of the opinion.

Because it was charged that radio giveaways are in violation of Wisconsin's tight anti-lottery laws, stations men agreed that legal action will be required for modification of the lottery law provisions. Inasmuch as the law is a section of the State's criminal code, revision could come only with passage of a state constitutional amendment.

Stations are believed to be planning some kind of definite action, and will meet today with Don Petty, general counsel of NAB. It was tentatively planned last week that the group would also see Mr. Fairchild and Mr. Platts.

Although stations are reportedly "unhappy" about the opinion, they are going along with the Attorney General's definition of a lottery until the law is clarified. WDUZ, for example, voluntarily removed Stop The Music (one of the shows questioned originally) on Oct. 29. The show will remain off the air until its status is clear, Mr. Laird said.

Because the criminal code is involved, a station could be cited for a breach and management liable to imprisonment and fine, one attorney explained. Any infringement of the code might also bring repercussions from FCC when it came time for a station's license renewal, one station man said.

KASH NAMED

Becomes R & S Media Head

EDWARD E. KASH, formerly with KDYL-TV Salt Lake City, has been appointed radio and television director of Rogers & Smith, advertising agency with offices in Chicago, Dallas and Kansas City.

Mr. Kash headquarters in Dallas, although he is handing accounts on a consulting basis for the three offices.

First account already signed and slated to be handled by the Sanger Bros. (Dallas department store) venture in a shop by television show. Sanger's entire TV budget is slated to be handled by Rogers & Smith, according to Mr. Kash.

NORAN E. KERSTA
Joins Roosevelt & Jones

NORAN E. KERSTA, who recently resigned as vice president in charge of radio and TV for the William Weintraub Advertising Agency, New York, has been appointed consultant on sales for Roosevelt & Jones Inc., New York.

Mr. Kersta, who is a former director of the NBC television department, will handle syndication of the Eleanor Roosevelt program, now on WNBC New York five days a week. He also will direct sales activities on other Roosevelt & Jones Inc. properties.

ADMIRAL SWITCH

Names Erwin, Wasey Agency

ADMIRAL Corp., Chicago, which has been considering a transfer of the radio and television portion of its account from Knudsen Agency, New York, for some time, last week named Erwin, Wasey & Co., also New York, to handle that business.

Advertising Manager Seymour Minto said the transfer will not be effective until the middle of next month, when the new agency has its plans made and ready for execution.

Admiral spends an estimated $1 million yearly on radio and TV advertising. It is currently sponsoring Lights Out on NBC-TV and Stop The Music on ABC-TV. One of the main reasons for the Knudsen cancellation is believed to be Admiral executives' dissatisfaction with Lights Out commercials.
FIGHT ANTI-RADIO BILLS

FRONTAL attack on pending federal legislation discriminating against broadcasters was demanded by NAB District 4 at its Thursday-Friday meeting, held at Williamsburg, Va.

Faced with proposals to levy a franchise tax on stations along with discriminatory excess profits taxes, District 4 members were told that NAB is laying plans to expand its government relations activity.

The perennial franchise tax idea has cropped up once and again, and NAB officials indicated they would take steps to meet this legislation.

With excess profits taxes pending in Congress, NAB will act to prevent hardship because of the industry's special post-war situation. Proposed excess tax legislation, it was pointed out, would be based on past-war experience. During this period broadcasters have faced unusually heavy expenditures because of AM plant expansion as well as FM and TV. Furthermore, AM stations that have taken the air since the war would suffer similar hardships.

Over 125 Attend

The District 4 sessions were opened Thursday morning by Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. Attendance exceeded 125.

NAB's plan to enlarge its legislative activity was divulged by William B. Ryan, NAB general manager, at the Thursday afternoon session where he made his first district meeting appearance since assuming office last spring. Mr. Ryan added that NAB is keeping up many of its departmental activities to hold the line on membership dues but at the same time is expanding such major services as Broadcast Advertising Bureau. Special fees will be charged for such services, he added, "and you can take or leave special things like BAB."

A proposed resolution involving apportionment of the membership dollar aroused considerable talk. The proposed separation of TV operations in NAB was submitted by Gilbert M. Hutchison, WBIG Greensboro, N. C., who felt AM stations should not be required to pay for activities designed to assist TV stations.

Tribute to Lucy

Tribute was paid by E. S. White -lock, WRNL Richmond, Va., to his colleague, C. T. Lucy, general manager of WRVA Richmond, on WRVA's 25th anniversary. The convention joined in paying respect to Mr. Lucy who put WRVA on the air Nov. 2, 1925. He has been with Larus & Bros., station owner, 38 years.

The convention also paid respects to John W. New, WTAR Norfolk, who is in Norfolk General Hospital taking treatment for a heart ailment.

Director Essex named a Resolutions Committee consisting of Jim Moore, WSLS Roanoke, Va., chairmen; Earl J. Gluck, WSOC Charlotte, N. C.; John Schultz, WMVA Martinsville, Va.; Joe Martin, WDSC Dillon, S. C., and Mr. Lucy. Campbell Arnoux, WTAR Norfolk, retired District 4 director, introduced NAB President Miller who outlined the association's role in the national emergency. Judge Miller recalled NAB's aggressive approach to the defense problem last summer, when the White House leaders accepted its offer of cooperation. He described defense activities following the board's August action in approving the program.

Membership has definitely started upward, Robert K. Richards, NAB public affairs director, declared in presenting the slide-film depicting association services.

He reviewed activities of each department, relating them to the actual savings they bring in station operation and the practical assistance they give management. In addition, he outlined the less publicized services such as government contacts and legislative activities.

BMI alone, Mr. Richards said, has saved stations more than enough money to operate the association for 57 years. He told stations NAB was influential in restoring the right to editorialize and reminded them it is their duty to help interpret events of the day for their listeners.

Robert Burton, BMI vice president, in discussing the copyright group's work, said that just before he took the platform he learned that an important group of ASCAP members in Canada had broken off and were demanding separate fees. It's good to have an industry-operated group for such emergencies, he suggested.

Defense Effect

Richard P. Doherty, NAB employee-employer relations director, said the flow of cash from defense orders will start soon and continue upward into the middle of 1951. Real effect of rearmament has not yet been felt, he said, but added that business in general is good in the United States. He urged stations to take a long-range look at cost control and constantly analyze budget rather than merely clip expenses occasionally.

Ways of increasing the income of FM stations were taken up at a Thursday afternoon FM clinic con-

(Continued on page 38)

ELECTION FEVER

THE EYES of radio officials will be focused on election returns tomorrow (Tuesday) with keen interest as several broadcast-concerned legislators seek to retain their seats on Capitol Hill.

And Congressional incumbents and aspirants were expected to take to the radio-TV airwaves today in 11th-hour attempts to sway the voting populace.

The cause of Democratic and GOP politicians was aided on the national level last Saturday evening by frankly partisan appeals scheduled by President Truman and Harold Stassen, respectively. Mr. Truman was scheduled to address an estimated AM-TV audience of 66% million, including 65% million televisioners.

Earlier, William Boyle Jr., chairman of the Democratic National Committee, and various cabinet and Senatorial members threw their radio-active support behind administration lines, while their less fortunate GOP brethren were scraping the financial barrel at city levels to raise radio-TV funds [BROADCASTING, Oct. 30, 23].

Key senatorial contests involving broadcast-minded legislators are those touching on the political fate of Sen. Charles Tobey (R.-N. H.), acid-tongued critic of FCC and anti-monopoly crusader; Sen. Homer Capehart (R.-Ind.), former owner of a radio manufacturing firm bearing his name and now active in a commercial photograph-producing firm; and Sen. Warren Magnuson (D.-Wash.). All are members of the Senate Interstate & Foreign Commerce Committee.

Double all eyes will be focused on the Ohio race where Sen. Robert

(Continued on page 39)

Mounts on Radio, TV
WITH A couple of deviations, leading news commentators last Wednesday treated the shooting at Blair House as a straight news story, without attempting cosmic interpretations.

Three of five commentators heard for this review that evening—Lowell Thomas, Elmer Davis and Gabriel Heatter—based their reports on wire service stories which, by the time the commentators went on the air, had the main facts of the shooting in hand.

Fulton Lewis Jr. augmented the wire news with an interview of a witness to the affair. Edward R. Murrow turned over part of his program to Charles Collingwood, CBS Washington correspondent, who personally covered the shooting and whose report was easily the most complete and best organized of the lot.

Among all the reports on the five programs only Mr. Collingwood's included the homey but interesting information that the President had been napping in his underwear.

Messrs. Heatter and Lewis supplemented their descriptions of the shooting with allusions to other presidential attacks and assassinations. A minor discrepancy arose between these two historians, Mr. Lewis saying that Theodore Roosevelt's life was saved when an assailant's bullet was deflected by his eyeglasses and Mr. Heatter reporting that the bullet struck a speech manuscript in Mr. Roosevelt's pocket. History was on neither Mr. Lewis nor Mr. Heatter's side. The fact is that the bullet struck a speech manuscript and an eyeglass case in the onetime President's pocket.

Mr. Heatter's High Praises

Mr. Heatter, of all the commentators, strayed farthest from the main story. The fact that the President continued with his schedule after one attacker was in the morgue and the other under guard in a hospital struck Mr. Heatter as an act of incomparable bravery. While lauding Mr. Truman's courages, Mr. Heatter also pointed out that Mr. Truman was a man who loved his mother, a devotion which, although commendable, seemed somewhat remote from the Puerto Ricans on the Blair House steps.

None of the commentators occupied his entire air time with the attempt at assassination. Mr. Thomas also mentioned the UN's re-election of Trygve Lie, the KOREAN military developments, the Pope's pronouncement of the dogma of the Virgin Mary's Assumption, and the Chinese Reds' attack on Tibet. Mr. Thomas desired to give greater detail on the latter story than did other commentators last Wednesday, owing to the fact that he is the only one among them who have traveled in that country, as he has made clear on numerous occasions.

Mr. Thomas also used an item that escaped the attention of his colleagues, a plea by Herbert Hoover for world disarmament.

Mr. Davis, among other things, reported that the GOP had appointed Harold Stassen to answer the President's political address on radio scheduled for last Saturday.

"It can be hoped," said Mr. Davis in his dry way, "that these speeches will raise the intellectual level of a campaign that has been the dirtiest I can remember."

Things looked pretty black to Mr. Heatter Wednesday night. He reported that Chinese Communists had entered the Korean war, without specifying how many or how far, in his most ominous way: "Here's the latest, just in. It's grim news."

Growing more depressed by the moment, Mr. Heatter added that it "may become a new war."

"The latest indications are, (Continued on page 26)"

EXCEPT for a few bothersome lapses, including a lusterless exhibition by a troupe of wandering acrobats who may have been in search of an old Milton Berle show, the Jimmy Durante program last first unveling on television, was a success.

Mr. Durante spent a large part of his program eulogizing a pianist, the language and whatever showgirls were within reach, which was as it should be. His style of amiable raffishness is all his own and probably should be enshrined as an example of high comedy.

It would be hard to imagine a more visual comedian than Mr. Durante, save possibly one with multiple heads, and since television needs performers who are as much fun to look at as to hear, Mr. Durante ought to be a fixture in the medium.

One bit in which he participated could have been funnier if he had not forgotten his lines. This involved Mr. Durante and an "NBC executive" who wanted the comedian to deliver a commercial about Motorola television sets, a request to which Mr. Durante objected with his special brand of violence.

The "NBC executive" is a character that has been appearing recently as a fall guy for television comedians on the network. The character may have been conceived as a means of showing that NBC, which used to resent disparaging references, is not such a bad gagster after all.

The Twist Becomes Worn

The "NBC executive" on last Wednesday's show was not up to the humorous standings of his predecessors on other programs, and the probability is that the character is wearing pretty thin.

Another foil is needed; perhaps someone below executive level, if any such people exist there.

The acrobats, a group consisting of one man and between four and ten muscular girls who did not stay long enough to be counted, did exercises that were a disaster. No accomplishment observable on the nearest playground. Acrobat's share to kill vaudeville, and are doubtless ready, unless restrained, to get a fill of television.

A technical problem that cropped up occasionally during the program was the inability of the manipulator of the microphone to follow Mr. Durante's erratic ways. Too often Mr. Durante's voice disappeared as he scuttled beyond range of the microphone.

Aside from these few and perhaps carping criticisms, there is nothing but satisfaction to be recognized. For all we care Mr. Durante can go on losing and finding the lost chord indefinitely.
**Blanket Coverage by Radio-TV**

**ATTEMPTED Blair House assassination of the nation's Chief Executive last Wednesday was accorded full comprehensive coverage by network affiliated independent stations, all of which rose dramatically to the occasion on short notice.**

Radio and television, totally an unsurprising item of the iminent plot on President Truman's life as the three White House policemen who were shot, marshalled their forces with dispatch from their cordon, transferred immediately the situation home to American listeners and televiewers on the national and local levels.

Independent outlets, short-staffed in comparison with their network brethren, acquiesced themselves brilliantly with the help of fortuitous circumstances and some accurate "tip." The major networks received the wire story and issued bulletins between 2:40-3 p.m. Thereafter, as more details filtered in, bulletins were broadcast throughout the afternoon and evening.

CBS at 3:30 aired an account by its White House correspondent, Charles Collingwood, who had just arrived on the way to Blair House to accompany the President to Arlington, and had stepped from a taxi a moment after its arrival.

At the same time, Joe Wershba, of its Washington staff, interviewed an Executive Officer guard who had been stationed across from the shooting. A short broadcast of this coverage on scheduled news programs, CBS carried a special broadcast over its full network at 11:15 p.m., with nine eyewitness interviews, followed by a story wrap-up.

**ABC Coverage**

ABC broke the story on its network when John Kennedy received the bulletin during his scheduled 2:20 newscast, which was followed by an account from Washington by Bryson Rash, its White House correspondent, who arrived on the scene just after the shooting stopped, and broadcast at 3:25.

At 4:30, Martin Agronsky went on with taped interviews of eyewitnesses. Scheduled news programs throughout the evening followed through. The scheduled News of Tomorrow at 11 p.m. was devoted to a round-up story, plus an interview by Harmon Hall with Puerto Rican Governor Luis Munoz Marin. The latter sketched the splinter-party background to the attempt upon the President's life.

**NARBA Windup**

NEGOTIATIONS for a new NARBA to govern AM allocations among North American nations appeared in the "fine detail" stage last week, with delegates generally hopeful that accord may be reached within about 10 days at the latest.

FCC Comr. Rosel H. Hyde, head of the U.S. delegation, reviewed the basic provisions of the proposed treaty in a lengthy session with his Canadian colleagues Thursday afternoon. They were also outlined to the State Dept., whose Capt. John S. Cross, assistant chief of the Telecommunications Policy Staff, is delegate vice chairman.

**Minor Changes**

With a few adjustments, the fundamental terms followed the lines indicated a week earlier [BROADCASTING, Oct. 30].

In one change, 780 kc, U.S. 1-A clear channel on which WBBM Chicago is the dominant station, was substituted for 770 kc (WNJW New York) as one of the six U.S. 1-A's which Cuban stations would be allowed on condition that the U.S. dominants are protected along the lines provided in the expired NARBA. The substitution reportedly came at Cuba's request, because her delegates indicated inability to give WJZ the required protection on 770 kc.

The 770 kc channel, it appeared, would be assigned to WKAQ San Juan, P. R., with WQXR's 620 kc regional frequency going to the Dominican Republic, which has insisted that its one assignment be operated with 10 kw non-directionally in order to serve the entire island. WKAQ would protect both WJZ and KOB Albuquerque on 770 kc.

 Authorities said the agreement as it now stands would require frequency changes for only four U.S. stations, and that these changes in some cases will improve the station service and in no case cause "serious" degradation of service.

WVCG Coral Gables, a daytimer on 1070 kc, would move to 1080 kc. WIBS Santurce, P. R., would move to 740 to 730 kc. WJIE, St. Juan would go from 860 to 850, and WKAQ would take 770 instead of 620 kc.

WJZ New York, 6, kc on 620 kc, would receive additional interference as result of Dominican Republic use of that frequency, but authorities said the increase would be no greater than that received from a Cuban station which is to be deleted.

**Cuban Assent**

Cuba was reported to have agreed to the granting of 1-B classification to WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and also to KXEL Waterloo, Iowa, on 1540 kc.

Except for the substitution of 780 for 770 kc, the U.S. 1-A's which Cuba would be permitted to use were those as indicated earlier in the negotiations: 640 kc (KFI Los Angeles is dominant); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 780 kc (WJR Detroit); and 880 kc (WCCO Minneapolis).

The 11 channels on which Cuba would be given "special protection" by future U.S. assignments were said to be the following:

- On 560, 640, 690, and 860 kc Cuba would receive a station, which future U.S. assignments would protect to the 1 microvolt nighttime contours at the Cuban border.
- On 570, 650, 720, 740, 790, and 980 kc Cuba would operate "1-D" stations, which future U.S. assignments would protect to the 25 microvolt daytime and 50 microvolt nighttime contours at the Cuban border.

The agreements, if finally reached, would include all NARBA nations except Mexico, which withdrew from the conference three weeks ago, and which would have been given an opportunity to subscribe to any treaty concluded by the remaining nations. Before they left the Washington sessions, the Mexican delegates reported that Mexico could not ratify any agreement until 1952 unless it were reached before the end of last month.

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**Puerto Rican Loyalty**

**ATTEMPT on the life of President Luis Munoz Marin by a man immediately evoked sentiments of regret and a firm pledge of loyalty to the President by the Puerto Rican Assn. of Broadcasters. In a cable to the Chief Executive Thursday, Tomas Muniz, PRAB president, termed the attack as a work of fanatics of a small group and declared "Puerto Rico is proud to be part of government under your intelligent leadership.""
a 1.4 million increase while the population of Texas was reported up 1.8 million. Michigan and Ohio also gained over a million people during the decade. The Census Bureau released preliminary figures yesterday (Sun.) on the population of each congressional district. By states and districts the table shows 1950 and 1940 population plus numerical and percentage changes between the two periods. Population figures for the various states and regions along with the 1940 population count and the ten-year variations were reported by the Census Bureau as follows:

<table>
<thead>
<tr>
<th>Region, Division, State</th>
<th>Population 1950</th>
<th>Change 1940 to 1950</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>150,697,361</td>
<td>+19,028,066</td>
</tr>
<tr>
<td>Missouri</td>
<td>3,954,653</td>
<td>+3,754,664</td>
</tr>
<tr>
<td>New York</td>
<td>6,529,740</td>
<td>+646,961</td>
</tr>
<tr>
<td>California</td>
<td>1,905,299</td>
<td>+1,001,028</td>
</tr>
<tr>
<td>South Atlantic</td>
<td></td>
<td>+104,271</td>
</tr>
<tr>
<td>Delaware</td>
<td>318,063</td>
<td>+25,505</td>
</tr>
<tr>
<td>Maryland</td>
<td>2,285,175</td>
<td>+172,644</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>802,128</td>
<td>+1,020,823</td>
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<tr>
<td>Virginia</td>
<td>3,316,466</td>
<td>+2,767,173</td>
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<td>West Virginia</td>
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<td>4,061,929</td>
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<td>South Carolina</td>
<td>1,117,027</td>
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<td>Georgia</td>
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<tr>
<td>California</td>
<td>9,677,857</td>
<td>+7,265,824</td>
</tr>
</tbody>
</table>

The SPECIAL test survey committee formed by Stanley G. Breyer, commercial manager, KJBS San Francisco, to find out why Hooper and the ratings differ in that city and which, if either, is correct, held its sixth meeting Thursday in New York, but after a six-hour session reported that its initial draft of recommendations is not yet complete.

The nature of the project has changed appreciably since it was first proposed by Mr. Breyer in an advertisement in the July 3 issue of Broadcasting. At that time he conceived of a test to be made early in August in the San Francisco-Oakland area. Today his committee is considering details of test surveys that will check not only Hooper and Pulse ratings but all audience-size measurements obtained by all methods, with results applicable generally and not only in the San Francisco region.

The committee also has reconstituted itself. The six members named by Mr. Breyer—Kenneth H. Baker, NAB Director of research; Fred Manchee, executive vice president, BBDO; A. Wells Wilbur, director of marketing research, General Mills; Lewis H. Avery, president, Avery-Kindel Inc., and also president of the National Assn. of Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc.; and Francois Haverlin, director, The Pulse Inc.—added four new members and relegated Messrs. Hooper and Roalor to observer status. The added members are: Matthew W. Chappell, chairman of the psychology department, Hof.

(Continued on page 38)
REBROADCASTS

Brown Asks FCC To Re-define

GORDON P. BROWN, owner of WSAY, Rochester, took his restraint-off-trade charges against the networks to FCC last week with a request that they be linked with the Commission’s pending proposal to re-define “rebroadcasting” [Broadcasting, Oct. 9].

A perennial campaigner for stricter controls over the networks, he reiterated his claim that they “are using their facilities to stifle competition within the radio broadcasting industry by using and interpreting” the law on rebroadcasting [Sec. 325(a) of the Communications Act] “to mean exactly the opposite to what Congress intended it to mean.”

In line with similar testimony presented at House hearings on the McFarland Bill last August [Broadcasting, Aug. 14], Mr. Brown claimed sponsors would spend “millions of additional dollars” in radio if they could deal directly with stations for rebroadcasts of their network programs.

“Both the sponsor and the radio station are prevented from negotiating for the rebroadcast of the sponsor’s program because the network originating station (which is invariably owned by the networks) refuses to allow the radio stations to rebroadcast the sponsor’s program if the sponsor hires the network’s facilities to broadcast his original program,” Mr. Brown asserted.

Cites Rule 325 (a)

“The broadcast is prevented because of Rule 325 (a) which states: ‘Nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station’,” he said, continuing:

The above rule was intended to prevent one radio station from raiding the programs bought and paid for by another radio station or network. (It was not intended to allow any radio station or network to tie up or restrain the further broadcasting of a program bought and paid for by the sponsor if the sponsor chose to hire the network to rebroadcast his program rather than distributing his program by transcriptions to each station.

Mr. Brown said that in Sec. 506(b) of the Communications Act “Congress saw fit to prohibit labor unions from Preventing the sponsors from recording and rebroadcasting their programs as much as they desired, provided the sponsor paid the talent on the original broadcast...

“I, myself, and many other broadcasters fail to see why, if this rule applies to the labor unions, why it does not apply to the networks which are preventing the sponsors from using their programs for which they paid.”

He requested FCC to broaden, if necessary, its pending proceeding looking toward a re-definition of “rebroadcasting,” so that the questions he raised may be included.

The Commission, he said, should interpret the rebroadcasting law “from all angles, including as it relates to the violation of other sections of the act, as it relates to the practice of restraint of trade, as it relates to the depriving of owners of programs of their property rights, and as to the intent of Congress in formulating the rule and how this Congressional intent relates to the present interpretation and use of the rule, as well as how this interpretation relates to the directive of Congress that radio stations shall operate in the public interest, convenience and necessity.”

FCC’s pending proposal to redefine “rebroadcasting” deals with the meaning of “originating station” and whether the law on rebroadcasting [Sec. 325(a)] “was intended to endow network affiliates with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate.”

Nov. 19 is deadline for comments.

STATION TESTING

FCC Proposes Rule Changes

PROPOSED rule changes to reduce paperwork and simplify procedure relating to equipment and program testing for AM, FM and TV stations were made final last week by FCC [Broadcasting, June 13, 1949]. Changes are effective Dec. 11.

Informal request may now be made of FCC for either equipment or program test authority with both remaining valid for the life of the construction permit, or until determination is made on the license application. Frequent requests for extension of these authorities have been required in the past. Request for equipment test authority must be made two days in advance, program test request 10 days in advance.

TAFT ANSWERS

Buys Own Time in Ohio

NOT to be denied as “Mr. Republican” himself, Sen. Robert Taft (R-Ohio) projected himself into the pre-election picture (see story page 25) with a scheduled broadcast of his own for yesterday (Sunday) evening.

Sen. Taft said he bought radio time on eight Ohio radio stations to answer President Truman’s political “simulcast” of the previous evening. Broadcast was scheduled to originate in the studios of WLW, Cincinnati. Sen. Taft had been mentioned earlier, along with Sen. Arthur Vandenberg (R-Mich.), as possible GOP standard-bearer to reply to the Chief Executive.
Election Fever
(Continued from page 25)

Taft (R-Ohio) is fighting for his Senatorial life. Sen. Taft's family holds interests in WKRC Cincinnati and the Times Star, as well as the New York Times.


Other incumbents seeking re-election include Sen. Francis J. Myers (D-Pa.) and Sen. Brian McMahon (D-Conn.). Sen. Myers is the No. 2 Senate ranking Democrat and majority whip.

Missing from Tuesday's election picture will be Sen. Chan Gurney (R-S.D.), who was defeated in the state primaries. For Gurney was the operator and founder of WNAX Yankton, S. D., Sen. Gurney is expected to accept a position in the Defense Dept. in early 1951.

The House race also will come down to a full-blooded fight of radio-electronics officia
dalism, as well as FCC and other government agencies, especially results of elections involving the full-blown contingent of the radio-minded House Interstate & Foreign Commerce Committee. Chairman Robert Crosser (D-Ohio) is expected to return and head up the committee to try to preserve their majority.

Subcommittee Chairman A new communications subcommittee chairman, to be named by Rep. Crosser, will also emerge, materializing when the 82d Con
gress convenes in January. Tomorrow's results probably will throw some light on the ultimate choice. Rep. George Sadowski (D-Mich.), who appears to be involved in the long
ning the prolonged illness of the late Rep. Alfred L. Buwinkle, was defeated in the Michigan primaries.

Rep. Charles Wolverton (R-N.J.) will be watched in tomorrow's elec
tions as a possible choice for the communications post should the Republicans retain House majority. Rep. Dwight L. Rogers (D-Fla.), who drew no GOP competition in his district, would be the logical Democratic choice.

The House members with radio interests or connections who are up for re-election include Harry Ellsworth (R-Ore.), member of the House Interstate Committee, who holds 125 out of 500 shares of KNRJ Roseburg, Ore.; John Philip
lipas (R-Calif.), former part-owner of KPAR Banning, Calif.; Alvin O.Konaki (R-Wis.), owner of WLIN Middletown, Wis. and Francis Walter (D-Pa.), caustic critic of FCC.

Candidate of Frank T. Bow for a Congressional seat also has aroused interest of authorities on the radio and government levels. Mr. Bow, a former commentator at WPAI Portsmouth, Ohio, served as counsel for the House Select Committee to Investigate FCC during the 80th Congress. He is the Republican candidate for Ohio's District 15.

The outcome of Mr. Bow's candidacy doubts will be viewed with considerable interest by FCC and other government agencies. The question that he may call for another FCC probe if elected tomorrow.

President Truman's St. Louis speech was to be carried over one of the largest combined radio and television hookups in history Sat
urday, 10:40-10:45 p.m. Expenditures were placed at about $100,000 for purchase of radio-TV time by the Democratic National Committee, according to Ken Fry, committee radio director. Radio's allotment reportedly was about 60% of the sum.

Combined facilities of ABC, CBS, NBC and MBS were set aside for the address, numbering nearly 1,200 radio stations. A number of inde
pendent stations also planned to carry the broadcast. Total of 72 TV stations connected by cable were to telecast the speech over ABC, CBS, NBC and DuMont net
works. Arrangements were handled through the Biow Co., New York.

Stassen on MBS Mr. Stassen's address, scheduled immediately following President Truman's St. Louis address, was to have been carried by 521 MBS sta
tions. Network time purchase by the Republican National Committee was placed at $16,400 by committee spokesmen. Mr. Stassen was to have delivered his speech from New Haven, Conn.

Their speeches and those scheduled for today indicate that the first Congressional off-year campaign in which television has played a vital role. Television has been used primarily during the campaign in Illinois, New York, Connecticut, California and Pennsylvania.

According to Democratic and GOP committee spokesmen, TV also will prove a factor in making this one of the most expensive non
Presidential campaigns in history, notwithstanding relatively small expenditures by the Republican Party. Actual expenditures for radio-TV were not estimable, be
cause time purchases were made by state central committees.

But in California, for example, one agency has a contract for $20,000 covering spots and TV shows. Elsewhere, the campaign has spurred activity by the Central committee if necessary. The committee is expected to purchase radio
TV time in selected communities through M. M. Fisher Assoc. for Sen. Scott Lucas, and by the Republican Central Committee of Ohio for special
programs through Kircher, Heron & Collett, Dayton, Ohio. No details were available.

ALLOCATION
Review After TV Case

AFTER the present VHF-UHF television reallocation proceeding is completed it will be possible for FCC to "ascertain with greater certainty" the needs of TV pickup service and st u dio-transmitter links, the Commission last week told Federal Telecommunication Labs. FCC said it would hold in abeyance until such time the FTL petition for reallocation of the band 1110-2200 mc to common carrier fixed service.

The Commission indicated it will then "reconsider the entire allocation to the non-Government fixed and mobile services between 1850 and 13,200 mc," including the problem presented by FTL and any other problems which may be called to its attention." FCC explained that any changes in the allocations of frequencies between 1850 and 13,200 mc "would so vitally affect the assignments to other services in these bands that no such changes can presently be made without a reconsideration of the entire allocation in this portion of the spectrum."

DONNING Hawaiian aloha shirts marking the island's celebrated Aloha Week, Oct. 22-29, are these KPOA Honolulu staff members, who also are promoting the station's originatd coast-to-coast program on MBS, Hawaii Calls. L to r: Station Manager George Lindman, Sales Secretary Nancy Sonoda, Account Executives Paul Wilcox (back to camera), John White and Jack Miller.

EXCESS TAXES
RTMA Presents Its Stand

CERTAIN objections to the Congressional excess tax program and recommendations which, if adopt
ed, would provide a "fair adjustment" to the mushrooming television industry were laid before the Joint Internal Revenue Tax Committee of the 81st Congress by Radio-Television Mfrs. Assn. last week.

RTMA President Robert Sprague and the association's "defense profits" tax committee met in closed session with the tax group last Wednesday. Discussions were held in connection with tax hearings set by the House Ways & Means Committee for Nov. 15.

Mr. Sprague told the tax committee such a "fair adjustment" could be evolved, and that the in
dustry expected to bear its share of the overall tax burden.

But a fair adjustment could be worked out by using reconstructed 1950 net earnings as a base. Earnings would be computed by taking the ratio of total net income for the period to net income total for first six months of those years and multiplying it by the 1950 net income before deduction for federal taxes.

Little War Impact

Mr. Sprague pointed out that Korea has left little direct impact on radio-TV earnings, and said RTMA's formula makes it possible to ascertain ratio of six
months earnings to annual profits before and after the base period.

"We are proceeding on the premise," Mr. Sprague explained, "that the excess profits tax of the type proposed is for the sole purpose of imposing extraordinary any profits made by companies or corporations as a direct or indirect result of increased mobilization ac
ction."

RTMA is assuming, he added, that the levy is not intended as "some sort of super tax for the purpose of taxing 'growth' in
dustry, and thus discriminating against it."

Additionally, Mr. S prague pointed out that the industry had not realized enough profits where
by it could stand to pay high taxes on a selective basis.

The RTMA president said that the association had instructed its committee to evolve a formula which would not impose too heavy a burden on the growing TV in
dustry. This project, he stressed, should not be construed as indicating that RTMA had "retreated" from its earlier opposition to the high rates proposed by Sen. Joseph C. O'Mahoney (D-Wyo.).

Deadline for filing applications to appear before the House Ways & Means Committee in connection with the proposed tax legislation was October 25.
Radio and television networks and station personnel will be giving special coverage with direct reports from that state. During that part of Liberty's coverage top men of both parties will be interviewed.

Arthur MacArthur, one of Liberty's Washington reporters, will be on hand at Republican headquarters in Washington while George Campbell will cover the Democratic headquarters.

Special Programs

Philadelphia radio and TV stations are planning special programs to handle election returns. All will have announcers at Democratic and Republican headquarters and will stay on until all major contests have been decided.

WCAU will employ its unique "two-way communication broadcast method," and will have direct lines from the Bulletin city room. Outlet will have microphones in Harrisburg, Pittsburgh and Trenton. A reporter will be stationed in Wilmington to cover the fight for state attorney general. John T. Connelly will cover the election for WCAU radio listeners. Alan Scott will be chief commentator and analyst.

WFIL, as key station of the Quaker Network, will originate a few line-ups of election news broadcast for a number of selected stations throughout Pennsylvania. They will broadcast from the Philadelphia Inquirer newsroom as well as their own studio. John Corcoran will be news commentator and Sheldon Gross will handle the local broadcast.

WPEN will handle its local returns from the Philadelphia Daily News city room. The WPEN newsroom will handle state returns. WIBG will also broadcast from the Daily News city room. Fred Knight will do the announcing, Bob Knox will be at Republican headquarters and Ray Walton, Democratic headquarters. Studio operation will be handled by Rupe Wel- ling, Doug Arthur, Tom Donahue and Joe Niagra.

KYW will have a special program from 11 to 12 p.m. Direct lines will be put into Republican and Democratic headquarters with John Franklin and Paul Taylor as announcers.

Nutmeg Network of Connecticut will supply vote roundups from various sections of the state on election night. Network comprises WICC Bridgeport, WQRC Hartford, WELI New Haven, WICH Norwich, and WBRY Waterbury.

Among other stations reporting plans to Broadcasting were these:

KMOX St. Louis—Will air complete national, regional and local coverage, with local and regional returns supervised by News Editor Rex Davis. KMOX staff will bring reports in directly from various commissioners offices in the area. Periods set aside will have five-minute reports every half hour early in the evening, cuts from CBS and beginning at 10:30, complete returns.

BROADCASTING / Telecasting


WJR Detroit—Returns to start at 8:30 p.m. Will make direct pickups from editorial rooms of newspapers. After 10:15 reports will be continuous. Special broadcasts are planned from certain political quarters. Entire newsroom and special events staff will participate. Period from 10:15 to 2 a.m. (with exception of 11 p.m. newscast) will be handled by Sinclair Refining Co.

WTTM Trenton, N. J.—Will have around-the-clock coverage, with coverage of 30 newsmen, announcers, engineers, etc. Beginning at 11 p.m. WTTM Commentator George Taylor and News Editor Alfred Worden will coordinate coverage from studio, while Special Events Director Ernie Kovacs and Roy Grove report in from state and county headquarters with telephone and FM relay will bring returns from New Jersey and eastern Pennsylvania to Mears, Taylor and Snyder. Reporting from the street to All-Ohio returns also will be featured. Sponsors are Lucas Motors and Builders Lumber and Supply.

WTOP-AM-TV Coverage

WTOP - AM - TV Washington — Complete network coverage, with correspondents Gruffing Bancroft, Bill Shadel, Alex Kendrick and Joe Wershba on Washington scene. Beginning at 10 p.m. WTOP will air first coast-to-coast delivery. Five minute reports on early results will be given every half hour starting at 8:30 p.m. Will stay on air until final results are known. One newscast may be necessary. Newsroom will be set up with direct wires to news services and key election centers. Coverage starts at 10. WTOP Correspondent Walter Cronkite to supplement New York CBS-TV newsmen. Claude Mahoney will report local returns.

WMAL-AM-TV Washington — Will air first coast-to-coast delivery every half hour to highlights. Entire operation to be coordinated at ABC New York headquarters. WMAL will air key points to report Maryland and Virginia returns. Elmer Davis will head ABC-WMAL staff, with assistance from Bryson Raah, Gunnar Back, Martin Agronsky, H. R. Baukhoage and many others. National election returns begin at 8 p.m. and will end at 1 a.m. Televised returns on national elections will be simulcast with visual context starting at 8:30 p.m. Roundup of local news returns will be telecast at least until midnight.

Will link with 50 kw stations for special transcribed election preview program covering races in Ohio, New York, Illinois, Pennsylvania and California. Correspondents, in addition to Robert Weirichmer, regional director, and special events director, will produce program. Cooperating are newspapers and program directors of WJR Detroit, Philadelphia's WKBW, WGAR Cleveland, KMPB Los Angeles. Each station will send five minutes of analysis of Senatorial outlook. WPTF will coordinate (Continued on page 89)


BROADCASTING • Telecasting

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Road Ahead  
(Continued from page 32)  
advocated the selection of people with good judgment, the ability to absorb agency policy, and above all the ability to get along with people for timebuying positions. Good timebuyers are not born, but trained, he stated, adding that the best place for that training is in the agency itself.

Panel members agreed that the same person should handle both radio and TV timebuying for an advertiser as familiarity with the client's individual marketing problems is more easily developed with the specialized knowledge of either medium. The group held, however, that broadcast salesmen should concentrate on either radio or television and not try to sell both broadcast media together.

A question about the future of BMB was put to Dr. Kenneth H. Baker, NAB research director, who said that the executive board of BAM, successor to BMB, meet this month to consider that matter (see story page 48). After the panel members had praised the BMB studies as a means of learning about both the medium and the audience, by a show of hands, had indicated that the majority of agencies represented are using BMB data, Dr. Baker told them that it is up to them whether there is to be a continuing uniform audience measurement or not.

As long as agencies are willing to pay the timebuying fees, station claims and don't insist on a uniform measurement as a basic requirement, there will be a lot of broadcasters unwilling to finance such a measurement, he declared. But, he added, this opposition would soon disappear if timebuyers would insist on uniform audience information, as advertising firms, as spacebuyers demand ABC circulation data from publications.

More Good AM Time  
In a discussion of the effects of TV on radio timebuying, Mr. Silvernail said that it is somewhat easier to find good radio time availability in TV cities. Miss Nelson reported that TV's practice of double-spotting is spreading to radio, with stations that formerly avoided it now putting two announcements into a single station break simply because it is being done and accepted on television. Mr. Silvernail said that this petition ought to produce reductions in radio rates but has not done so because radio stations are maintaining or even increasing their rates to meet adding expenses and pay the high costs of their TV operations.

Miss Nelson noted that while stations and networks had refused to reduce rates to compensate for loss of audience to television, they have gone into program production in a big way, adding the costs to the network program costing $5,000 to produce for $1,500, which while perhaps technically not rate cutting comes pretty close to being just that.

A question about what can be done to make it easier to get time buyers to accept radio was thrust by Mr. Korn. "Lift the freeze," he said.

With radio sets currently out selling television receivers two to one, it will take time to get to the radio than ever before, radio's universal coverage, blanket ing every corner of America, must not be overlooked, ABC Vice Chairman Woods told the Tuesday afternoon radio and TV production session of the AAAA meeting.

"However, many advertisers today do overlook radio," he said. "It is a fundamental theory that when TV enters a home, radio goes out, radio today is undersold, or perhaps—I should say radio is underestimated.

Not From Radio Audience  
"Research shows," Mr. Woods continued, "that well over half the radio listeners (people listening for full minute) would not have been listening to the radio in the pre television era. In other words, the TV audience comes from other sources than radio, from other leisure activities—reading of magazines, newspapers, bowling, going to movies, card playing and all the rest of a myriad of leisure activities which enrich American life. In this connection, he added, "radio is more than a leisure time activity. Among all advertising media, radio—and only radio—reaches people while they work."

This unique quality means that radio can never be displaced. For example, daytime radio reaches the housewife, the purchasing agent of America, during her business hours in her office. She is usually alone, not distracted by other persons in the household. She hears one voice, her radio, while she works.

"Day and night, radio programs today are regularly heard by over 90% of the nation's 40,700,000 radio homes. This deep market penetration makes of radio truly a national medium, embracing all income groups, city size groups and geographical sections of the country," Mr. Woods reported. And he noted that, in addition "the vast motoring public, which spends literally millions of hours listening to car radios represents an audience which is available only to radio.

Citing a recent BBDO survey showing that the average newspaper ad reaches 188 people per dollar, Mr. Woods pointed out that the average radio spot which reaches 573 people per dollar, over three times as many as the average newspaper ad. Parenthetically he noted that a newspaper ad on the page with the radio log ratings 188 to 381 readers per dollar, "another indication of sustained public interest in radio."

Television homes, which listener surveys have shown, "to have by no means abandoned radio listening," will total some 16 million by the end of next year, Mr. Woods said. "That's tremendous circulation," he said, "three times the present circulation of Life magazine. Yet radio sets will number over 80 million."

Declaring that it is "most important that we do not allow the tremendous impact of TV to knock the basic facts of radio out of focus," Mr. Woods concluded that "it is incumbent upon all of us—advertising managers, agency account executives and broadcasters—to hammer home to top management, to those who ultimately pass on budgets and media, that it is more to over television live to one in '51."

Asked what effect television's continued growth would have on radio network rates, Mr. Woods pointed out that it has been eight or nine or possibly ten years since the last general increase in network rates and that any reduction today would drive the networks into the red.

"We believe with the circulation radio gives today it is the best buy in comparison with any other medium, including TV," he said, urging the agency executives to remember that it is not just a matter of network rates, but what the advertiser gets for his dollar in any medium that counts.

Films Take 25%  
Films already have established themselves in television, Brig. Gen. Edward Lyman Munson, director of NBC's TV film division, stated, reporting that 25% of the current telecast hours are now occupied by filmed programs and predicting that this percentage is likely to become larger rather than smaller in the future. Programs made on 35mm film and reduced to 16mm, which has become the video standard, produce satisfactory picture quality either in black-and-white or color, he said.

Kinescopic films have improved greatly in the past year and will continue to improve, Gen. Munson reported. He said that NBC- RCA is looking into the application of motion picture camera synchronizing with TV cameras for filming live telecasts) show promise of solving the kinescope problem.

In the past few years the emphasis on films for TV has shifted from black-and-white to color, he said. He urged agencies to do their part to achieve good quality in their film video programs and commercial, because, as the producers of films live up to the standards now generally accepted by TV broadcasters.

When an agency man asked about film standards, Charles L. Townsend, research director for technical services, said that NBC has compiled them into a pamphlet which the network will gladly send to any interested agency.

Fred Rickey, producer in charge of color for CBS, who with 750 hours of work with color cameras is probably the most experienced man in color television, as CBS President Frank Stanton noted in his introduction, reported that during the extensive color telecasts in Washington in connection with PCC hearings last summer co-workers found out that "color equipment is dependable, that color programming is economical and that new television opportunities for TV programming."

As to dependability, Mr. Rickey explained that after a full day's use at WTOP-TV Washington the color equipment would be loaded on a truck and used for an outdoor pickup the following noon, then moved into Turner's Arena for an evening program and finally transmitted back to WTOP-TV for the next day's broadcasts. Such a schedule, maintained day after day, he said, "brought every member of our staff almost to the breaking point but never broke the back of this one color camera; there was not a single broadcast which did not go on as scheduled."

Color Costs No More  
As to cost, color telecasts are basically about the same as those in black-and-white. Color cameras are actually cheaper, he added, as "the color picture is so much more rich and lifelike that it is simpler, and therefore more economical, to create a pleasing television scene in color than it is to create an equal effect in black-and-white."

The fact that the cost of color is no more in TV than black-and-white is one reason, Mr. Rickey said, why CBS expects most telecasts to be in color in contrast to NBC, who, he said, has the "highest increased costs of color have kept down the proportion of color movies to those in monochrome. He also noted that color brings to television a new dimension of bright ness which is only half that of 35mm film, "the detail and dimension which is badly lacking; it adds differentiation and distinction between closely resembling vehicles."

In advertising, Mr. Rickey said, "the value of color is obvious, and advertising is the key to TV econ omics. Color salesmen are expected to gain much from the presentation of their products in color
... and television will open up to new advertisers of fashions, home furnishings, consumer goods, and products where color is so essential. New sponsors mean new diversified programs which will, in turn, speed up the network's interest in television and advance its growth into new homes."

Mr. Stanton in answer to questions said that about Nov. 28, date on which he authorized the introduction of commercial color telecasting, CBS will inaugurate a schedule of some 20 hours of color programs each week, with two days devoted to weekly color programs; half an hour after 6 and 8 p.m. and other half-hour between 11 p.m. and midnight on weekdays and probably more day-time color programming over the weekends. The network is establishing a viewing center on Fifth Ave. where New Yorkers can see the programs, he said. He predicted that eventually all telecasting will be in color, noting that color cameras can pick up and transmit black-and-white pictures where they are wanted without color.

Myron P. Kirk, vice president and executive director of TV and radio, Kudner Agency, presided over the session, which conducted to a panel discussion of radio and TV production problems participated in by Leonard T. Bush, Compton Adv. Inc.; William A. Chalmers, Kenyon & Eckhardt; Walter Craig, Benton & Bowles; Nicholas E. Keeley, Lennen & Mitchell, and Wilson M. Tuttle, Ruthrauff & Ryan. The group agreed that, agencies should keep control of commercials and sponsored programs in television as they have in radio.

Sees Talent Fees Up

Answering a question about rising TV costs, Mr. Craig reported that union contracts now being negotiated will result in a rise in talent fees. Mr. Bush pointed out that with NBC and CBS already charging $2,500 each for a nighttime hour on their New York stations, advertisers made an additional $1,400 and $1,350 for their AM stations in that city, TV network rates may eventually go as high as $50,000 or $70,000, compared to about $20,000 for a coast-to-coast hookup in radio, and that the time will come when an advertiser's appropriations for TV campaign will run from $2.5 million to $3 million a year.

Jerry Lester, star of the Anchor-Hocking Glass Corp. TV show, "Broadway Open House," wound up the afternoon session with a talk on television from the comedian's viewpoint.

Two methods of testing radio and video commercials—one involving the "Program Analyzer" and the other the "Station-Sponsored Program Analyzer" which McCann-Erickson has worked with for more than eight years, the other involving a relatively new term of "measurement research"—were described by Herta Herzog, associate director of research of that agency, at the Tuesday morning panel session on research.

Advantages of the Program Analyzer, which automatically graphs an individual's responses to the various parts of a program heard or viewed, as registered by his operation of like and dislike buttons, were listed by Dr. Herzog as: Providing a simultaneous and continuing record of responses of each individual subject, which takes care of the shortness and passing quality of exposure to the commercial and eliminates the problem of memory loss; measuring commercials in contextual and important since "even as crude a measure as sponsor identification reflects the influence of the program upon the advertising which it carries," furnishing a non-verbal record of the like-dislike reactions which enables inarticulate people to express their views as well as articulate people.

Cites Limitations

But, Dr. Herzog warned, the Program Analyzer "does not measure the residual effect, that is, the reaction after the whole program has been heard." In cases where later parts of a program change the subject's original opinion of earlier parts (such as a joke liked at first but objected to when the listener finds it is only a camouflaged lead-in to a commercial) the Program Analyzer curve alone can be quite misleading, Dr. Herzog noted. Interviews about Program Analyzer responses are needed, she stated, as "a liking curve without reasons why is about as useful as if you or I were to attempt to read our own lung X-rays."

Turning to research designed "to determine the kind of appeals which should be presented in commercials before they are ever put together," which is just as important as measuring the response to them after they have been done, Dr. Herzog said: "We are focusing our sights on the prospect, and the old open-ended 'reason why' question (why do you use Brand X, why do you like it?) is turning into real motivational research."

Although most housewives may be presumed to use some kind of cleanser and most men to drink and shave, Dr. Herzog noted that "not everybody of the current non-users will be equally susceptible to our advertising message... We are coming to refine the concept of the prospect and to conceive of him as that segment of non-users of a brand which can be converted,"

The research approach, she noted, is first to single out those consumers who are convertible and second to find the proper way to approach them. The depth interview is one technique which is useful as it "tends to explore the consumer's use of and attitude toward the particular product from all possible angles," she said. "The trouble is that the analyst cannot always tell for sure which of the many ramifications mentioned is really significant for a particular respondent, or what exactly the significance might be," Dr. Herzog added.

Accordingly, two additional techniques are used with the depth interviews, one introducing the subject into an experimental situation so that he may be questioned while he is actually using the soap or having a drink, etc., the other making use of a personality test such as a Rohrschach, Sondi, Thematic Apperception or work association test, so that what the respondent says in the interview will be weighed against the type of person he is.

As such motivational studies are very expensive they will necessarily be limited to small samples, Dr. Herzog said, but when they have been statistically verified their conclusions can be projected to the whole body of prospects for the particular product, and the advertising can be keyed to the types of gratification which these prospects get or expect to get from use of the product.

Despite the status of advertising in this emergency period in our national history, at the conference's concluding general session, Frederic R. Gamble, AAAA president, reported that the volume of advertising seemed likely to continue at its present level, despite the material shortages with which some companies have had to cope. He said that in addition to its traditional job of selling products and advancing our national economy by increasing the distribution of goods, advertising is now playing an important role through public service campaigns, largely planned and executed by the Advertising Council. The next step, he stated, is to extend this type of advertising from the domestic to the international scene, promoting American ideas and standards of living on a global scale and thus laying the foundation for a lasting peace.

Urges Straight Copy

Fairfax Cone, of Foote, Cone & Belding, chairman of the AAAA board, urged agencies to drop their infatuation with techniques and gimmicks and get down to the production of straight selling copy which he called the basis of all successful advertising. He cited the instance of two or three Harrow programs as examples of sincere straightforward advertising presentations that have been outstandingly successful in selling their products.

After the panel chairman reported on their meetings, they served as a master panel to answer questions submitted during the conference. Asked why TV stations are allowed to continue multiple spotting, Miss Nelson pointed out that TV's impact is so great that advertisers have to use it despite such practices and that as long as the demand for TV time exceeds the supply the stations, not the advertisers, will be in control. She predicted that when the freeze is lifted and the number of TV stations increases the problem will be solved.

To another question about reducing radio time charges to compensate for inroads made by TV in radio audiences, she replied that radio stations are made down when ever advertisers find they are not getting returns from their radio advertising commensurate with their expenditures, but that as radio continues to reach and influence its present vast audience any talk of general rate reductions is merely wishful thinking.

WCOL Joins MBS

WCOL, Carbondale, Pa., joined MBS Oct. 25, when that station moved to W. Richard Carlson Jr., general manager of the 1230 kc, 250 w station. Affiliation provides Mutual with coverage for the Scranton-Carbondale area, Mr. Carlson said. WCOL is licensed to Carbondale Broadcasting Co.
NAB BOARD MEET 'Sell Radio' Tops on Agenda

INDUSTRY problems ranging from sales promotion to membership will face NAB's board of directors, meeting in Washington Nov. 18-17, with emphasis likely to be placed on spread of the doctrine that radio offers the best buy per dollar.

Such top-level topics as NARBA, association budget and defense activities will get their share of attention. Just before the discussion and district meeting reaction, however, the membership is most interested in association activities during the last two years.

The series of district sessions, complete, with one exception, was marked mainly by demand for expansion of BAB activities and expressions of confidence in the NAB headquarters operation.

Last spring the membership problem approached the critical point when stations resigned in droves, paralyzing the paying classes, because of an increase in dues and apparent dissatisfaction with the way NAB was operating.

Membership: Upward Trend

AM station membership dropped from 1,150 in February to a low of around 940 in August. Now the trend has turned upward, spurred by belief that the headquarters operation is on a businesslike basis. As of last week the NAB membership comprised 951 AM, 389 FM and 42 TV stations, along with 78 associates. This adds up to 1,457 members overall.

Indicative of the trend is the fact that 52 new members went into NAB in the last quarter, three times the number in the previous quarter. A number of larger stations that pulled out of NAB in the last two years have indicated they will return to membership.

An encouraging flow of applications is coming from non-members who have attended district meetings, according to NAB headquarters.

NAB's new slide film, showing what each department does, has drawn favorable comments along with approval from headquarter's officials who make up the nationwide circuit.

The membership drive went into full operation under the direction of Jack Hardesy, NAB station relations director, started a field trip that eventually will take him into every state. He will make personal calls in hundreds of cities in New York State and Ohio. General Manager William B. Ryan

NPA BUILDING BAN

NPA ADMINISTRATOR William H. Harrison said last week NPA has no intention of adopting policy rules that would prohibit presentation-ly exempt type construction now underway, but left the door open for future bans on building if "increasing material shortages" warranted action. Construction under way at any future date of additional NPA orders probably would not be halted, either, he indicated.

Mr. Harrison expressed regret that the NAB has not included in the regulation. Authorities had expressed concern that it might conceivably affect such construction under a catchall warning which cited the risk of being unable to complete present building.

Austin Queries

It was understood that at least one construction firm, the Austin Co., which handles some radio-TV work, had asked Mr. Harrison for a clarification of the situation.

The NPA administrator added, later, after issuance of the regulation, that no "specific assurance" could be given that projects already begun may be completed.

The modifying order, released last Tuesday, sets forth NPA policy as follows: "In the event that increasing material shortages clearly indicate the necessity for such action in the national interest, NPA may further limit the commencement of construction of additional types of projects which do not support the defense effort or increase the nation's productive capacity.

Mr. Harrison emphasized that NPA will continue a policy which would not interfere with production

HIGHPOINT in the ceremony marking the debut of WARA Attleboro, Mass., operating fulltime on 1310 kc with 1 kw, is plaudits given Manager Keith S. Field (r) by Rep. Joseph W. Martin (R-Mass.), North Attleboro publisher. Other state and city officials participate in the station's dedication. WARA is licensed to Attleboro Radio Assn. Inc.

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IOWA SURVEY REPORTS
STARTLING LISTENERSHIP!

Average Iowa Family
Listens 13 Hours Per Day!

Although much research has been done on the total amount of radio listening that occurs in the average home, most studies—whether interviews, telephone surveys or mail questionnaires—have been handicapped by some aspect of their technique. One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.

Now the Diary Study of the 1950 Iowa Radio Audience Survey reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 “listener-hours” per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include all the listening to all sets in the home by all members of the household over four years of age. Here is the breakdown:

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<tr>
<td>Weekdays:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban homes</td>
<td>13.24</td>
<td>6.15</td>
<td>3.87</td>
<td>2.79</td>
<td>3.48</td>
</tr>
<tr>
<td>Village homes</td>
<td>12.51</td>
<td>7.20</td>
<td>3.84</td>
<td>2.54</td>
<td>2.41</td>
</tr>
<tr>
<td>Farm homes</td>
<td>15.47</td>
<td>7.10</td>
<td>4.27</td>
<td>2.52</td>
<td>2.62</td>
</tr>
</tbody>
</table>

*A total of 103,294 different “Listener-quarter-hours” are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is “listened-to-most” by 37.5% of Iowa’s radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!
Baseball Outlook  
(Continued from page 28)  
meets quarterly, are Bill DeWitt, president of the St. Louis Browns; Frank Shaughnessy, president of the International League; Mr. Trautman, Com, Channel Board of Directors; William Harridge of the American League and Ford Frick of the National; Herman D. White, president of the Northern League; and Charles Hurl of the Southern Assn., and Frank E. McKinney, former head of the Pittsburgh Pirates and president, Universal Broadcasting Co., Indianapolis (licensee, of WISH).

After Mr. Finch had his inning, Mr. McLendon, who often handles play-by-play for LBS baseball broadcasts, issued a denial, emphasizing major league broadcasts have beneficial rather than adverse effects on minor league attendance. He promised to prove his stand in a forthcoming report based on a personal survey, and to present it to both major and minor league officials.

Mr. McLendon also put aside Mr. Finch's assertion that the quality of play of major league teams is often overemphasized by announcers, reasoning that the best entertainment comes from minor league games. He said it wouldn't be to the best interests of baseball if a full picture of play was presented. He quoted: "We simply endeavor to give a correct picture of what's going on."

Take to Justice Dept.  
Also revealed by Mr. Finch are plans of the minor league spokesmen to reaffirm their anti-major league broadcast fight to the Justice Dept., requesting a review of the recommendation last year which led to a modification of professional baseball's policy on play-by-play and telecasting [Broadcasting, Oct. 31, 1949].

The Justice Dept. at that time said the changes were made to eliminate "the causes of complaints" by broadcasters of restrictive practices. The announcement followed investigations by the agency and talks with baseball interests.

Aiding of baseball rules mainly affected restrictive practices employed in territories where minor league clubs operated. With limitations—providing a minor league club is not playing at home—major league games may be broadcast in those areas.

While Mr. Finch's survey includes television effects on box office, apparently hasty conclusions are hard to reach since there is no mention of video in his statement. However, it is expected that data will be compiled on this subject following the study of the survey in greater detail.

An independent survey of television effects on nighttime home games in the Boston area was reported to have been the cause of the Braves decision to reduce broadcast. According to Braves headquarters, the survey includes research into all attendance figures dating back some five years, taking into account weather conditions, pitch averages of starters, records and standings of visiting and home club at game time.

Plant Further Survey  
It was asserted that questions put to individual home owners with TV sets asked by delivery men (briefed on what to ask by the surveyors), brought answers in the two areas canvassed which pointed to a stayaway-from-the-park move when weather conditions were bad.

Braves officials expect to survey further, placing emphasis on a closed watch of attendance figures for each night game played at Braves' Park, and concentrating on comparisons of telecast games and those not picked up by cameras. Comparisons also will be made of last year's data with those of this year—the difference being the reduced number of telecasts permitted. New policy was formed in Boston when Braves officials noted a sag in attendance from over a million in 1949 to less than a million last season.

LIBERTY Broadcasting System air-  
ing all Los Angeles Rams professional football home games on 300 stations throughout the country with exception of California. Network also carrying all USC and UCLA home games for balance of season.

Truman Plot  
(Continued from page 27)  
outlet, gave a recap at 11:05.

WNBW (TV), NBC outlet, broke into the Kate Smith TV program with first bulletins and in-  
terview by commentator Robert McCormick. Six minutes of the film also were used on the Cameo Caravans and repeated locally at midnight. Bulletins also were utilized.

NBC's AM station, WRC, flashed the shooting at 2:30 with Ken Lund- 
ham doing commentary. At 3:30 p.m. Mr. Bougher, aided by Jay R. Blevins and two others, named a  
hour-earlier report of eyewitness ac- 
counts from Blair House.

WTG (TV), DuMont TV Net- 
work Washington station, flew George Putnam up New York to give a report on the network's Broadway to Hollywood show. International News Photo pictures were used.

Liberty Broadcasting System, through its new Washington affiliate WOI, carried personal ac- 
counts by George Campbell and Arthur MacArthur, Liberty man who was at Blair House, be- 
ginning at 3:30 p.m. and continu- 
ing for a period of Tuesdays, Wednesdays, Thursdays, and Fridays.

WASH-FM fed coverage to the Continental FM Network as well as Mutual. A review of Mr. Wagner by Nelson Griggs. Sta- 
tion's coverage was piped separate- 
ly to listeners of Continental FM Network on the network's regular 7:45 p.m. newscast. Interview with Secretary Ross also was pre- 
sented.

WWDC AM-FM carried a running  
account for four hours during the 

to increasing its al- 
ready heavy newscast schedule. WWDC-FM, Washington Transit Network, broadcast its news programs from two to three per hour and, in addition, carried reports information to car routes closed by the Blair House shooting. WWDC claims it broke the story at 2:29 p.m. over AM-FM. Dennis Sartain, WWDC news di- 
rector, Ken Evans and Herman Paris, took part.

WGAY Silver Spring, Md., also gave outstanding coverage despite its remote location off the District line and partly because of sound. In the story, Ernest Tannen checked with the police department after Mark Foster, WGBY salesman, phoned in the story. Another source was a Washington taxi driver. First flash went on at 2:22 p.m., seven minutes after the gun battle, station claims.

WJX interrupted its Sports Pa- 
Reds Monday night, the course of the afternoon to air bulletins written on the basis of wire reports. WQQW carried news programs about half an hour until about 6 p.m. Other Washington stations also kept their listeners well in- 
formed.

QUICK BUY  
Brings Results on WIP  

TIME purchased on WIP Phila- 
delphia by a Ford dealer of that city to get a message across to the public regarding the "four times better day" than any other previous weekend and the same arithmetical margin when comparing results with other local dealers, it is re- 
ported.

When the dealer—John B. White—heard about new regulations cut- 
ing buying on credit from 21 to 15 months, he wired his agency, J. Cunningham Cox, Philadelphia, to advertise Oct. 21 to the public that it had but one day to act before the deadline.

The agency called a WIP sales- 
man at his home—as offices were closed for the weekend—and within an hour, three programs were scheduled for the weekend: News shows, 6:15-6:30 p.m. and 7:15-8 p.m., and a half-hour record show, 8:30 p.m. An hour after the first program was aired, the auto dealer drove downtown until 10 p.m. (and 11 p.m. the following night), called in additional sales help to take care of buyers.
HERE ARE THE FACTS: WOAI is the ONE completely dominant advertising medium in the prosperous San Antonio-South Texas Area. The August-September Hooper Index, for example, shows WOAI leading the second San Antonio station by 113% more audience locally in total rated time periods! An example of WOAI's vast audience superiority in the South Texas Area is indicated by this BMB fact: in counties within a 60-mile radius of San Antonio, WOAI tops all local stations in their home counties — while also leading all San Antonio stations in these counties — both day and night! BMB shows WOAI as the only San Antonio station with listeners in Austin (now Texas' 5th market), where WOAI delivers a BMB total weekly audience of 82% day and 80% night. No wonder WOAI sells more merchandise to more people in South Texas than any other advertising medium — and at lower cost!

THERE IS NO SUBSTITUTE FOR WOAI IN THE SOUTHWEST

NBC - TQN
Represented Nationally By
EDWARD PETRY & COMPANY, Inc.
New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit • Atlanta
WMBD is the pick of the field—a favorite that alone gives you effective coverage in the rich Heart of Illinois market...

Many radio advertisers gauge BMB measurements on the basis of 50% coverage or better. The latest BMB study proves that WMBD is such a favorite in 6 out of the 14 daytime counties covered by WMBD. DAY and NIGHT, WMBD alone does an effective job in ALL of Peoria area.

Compare before you buy...ask FREE and PETERS for the COMPLETE WMBD story!

Test Survey
(Continued from page 28)
stra College; Lawrence Deckinger, director of research, doorway Co.; H. M. Beville Jr., NBC director of plans and research; Herbert D. Krueger, commercial manager, WTAG Worchester.

Dr. Baker, chairman of the committee, said that the group is bend- ing every effort to complete its blue-print of the kind of surveys it deems necessary to provide the industry with a proper guide for au- dience measurements by Nov. 20, when the newly organized industry research organization, Broadcast Audience Measurement Inc., successor to BMB, is to hold its first board meeting. His committee, he said, wishes to make full report to the BAM board, which may then decide to put into action the proposals of the special group.

Mr. Breyer's initial proposal that the study be financed jointly by the Hooper and Pulse organizations was discarded when the decision was reached to expand the test sur- vey beyond its original scope.

Although the committee is in general agreement as to what should be done, the task of detail- ing its requirements of how and where and when is "unbelievably complicated," Dr. Baker reported, adding that with all his research experience he had been startled at the many involved statistical and measurement angles that must be considered.

The committee will bend every effort to complete its first draft before Nov. 20, he said, meeting again probably during the week of Nov. 13 and in the interim exchang- ing ideas by mail. The committee's job is complicated, he noted, by its volunteer nature, its mem- bers taking time away from their own business duties to serve the industry welfare without reim- bursement for expenses, let alone for their counsel.

Last Thursday's meeting at BMB-BAB offices in New York was attended by Messrs. Baker, Beville, Chappell, Deckinger, Krueger and Wilbor. Mr. Avery and Mr. Man- chee were both out of New York on business that day.
**AD FREEDOM**

**WARNING** against possible moves to deny American business the freedom of advertising in the emergency period at hand was sounded at the 10th (Southwest) District Advertising Federation of America, convention held in Dallas Oct. 22-24.

Whereas advertising rendered outstanding service in World War II, and recognizing its tremendous power to vitalize the forces of Democracy in the present emergency, we hereby pledge our full support to the Advertising Federation of America in combating any curtailment of the right to advertise.

Whereas advertising is the foundation of the American free press and radio, and whereas advertising is one of the primary weapons of Communism, the Advertising Federation of America is strongly urged to be doubly alert and to strongly resist any attempt by legislation, administrative rule, and/or interpretation to use the present crisis as an entering wedge to deny American business freedom of advertising.

Whereas, the Advertising Federation of America is the voice of organized advertising, and recognizing that the ultimate effectiveness of AFA action stems from the grass roots level, therefore, we urge all Tenth District advertising clubs and strongly recommend that all other districts be alert to these dangers in their own communities and that they promptly inform the Federation of any attempt to abridge the freedom of advertising at any time.

Not only do we urge that all governmental restrictions on free advertising be resisted, but we further recommend that the United States Government employ the principles of American advertising in its relations with other nations so that the benefits which advertising has brought to the American people may be spread throughout the world.

Explaining the resolution, T. J. McHale, newly elected executive secretary of the 10th District, said it was aimed against any clamping down on management's right to advertise more than the country's business is done under war contracts.

"We don't want to see anybody in Washington curtailing advertising by denying it to be a legitimate business expense and necessary operating cost."

Mr. McHale is president of the Dallas Advertising League, which presented the resolution.

Newly elected president (governor) of the district is A. B. Penny, Humble Oil Co., Houston. Other officers are Dale C. Rogers, Tulsa, first lieutenant governor, and Curtis Saulbee, Fort Worth, second lieutenant governor.


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**BRANHAM MEET**

**Clinical Review Held**

INFORMAL look at advertising problems of mutual interest was taken at the Branham Co., national station representative, one-day clinic Oct. 25 in New Orleans, coincident with the District 6 NAB meeting.

Leading Southern agency and advertiser executives met with Branham affiliate station executives from Tennessee, Alabama, Arkansas and Louisiana. Among those attending were:


Granville Sewell and Ronnie Claire, Sewell-Thompson Adv.; L. L. Nicholson, John F. Tin Jr., and T. J. Adams, New Orleans Times Picayune (TWPI): Boss Wehrmann, manager, and Jack O'Meallie, WTPT commercial manager; Manager Henry Clay, Assistant Manager B. G. Robertson, Program Director Horace Logan and Fred Watkins, local sales manager, KWKH Shreveport; Jack Woler, manager, and Bob Brown of KTHS Hot Springs; Henry Slavick, manager and Earl Moreland, commercial manager, WBB -CBS news show, Chicago; Dale Carlier, WRBC Jackson, Miss., manager; Dewey Long, WAAR Mobile manager; Sid Nichols of Memphis, George Harding and Simone McCray of Dallas, all Branham executives.

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**Theme Espoused at AFA Session in Dallas**

**RWTX PAY BOOST**

Chicago Night Rate Higher

NEW CBS Chicago contract with Radio Writers Guild provides for what is believed to be the first night differential rate of pay, which gives more money to new staff writers working night hours. They get an average of $10 more per week than those on daytime schedules.

Attorney Irving Meyers also gained for RWTX a salary raise averaging $40 a month per person, and a credit line at the end of each WBBM-CBS news show, saying the news was edited and written by the station's news staff. The CBS contract is retroactive to Sept. 1 and expires Aug. 31, 1952. A wage reopener clause is effective Sept. 1, 1951. RWTX contracts cover seven writers at CBS. Separate contracts have been negotiated for six writers at NBC and four at ABC.
WINDOW DISPLAYS
WMIN Plans Two Monthly

WMIN St. Paul, Minn., has set up a special window display department under the sales promotion manager. Each month the new department will handle displays in windows of two business firms advertising on WMIN.

The series was launched with a medical display in the window of a local drug house. Included in the display was a sign calling attention to "Drama of Medicine," sponsored by the firm on WMIN. Second display for the month was in the window of an appliance shop and featured a music motif.

NARND AGENDA
Dr. Baker To Address Nov. 16-18 Meet

LARGEST attendance in the history of the National Assn. of Radio News Directors is expected at the organization's Nov. 16-18 fifth annual convention at Chicago's Hotel Sherman [Broadcasting, Oct. 30], according to Jack Shelley, WHO Des Moines and NARND president.

With the setting up of panels and addition of Dr. W. R. G. Baker, vice president, General Electric, as speaker, the agenda is about complete, although another speaker may be scheduled by Ben Chatfield, WMNZ Macon, in charge of convention programming, Mr. Shelley said.

Three panels scheduled will throw open discussions on the newsman's relations with doctors and hospitals, crime news and radio news research. Moderating the latter panel is Mitchell Charney, journalism professor at the U. of Minnesota. Various phases will be presented by Earl Smith, KMBC Kansas City; Sheldon Peterson, KLZ Denver; Charles L. Swanson, Minnesota School of Journalism; Arthur M. Barnes, Iowa School of Journalism.

Panel on crime reporting will be led by Mr. Smith of KMBC with the following taking part: Bruce Barrington, KXOK St. Louis; Ron Cochran, WCOP Boston; Fred S. Seibert, U. of Illinois and assistant to FBI Director J. Edgar Hoover. Third group on the medical phase of news reporting will have Russ Van Dyke, KRNT Des Moines, at the helm with speakers including Dr. J. Foley, American Hospital Assn.; Dr. George F. Lull, secretary-general manager, American Medical Assn., and Annie Laurie Crawford, assistant executive secretary in charge of public relations, American Nurses Assn.

Dr. Baker will address the convention on "The Future of Radio and TV." Conventioneers also will see a demonstration of Phonevision by Comdr. E. F. McDonald Jr., Zenith Radio Corp. president. Program also features speeches by top military spokesmen and leaders in the news field.

Leo Leaving NSRB
STEPHEN F. LEO, special assistant to Chairman W. Stuart Symington of the National Security Resources Board, will resign from government service sometime next month to join a St. Louis consulting engineering firm. Mr. Leo assisted Mr. Symington on broad mobilization problems, including responsibility for communications, since he left the Air Force where he had been public relations director. He will accept a vice presidency with Sverdrup & Parcel.

ABC Co-op Sales Up
ABC co-operative program sponsorship has increased by 25% over the last year, Co-op Dept. Manager Ludwig Simmel announced last week. He said a survey taken Oct. 28 shows a net increase of 166 sponsors during the preceding year, bringing the current total to 808.

AFRA STRIKE?
Members Okay Authority

A SHORT-NOTICE strike against the networks by the American Federation of Radio Artists became a possibility last week, when a membership meeting in New York voted authority for its negotiators to call a strike at any time. The AFRA contracts with the networks expired Oct. 31.

Spokesmen for the networks expressed confidence, however, despite the current gap between offers and demands, that agreement would be reached without a strike. AFRA is understood to have agreed to the negotiating of staff announcer contracts in the various cities, rather than standardized contracts negotiated from New York. The New York contract, when one is agreed to, is expected nevertheless to be followed closely in other cities.

100 GRAIN BELT COUNTIES
in South Dakota — Minnesota — Iowa are served and sold by KELO — including Minneha County (home county) — the only county in North or South Dakota with retail sales in excess of 100 million dollars.*

* Sales Management, 1950
LOW-POWER FM

Oral Argument Held On 10-w Proposal

ORAL ARGUMENT on proposals to extend low-power FM station privileges to non-profit, tax-exempt institutions such as churches and similar groups was held before FCC last Monday. Such outlets would be 10-w noncommercial stations similar to those allowed to educational organizations.

The long-pending joint petition of the Radio Commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, which requests FCC to allow 10-w stations throughout the commercial FM band where assignables, was reviewed by Leonard Marks, Washington counsel. He explained the Commission already has held religious organizations eligible to be licensees and should rule on other qualifications on a case-to-case basis.

Such low power stations, Mr. Marks argued, will boost FM generally, create new FM set demand and make it economically possible for hundreds of small communities to have their own local medium of expression. Granting such stations, "representative of community life," he said, would be in the public interest.

Sufficient FM frequencies also are available, he noted. Extensive opportunity for broadening tolerance, understanding and education would be provided, Mr. Marks stated. It was indicated the Baptist groups already are interested in establishing several hundred such stations throughout the South.

Rev. Everett C. Parker, director of the Protestant Radio Commission, pointed out that cost has prohibited any extensive work in the radio field up until now. He was extensively questioned by Chairman Wayne Coy on whether such stations would be used for interdenominational attacks or would permit atheists to speak.

Rev. Parker indicated personal attacks do nothing for religion as a whole. He said he didn't know where to draw the line as to who could speak on the air, but felt perhaps only those who were "subversives" should be denied air time. Atheists should be given time if they represent a sufficient interest in the community, he said.

Chairman Coy expressed the view the greatest need for these low power stations might be to permit broader airing of local political and community issues.

Frank Stollenwerk, Washington attorney representing the University Baptist Church of Baltimore as well as the Gospel Fellowship Assn. and the Christian and Missionary Alliance, told FCC the "legal privilege" of making such stations specifically available will provide the "practical opportunity" which will stimulate many applications. He also outlined the wide scope of organizations other than churches which would be eligible for low power stations.

Rorer's Viewpoint

Dwight Rorer, counsel for the First Congregational Church of Hackensack, N. J., said the low-power station privilege would put radio on a local service par with the little town newspaper. He saw widespread interest generating in the religious and allied fields if FCC approved such stations.

RWG SALARIES

Networks Agree on Scales

PROSPECT of a Radio Writers Guild strike against the networks vanished last week, as the parties agreed upon salary scales at a meeting in New York just under the Oct. 31 strike deadline.

Scales to Vary

Although the new scales vary from network to network, and no details have been released officially, they reportedly include weekly minimums of $130 for senior continuity writers and for senior news writers, and $140 for editors.

The new salary rates are understood to be contingent upon further agreement by the parties as to items remaining open, such as vacations, severance pay, and seniority. Negotiations on these matters will continue at a meeting this week.

The Branham Network

CELEBRATING its 15th anniversary, Wincharger Corp., Sioux City, Iowa, subsidiary of Zenith Radio Corp., recently threw open its plant doors to some 3,000 visitors, including leading personalities of the entertainment world. Firm manufactures radio sets, antennas, antenna towers and other equipment.

"Open House" activities comprised tours of Wincharger's production lines, and displays of Zenith's latest radio and television models. A loud speaker system provided audio background for the 45-minute tours conducted by well-briefed guides. Additionally, the company stressed its record of efficiency and technical accomplishments, and incentive system of compensation.

Radio-stage-screen personalities, appearing in the city's Civic Auditorium, included Andy and Della Russell, Gil Lamb, Borrah Minevitch and his Harmonica Rascals, Lou Breese, and others. The Russells presided over a special luncheon for area radio and press representatives and gave an impromptu performance.
To a businessman
with a driver's license
and no Cadillac

(This is not a Cosmopolitan contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. (Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)

Since the going price for chicks is around $150 per M, and his hatchery hatched chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fow! commercial. For chicken-feed ($43.30 per 1/4-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones (more farms in Iowa have telephones than in any other state) and ordered 23,000 chicks after a single 1/4-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

WMT
5000 WATTS
600 KC
CEDAR RAPIDS
DAY AND NIGHT

BASIC COLUMBIA NETWORK

ABC SEPARATION
Conrad, Moore Appointed

FURTHER separation of ABC West Coast radio and television branches [Broadcasting, Oct. 30] became effective last week with appointments of Francis H. Conrad, supervisor of ABC Western Division station relations department, as Western Division director of radio and manager of the ABC Los Angeles outlet KECA; and Richard A. Moore, director of television of ABC Western Division, as manager of KECA-TV.

Announcement was made by Frank Samuels, ABC Western Division vice president, following week-end conferences with Robert E. Kintner, ABC president. Mr. Kintner was on a 14-city trip attending ABC affiliated stations meetings.

Both men will continue their present duties in addition to the new appointments. Mr. Conrad joined ABC in 1944 when it was the Blue Network. Prior to that he had been in the NBC New York sales department and a timebuyer with McGann-Erickson, New York.

Mr. Moore first joined the network in 1946 as a New York attorney. In 1948 he transferred to the television division, going to the West Coast to head up operation of KECA-TV and KGO-TV San Francisco.

During his Hollywood visit, Mr. Kintner, due back in New York today (Monday), made it clear that he felt radio is still the "greatest medium in advertising and news reporting" and that the policy of dividing network operations into separate divisions was being done to restrict the importance of radio.

On the subject of television, he stated that it was most important and that the network was making great forward strides in it. "We do not believe," he said, "that television will put radio out of business any more than radio has put newspapers out of business."

WKRC Aids School

FACILITIES of WKRC-AM-FM-TV Cincinnati are being used for the newly-announced radio and television courses now being offered for the first time in the history of the Conservatory of Music in that city. Hulbert Taft Jr., executive vice president, Radio Cincinnati, said the courses, carrying full credits, are under the direction of Bill Fredericks, senior announcer-producer at WKRC. Series of lectures are being given by stations' executives, including: Mr. Taft, Manager Herman Fast, Sales Manager Joel Stovall, Program Director Paul Shumate and Byron Taggart, m.c. of many WKRC shows.

For SEVENTH consecutive season, five concerts of Springfield Symphony Orchestra to be carried by WBZA-FM Springfield, Mass.

KEIO Sells Idea

AN IDEA sold to the Hotel Bannock by KEIO Fostelto, Ida., is providing a public service in the community, according to the station. The hotel turns over its banquet hall one night a week to youngsters for dancing to the band of Gene Burton, former saxophonist and now manager for Horace Heidt. In return, the hotel is promoted by KEIO with the airing of four fifteen-minute segments, called Friday Night at the Bannock, and featuring the band. First program was Oct. 27. Food, coffee and soft drinks are available at the new night spot for teens-agers.

KYMA PREPARES
For Dec. 1 Target Date

NEW BUILDING to house studio-transmitter and office facilities for KYMA Yuma, Ariz., is nearly complete, according to Albert Johnson, manager of San River Valley Broadcasting Co., owner of KYM and KQY Phoe

Mr. Gordon, who also manages the Arizona Network, said the new station is scheduled to take the air on 1400 kc with 250 w about Dec. 1 [Broadcasting, Oct. 30].

New Western Electric transmitter and console equipment is now being installed, the station reported. Summer-Hoffman tape recorders will be used for flexibility in network and local program service. John Blair & Co., representative for the other Arizona Network stations, will represent KYMA.

Mr. Johnson said KYMA's coverage in the area will "round out the state-wide service" provided by the western stations. Station's new general manager, who will begin his duties Nov. 6, is William L. Lindsey, formerly program director of KLAS Las Vegas. KYMA also will affiliate with Mutual-Don Lee.

ROY THOMPSON

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially rich Altoona. WRTA, the Thompson Station, will assure you a loyal, listening audience throughout the listening hours.

ABC 1240 KC
Altoona, Pa.

Represented by ROBERT MEKER ASSOCIATES

BROADCASTING • Telecasting
First Meeting Set Nov. 20

BAM has directed coverage of a study which has released a 67-page report on the controversial subject. Democrats on the committee, headed by Rep. Frank Buchanan (D-Pa.), signed the report which did not bear signatures of Republican members who have clashed frequently with Rep. Buchanan during hearings. The report, of a "billion dollar industry," emphasized the harboring of "very real" dangers to the legislative process of Congress.

LOBBY REPORT

DANGER, HOUSE GROUP SAYS

EXPANSION of pressure politics may challenge the very existence of representative government, according to the House Committee on Lobbying Activities which has released a 67-page report on the controversial subject.

Democrats on the committee, headed by Rep. Frank Buchanan (D-Pa.), signed the report which did not bear signatures of Republican members who have clashed frequently with Rep. Buchanan during hearings. The report, headed by "a billion dollar industry," emphasized the harboring of "very real" dangers to the legislative process of Congress.

LOBBYING Activities which have been completed, the House report said, "The Government is not only..."
THE LATEST WCKY STORY

LOOK BEFORE YOU BUY!

LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER
LOOK AT RESULTS

<table>
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(*—Pulse May-June 1950 8 AM-8 PM Mon.-Fri.
**—Standard Rate & Data)

IT'S OBVIOUS — FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

IN CINCINNATI, WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

LOOK AT RESULTS!

THE WESTERN STATIONERY COMPANY, OF TOPEKA, KANSAS, ADVERTISING A BRONCO PONY CHRISTMAS TOY FOR $2.49 ON WCKY'S JAMBOREE, HAS SOLD 6,280 IN LESS THAN TWO WEEKS.

THESE ORDERS COME FROM 32 STATES WITH 87% OF THEM FROM THE 13 SOUTHERN STATES WCKY BLANKETS WITH ITS 50,000 WATT SIGNAL.

WCKY—On the Air Everywhere
24 Hours a Day
7 Days a Week

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

FIFTY THOUSAND WATTS OF SELLING POWER
editorial

Time for a DCB?

AT ABOUT the time of the Nazi blitzkreig into the low-lands and Scandinavia in the spring of 1940, plans were being made for a war-time economy in the United States. In September, 10 years ago, the Defense Communications Board was established.

Today we have many of the counterparts of the World War II emergency government. Plans for home defense are under way, against the day of a sneak atomic attack. Communications are pegged as the "nerve center" of civil defense. Cut-backs in radio and TV production are upcoming. Washington bristles with the kind of activity that prevailed prior to and just after Pearl Harbor.

There are functions at Washington, quietly and behind the scenes, of the President's Communications Policy Board of five members. It is headed by the former FCC Comr. Irvin Stewart. One of the subjects before it is the formulation of a permanent government policy communications agency.

If the international situation worsens, re-imposition of virtually all of the World War II restrictions can be expected. There was no civilian set production. Broadcasters were hard put to remain on the air. Stations were permitted to operate subnormally. Many regulations were waived.

These latter moves came via the Board of War Communications, successor to the Defense Communications Board. The FCC Chairman was head of this policy agency. Other members were from the Army, Navy, Coast Guard and State Dept.

Both manpower and material crises were met through the functioning of this board. Radio went on a full war-time basis, but not a single station went silent because it lacked essential equipment or manpower.

The time seems propitious to complete plans for another Defense Communications Board. Whether this plan should emanate from the President's Policy Committee or from the FCC is unimportant. If blue-print already exists, then it appears time to activate it.

Worth the Try

THE SERIOUSNESS of the FCC's proposal to ration network programs to TV stations in all except those markets having four or more TV outlets becomes more apparent as the potential impact of the suggested rules is realized.

Late reports indicated that radio broadcasters, as well as those now in TV, are aroused because they recognize in this move a possible TV "Blue Book." And what may be done in TV can be ordained in radio, since the same principles apply.

Since unburdening ourselves, we are advised that the FCC does not relish this proposed rule-making proceeding. It is pointed out that the Commission, for two years, abstained from interfering in a climate of controversy among the four TV networks and that it entered into the fray only after two complaints had been filed and when the AT&T organization itself staled anonted on voluntary time allotments.

Though there's no official pronouncement, it's reasonable to assume that the FCC would dismiss the proposed proceeding on rationing rules if the parties can compromise their differences, permitting the AT&T to file revised tariffs.

CERTAINLY the four networks should be able to compose their allocations differences. The present paucity of cable and microwave relay won't exist forever. While it's difficult to tell when the freeze on new TV stations will be lifted, it should be obvious that there will be additional outlets in the major markets, as rapidly as the regulatory processes and the war situation will permit.

To hazard even "temporary" program rationing is too great a risk. If the FCC attempts to invoke rules, there will be prolonged litigation.

Realizing this, we hope the networks or AT&T will again take the initiative and endeavor to work out an equitable allocation of time. It can be done in a short period—three or six months. No one knows what the cable requirements will be six months hence.

Last summer there were the doldrums and the hiatus.

Certainly it's worth the try.

LAST WEEK radio observed its 50th anniversary. The official starting date is recorded as Nov. 2, when KDKA Pittsburgh went on the air to broadcast the Harding-Cox election returns and remained on the air for a regular schedule with regular call letters. Last week, a dozen stations observed their silver anniversary—among them WBAL Baltimore. That station for the past five years has operated with a "temporary" license—the only remaining victim of the infamous FCC "Blue Book" on commercial versus sustaining program balance still on the hook. It is on the hook because Drew Pearson and his former partner Robert S. Allen have an application for the station's facilities, based entirely on the now interred "Blue Book." How long can a license remain temporary?

Was it All in Fun?

OUR FRIENDS of the flickers are in a rubarb because of the recent Dean Martin-Jerry Lewis skit on NBC's "The Ed Sullivan Show." A Motion Picture Organizations (COMO) allegation that the vehicle during the Colgate Comedy Hour "held the motion picture industry up to public ridicule and gave the impression that the industry had collapsed and that the people were staying away from motion picture theatres in favor of television.

The COMO, in seeking to forestall repetitions, has written letters to NBC and Radio City, asking the latter to stop the program. Motion picture industry executives see in this move the "victimization" of the industry with a license valid for five years.

This is not the first time the COMO has interceded to avert what was considered a harmful action. Nor is it the last.

In the Oct. 23 issue of Broadcasting the art work really took us. A picture of Ralph Edwards and Hugh Terry with the Denver Flash managing to look like the last word in TV. A picture of a successful user of radio and TV, Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a very padded away, carrying a sign which read "Breast-o-chicken." Oh, Mister Tainshoff! (If you still have your copy handy, men, it was on page 14.)

John Kimball West

Static and Snow

By AWFREY QUINCY

NOW, an illegal TV station is forced off the air. Since when is it a crime in this country to be merely illegal? * * *

Man bites dog, with new twist. Very much in the news is this head "Pilot Drops Suit." We always thought it was the pilot who got dropped. * * *

Comr. Hennock wants to know, which came first, education or commercialism? Everybody knows that the egg came first, but that's something no chick ever would admit. * * *

In the Oct. 23 issue of Broadcasting the art work really took us. A picture of Ralph Edwards and Hugh Terry with the Denver Flash managing to look like the last word in TV. A picture of a successful user of radio and TV, Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a very padded away, carrying a sign which read "Breast-o-chicken." Oh, Mister Tainshoff! (If you still have your copy handy, men, it was on page 14.)

Broadcasting • Telecasting
"DAILY TRIPLE"

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

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

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


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

Rome Studios: Via del Bufalo 126
National Representative: JOHN E. PEARSON CO.
LOU FRANKEL, WFDR (FM) New York director of special events and public relations, promoted to general manager. Formerly with Rural Radio Network and WHCU Ithaca, N. Y.

J. D. JONES Jr., chief engineer-commercial manager KTAT Frederick, Okla., named general manager. Will continue with technical supervision.

ROGER R. HUNT, manager West Coast Radio Sales, S. F., to manager KUSA Yuba City, Calif.

GEORGE STELLMAN, account executive, Jordan Co., L. A., Nov. 13 joins KNX Hollywood and Columbia Pacific Network as account executive. BERT WEST, CPN sales service manager, to new post as director of sales service, KNX-Columbia Pacific Network. ROBERT WOOD, KNX commercial traffic manager, succeeds Mr. West as CPN sales service manager.

BILL GORDON, disc jockey, sports director and news commentator WNAW North Adams, Mass., appointed general manager.

ANN RAWLINSON to commercial staff WFMD Frederick, Md.

CLINTON BROWN to KBON-FM Omaha sales staff. Was with Omaha World Herald.

G. F. (Red) BAUER, resigned as sales manager WINN Louisville [Broadcasting, Oct. 30], announces he will open restaurant in Ft. Lauderdale, Fla.

ERLE G. HOWERY, station manager WWYO Pineville, W. Va., named general manager. Succeeds JACK K. SHIPMAN, who remains as treasurer.

G. LaVERNE FLAMBO, executive vice president and commercial manager WQUA Moline, Ill., named general manager. Will also continue duties as executive vice president. W. JOHN GRANDY, account executive KDAL Duluth, Minn., replaces him as commercial manager.

Mr. Flambo HELEN K. MOBBERLY, charge of Washington Transit Radio sales WWDC-FM Washington, named assistant to WWDC-AM-FM general manager. HERMAN M. PARIS, WWDC general sales manager, also named general sales manager Washington Transit Radio (WWDC-FM).

JACK HEALEY named commercial manager of KNUZ Houston.


ROBERT KEDDY, broadcast regulations division CBC, Toronto, to acting secretary board of governors, CBC, Ottawa.

KARL MONK, commercial manager CKWS Kingston, to manager CHOK Sarnia, Ont.

BILLY BRENNAN, salesman CHOK Sarnia, to sales staff All-Canada Radio Facilities Ltd., Toronto, station representative.

LEROY BREMMER, general manager-technical director KERB Kermit, Tex., to TV staff United Nations, Lake Success, N. Y.

BILL BALDWIN, general manager KPGT Frémont, Neb., to KBON Omaha as AM account executive.

CKXL Calgary, Alta., names National Broadcast Sales, Toronto, and Donald Cooke Inc. as national representatives.

Mr. Bremmer KERB Kermit, Tex., names Bowles & Co. as exclusive national representative.

LEON R. BROOKS, foreign funds section chief, Office of Alien Property, Dept. of Justice, joins legal staff CBS Washington office.

RAY BARNETT, KSNO San Mateo, to KGO San Francisco as radio sales representative.

ELIZABETH GREENE, Walston Hoffman & Goodwin, S. F., to sales department KCBS San Francisco.

FOR MORE AUDIENCE AT LESS COST
WITH HIGHER POWER AND GREATER RESULTS
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
S.W. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER
Respects
(Continued from page 16)
where he has been stationed in recent years as vice president and director of public relations, is at Camden, N. J., across the river from Philadelphia.

He was born in Charleston, W. Va., Sept. 10, 1907, but moved to Philadelphia at the age of 5 and considers that city as home. His father, C. K. West, retired two years ago after serving the General Electric Co. as vice president in charge of the Atlantic district.

The younger West started to follow his father's career in the General Electric Co. After graduating from prep school at Pennington, N. J., and studying for a year and a half at Wesleyan College, Middletown, Conn., he went to work in the GE Edison Lamp works at Harrison, N. J.

About a year later, the Harrison Edison Lamp works was converted into a radio tube manufacturing plant for RCA Radiotron Co., and Mr. West stayed, along with a number of other GE employees, to join RCA.

World's Fair Assignment
His assignment was in the advertising department. In 1933 he was sent to Chicago to handle his RCA exhibit at the World's Fair.

Mr. West was on only 36 at the time he was cast into the society of Sally Rand, the Streets of Paris and other distractions at the Chicago fair, but he conducted himself with such resolve that his employers reconciled him from the midway at the expiration of the fair and elevated him to the management of the Victor visual sound production department.

In 1936 he was promoted to RCA Victor district manager in Philadelphia. A year later he became district manager in New York. He had hardly unpacked in New York before he was sent to Pittsburgh as district manager. By the end of 1938, when he was again transplanted, his time to Cleveland, he had begun to feel as though he were the staff Rover Boy.

He remained in Cleveland until the latter part of 1941 when he was transferred to San Francisco.

By this time he had a wife and child. His family had just arrived in San Francisco when Mr. West received orders to return to Camden. The war had begun, and RCA Victor had decided to contract its field offices to concentrate on war production.

Mr. West was in charge of the redistribution of the RCA Victor field staff, and when that task was completed he was made manager of the war contracts service department.

In 1944 Frank M. Folsom joined RCA Victor as executive vice president. New to the field, he needed a staff assistant who knew his way around the company. He naturally noticed Mr. West, who is hard to miss in a crowd.

For 18 months Mr. West served as principal assistant to Mr. Folsom, without a title. In June 1945 he was appointed director of public relations and two years later was named to a vice presidency.

Mr. West's selection to head NBC operations in the west is in line with the closer supervision that RCA has lately exerted over its operating subsidiaries. It is a secret that since Mr. Folsom became RCA president RCA has taken a new and firmer hand in the management of NBC.

Mr. West takes to Hollywood is a fair for crack administration as well as experience in public relations. There is little doubt that NBC's Western Division will operate on a business-like basis under his command.

Mr. West is too preoccupied with business to have time for avocations other than golf, a game he plays frequently with scores he describes as "fair to poor." His only club membership is in the Pine Valley, N. J. Golf Club.

He married a Philadelphia girl, Peggy Brush, in 1934. They have two adopted children, Peggy, 16, and Helen, 7.

PROFITS TAX
Move To Shelved Plan Seen

By some members of Congress to shelve the proposal for an excess profits tax may be forthcoming when legislators return from recess Nov. 27, or at an earlier date if beckoned by President Truman, who already has indicated he may call Congress back after the national elections.

Advance notice of such sentiment has been given by Sen. Ralph E. Flanders (R-Vt.) who has suggested that Congress increase corporation tax rates instead of enacting an excess profits tax.

Sen. Flanders has said he hoped to present his views before the Senate Finance Committee.

Meanwhile, informal sessions on the proposal, by the Joint Committee on Internal Revenue & Taxation were about concluded last week. The Congressional group has been requested to prepare a report on the profits tax by Nov. 15, date set for the House Ways & Means Committee to open hearings.

WARE TEAMWORK
At Historic Church Event

FLAWLESS station teamwork is reported by WARE Ware, Mass., 1 kw output, in its 3 1/2-hour broadcast of the entire consecration of Notre Dame Church at Southbridge, Mass., Oct. 11. With notice of only 18 hours to arrange the program, the staff immediately went to work on the necessary details.

After Donald W. Howe, owner and manager, WARE, learned that larger metropolitan stations didn't plan to cover the event, News Editor Bill O'Neil and Sales Manager Bob Sinnett obtained permission from diocesan and parish officials to schedule the broadcast, promising that it would be memorable and dignified.


With only two hours to go to find a sponsor, Desa Paint & Wallpaper Co., a branch of a Worcester firm, agreed to take the 3 1/2-hour segment as a public service. On broadcast day, staffers' hopes were pinned on Rev. Ally, making his first microphone attempt. WARE reports he "covered the ceremony with the aplomb of an experienced broadcaster." Program's success, station adds, was conclusive when the stimulated audience, of a primarily Catholic-populated area, made its reaction known. By request, WARE, which had taped the entire event, rebroadcast the final half-hour the following Sunday.

Rate Value for FM
FM is no longer considered as "bonus" at WOKZ-AM-FM Alton, Ill., according to Edward A. Wheeler, president, WOKZ Inc. Mr. Wheeler said new rates, effective Wednesday, will be for the combined facilities of AM and FM, with a portion definitely attributed to the FM audience. Accompanying the new rate policy is a promotion campaign. North Shore Broadcasting Co., which purchased the WOKZ facilities, also is licensee of WESA (FM) Evanston, Ill.
Strictly Business
(Continued from page 16)

selling various products to retail outlets.

In 1933, a boyhood friend who was then with Young & Rubicam told him about a new sort of business—national representation of radio stations. The friend arranged a meeting with John Blair, who had shortly before established John Blair & Co., and was in the process of expanding his New York operation. The two made a deal on the spot, and Bill Weldon had taken the first major step in his career.

Two years with John Blair convinced Bill that he needed a “grass-roots” background of actual radio station operating and sales experience, so in 1936 he became a salesman with WOR. After a year and a half with the key Mutual outlet, he returned to the Blair fold, becoming a vice president of the company in 1946.

The war caused one more interruption in his Blair career. During the war he served in the Navy as commanding officer of an LST in the Pacific area, where he saw a great deal of combat.

The post-war year of 1946 found the radio industry awakening to the combined threat and opportunity in the new art of commercial telecasting. While Bill and the other principals of John Blair & Co. discussed at length the alternative methods of providing the best representative service for a growing list of television stations, Bill made it his special business to undertake a thorough survey of the whole television field from every aspect. As a result, when in 1948 the Blair group decided on the principle of separate and exclusive representation of television stations, with specialized salesman selling television alone, Bill was ideally prepared to direct the operation. He offered and accepted the presidency of Blair-TV Inc., TV’s first exclusive representative firm.

AM-TV Split

Today, Bill Weldon derives his greatest satisfaction from the fact that the principle of separation of AM and TV sales function, pioneered by Blair-TV, has been recognized by many elements of the radio and television industries as the sound approach to a difficult problem.

In addition to fostering and developing a sound sales concept, Blair-TV today is also one of the largest and most successful elements in the television representation field, representing WBNF-TV Columbus, Ohio; KTSV (Don Lee Tele-Vision) Hollywood; WDSY-TV New Orleans; WOW-TV Omaha; WTVR Richmond, Va.; KDYL-TV Salt Lake City; KEESY San Antonio, and KTVI-TV Seattle.

Bill Weldon was born in Westfield, N.J., on May 16, 1906. He prepped at Pingry School, Elizabeth, N.J., and was graduated from Lafayette College, Easton, Pa. He is married to the former Grace Hardingham of Plainfield, and they have twin daughters, Donna and Blaire, three years old. He is a member of the Plainfield Country Club, and Chi Phi fraternity.

In common with many of his Madison Avenue brothers-under-the-skin, his principal hobby is golf. He is sensitive about his scores. “I’ve always felt that a businessman-athlete who plays in the 70s was neglecting his business. If he plays in the 80s, he’s neglecting his golf. At this stage of the development of spot television, it’s pretty obvious that I’m neglecting my golf.”

New Business
(Continued from page 18)

CORY Corp., Chicago, planning to sponsor quarter-hour television show, Cal York Photoplay, and is shopping for network. Agency: Dancer-Fitzgerald-Sample, N. Y.

MILES Labs. renewing The Quiz Kids, Louis G. Cowan package, on 30 NBC-TV interconnected stations, Fri., 8-8:30 p.m. for 52 weeks, effective Dec. 1. Agency: Wade Adv., N. Y.


TOWNLEY RESTAURANT & CAFE, N. Y., names William Wilbur Advertising Inc., N. Y., for its advertising. Radio will be used.

Network Accounts . . .


Adpeople . . .

D. B. LEWIS, president Lewis Food Co., L. A. (Dr. Ross dog and cat food), joins Academy of Television Arts and Sciences as corporate member. Lewis firm sponsors The Huggies, KECA-TV Los Angeles.

DINNER commemorating 15th anniversary of the Esso Reporter in the Carolinas brought out station managers and advertising executives alike for special occasion in Charlotte, N. C. (Broadcasting, Oct. 30). Flashing the station-inscribed cake are (1 to r): Laurens Wright, Esso Division manager; V. C. Carrier, company’s assistant advertising manager; Cecil Hoskins, WWNC Asheville; Charles H. Crutcher, WBT Charlotte; Curt Peterson, partner, Mar-Shal & Pratt; E. S. Diggs, Esso region manager; Richard Mason, WPTF Raleigh. Newscoasts are carried by all three stations.
A DOUBLE TAKE!
(without double talk)

With Any TV Spot
— your take is greater — because flexibly and forcibly — it delivers a
thrifty, streamlined sales punch!... with sound and sight.

These TV stations offer a double take — their
markets are among the most prosperous...
their programs are tailor made for each
market.

Over 200 Spot TV Advertisers are now using
them. Why not you?

REPRESENTED BY
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HAS THE TWO-YEAR "freeze" on construction of new television stations been in vain?

Observers at FCC's lengthy VHF-UHF allocation proceeding were asking themselves this question last week as testimony of several witnesses suggested:

- The Commission's original 1945 standards on station separation may be "technically feasible" with proper receiver design and good receiving antennas and location.

- Undue weight has been placed by FCC on factors such as troposphere and terrain which affect station separation.

- Allocation, based on providing service to "natural" population group areas rather than geographical areas, would provide maximum coverage through flexible rules on power and antenna heights and provision for directional antennas, offset carrier operation and similar techniques for efficient use.

- Service within a station's own area may be substantially increased, without adding interference to other outlets, by simply boosting transmitting antenna height, while attempting improvement of the same service through increase in power will magnify interference to other stations.

Educational Bids

Meanwhile, FCC announced it has designated Nov. 27 as the date for accepting testimony on reservation of channels for educational groups [Broadcasting, Oct. 30]. The Commission, which plans to hear further general testimony this week on Wednesday afternoon, Thursday and Friday only, indicated it would not hold up any other portion of the hearing on this account. Cross-examination will proceed immediately after direct testimony has been concluded on all issues except that relating to reservation of educational channels, FCC said.

Glenn D. Gillett, Washington consulting engineer and president of the Assn. of Federal Communications Consulting Engineers, Tuesday told the Commission AFCEE believes the proposed allocation plan should be employed only as a general guide and not be made a part of FCC's rules. He explained maximum use of facilities and "the rapid inclusion of technical advancements" are not gained by making an allocation which requires months of rule-making hearings to modify.

"The final goal of TV allocation is the most equitable distribution of facilities compatible with actual population distribution and economic support," he stated.

Mr. Gillett was challenged by FCC Counsel Harry Plotkin when he presented AFCEE's conclusion that the Commission's allocation proposal "places VHF and UHF channels on exactly the same basis." AFCEE therefore had recommended that "UHF assignments should not be considered on a par with VHF" because VHF operation "is and will continue to be the backbone of television for many years to come."

Mr. Plotkin observed FCC's proposed allocation does not consider UHF as being "inadequate for television," but that the plan designates specific service radii for each, the UHF predicted service range being less than VHF.

Other principal recommendations and conclusions of AFCEE presented by Mr. Gillett included:

- Undue weight has been given by FCC to those factors such as terrain and troposphere which tend to increase microwave separation of stations.

- Safety factors "are desirable" but lesser separation than that now proposed by FCC "may be used without producing interference greater than indicated." Benefits of directional transmitting and receiving antennas cited.

- Power and antenna height should be adjusted to value necessary for adequate coverage which should generally, but not in unusual cases, cover the entire urban district of a city or urban area of smaller cities. Flexibility would reduce hardship cases and prevent waste of facilities. Conversely, maximum levels should be flexible to allow fullest service opportunities where possible.

Use Technical Advances

- Full use should be made of all technical advancements, including directional antennas, offset carrier operation and any other means of more effectively using VHF channels for maximum service. Allocation plan must be "sufficiently flexible to permit maximum use of future developments in the art."

- Exact purpose of FCC's proposed channel plan is not clear and plan of allocation "protecting stations to their natural area is more logical." Grade C or rural service does not seem to be protected for any station and such provision should be made, with particular need for rural service protection in less densely populated areas.

- Available VHF and UHF propagation data show FCC prediction of UHF coverage is over optimistic as rugged terrain of some areas will cause UHF signals to fall off at lesser distances than computed by Commission. Proposed allowance of power increases to overcome propagation deficiencies seen as no solution since "such an allowance requiring effective radiated power up to 2,000 kw is obviously impractical."

- Allocation in accordance with FCC's proposed priorities "will not permit a growth of television broadcasting in accordance with the demand and the interests of the industry." TV will not be exception to rule that in system of free enterprise "business ventures succeed where adequate economic support is found." Allocation must be based on plan "to provide the maximum of service to the greatest number of people." FCC should not deny a bid to provide a second service to a large population in order to supply first service to a small city.

- Mixing of VHF and UHF assignments "raises problems of tremendous magnitude and uncertainty."

- Oscillating radiation may cause serious interference in congested areas. The FCC would continue unless precautions are taken by set makers. Change of intermediate frequency of a station proposed by RTMA will result in interference to reception of seven channels separate by a span of 6. Livestock station in area given separated by seven channels is avoided this interference would be eliminated.

Questioned by Comr. Frieda B. Henneck, what he personally anticipated.

A THREE-JUDGE court will hear preliminary arguments in RCA's color television suit against the FCC in Chicago's Federal District Court on Nov. 14, six days before FCC's approval of the CBS color standards is slated to become effective.

The date was set by Judge Philip Sullivan last Monday. The three-judge court will be composed of Judge Sullivan; Judge J. Earle Major of the Court of Appeals, who was designated chief magistrate of the RCA suit, and District Judge Walter LaBuy, who in 1943 found AFM Chief James C. Petrollo not guilty of government charges of violations of the Lea Act [Broadcasting, Jan. 19, 1948].

The Nov. 14 date was set when Nov. 8, on which RCA and FCC attorneys had agreed, was found inconvenient for the court. The argument will cover the motion of RCA, NBC, and the RCA Victor Distributing Corp. for temporary injunction against the FCC color decision pending full trial of their suit, along with counter-motions filed Monday by FCC seeking dismissal of the suit and summary judgment upholding the FCC decision [Broadcasting, Oct. 30].

Pilot Radio Corp.'s request to intervene on the side of RCA and its subsidiaries also will be argued at the Nov. 14 session. A CBS petition to intervene on FCC's side received agreement of both RCA and FCC last Monday.

Others To Intervene

Court authorities also expected petitions to intervene from other companies, since several queries regarding procedure had been received.

FCC's motion for dismissal of the RCA complaint or for summary judgment, filed Monday, claimed NBC and the RCA Victor Distributing Corp. lack legal standing and that RCA has failed to show a legally sufficient cause of action.

In any event, the motion contended, the records show "that there is no genuine issue as to any material fact and that defendants are entitled to a judgment as a matter of law."

"The motion was based on an affidavit by FCC General Counsel Benedict P. Cottonen outlining the background of the color case," indicated an attorney for evidence presented by the various participants in the hearing, and reviewing FCC's final color decision.

To the RCA charge that E. W. Chaplin, head of the FCC labora-
tory's division, invented an adapter usable only with the CBS system and was still permitted to advise the Commission on its decision, the Commission claimed that "RCA had full opportunity to object to the continued participation of said engineer in the proceedings but did not do so."

FCC also contended that RCA has not claimed Mr. Chaplin's (Continued on page 68)
DOES MACY’S TELL GIMBEL’S?

Asks RCA Give CBS Tube

FCC ASKED RCA last week to turn over to CBS some of the latest models of RCA’s tri-color TV picture tube, for tests with the Commission-approved CBS color television system.

Noting that RCA said last July it hoped to have samples available for industry study this fall, FCC said in a letter to the company reiterating its offer to test the tri-color tube tested on the CBS system, and said:

“The Commission believes that your cooperation in this matter will be in the public interest and will aid in assuring that all means are being taken by the television industry to bring to the American people the best that color television has to offer. Your early response to the Commission’s request was much appreciated.”

RCA had not completed its an- nounce last week.

A spokesman for CBS said Columbus had twice asked for confer- ences on the tri-color tube once on Sept. 8 and again on Sept. 28. The CBS spokesman said that on Sept. 20 RCA replied to the first request by saying information would be made available when the tube is ready, and that no reply to the second request has been received.

FCC’s letter to RCA made no reference to requests by CBS. It said the Commission believes “there is no reason why there will not be substantial cooperation between the companies.”

The decision, however, means that it is appropriate to request when arrange- ments can be concluded be- tween you and the CBS Inc, whereby the progress test may be continued.” The letter continued:

“Specifically, it is requested that you state when you can make available to CBS samples of the most recent successful models of both your single-gun and three-gun direct view tri-color tubes, together with such circuits and equipment as may be necessary for their opera- tion.”

“It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation on the RCA system.”

GOVERNMENT ACTION

FCC’s decision to press for adoption of a tri-color system was made last week when the FCC adopted color television standards. It had been anticipated that such standards would be made available for industry study last week, but the FCC decided to make available the additional information that was made available.

PROVIDE THE TELECASTERS

The decision to press for adoption of a tri-color system was made last week when the FCC adopted color television standards. It had been anticipated that such standards would be made available for industry study last week, but the FCC decided to make available the additional information that was made available.

Dr. Thomas T. Goldsmith Jr., director of research of Allen B. DuMont Labs Inc., said last week the FCC adoption of CBS color television standards was made “under pressure” and he conjectured that the press- sure was applied by elements interested in a “substantial slowdown” of television progress.

Mr. Goldsmith’s remarks were made at a news conference that followed a two-day closed circuit conference between executives of the DuMont’s and the FCC and Du- Mont Television Network with net- work affiliates (see story, page 58).

The general public, Dr. Gold- smith surmised, may have been through, he thought, that political pressure was the motive behind the move which has been noted because of the growth of television.

Two businesses which he said “might” have had a hand in forc- ing a quick color decision were movies and AM broadcasters.

The decision to adopt CBS color standards was made by the FCC without “consideration of the very great upheaval that would be caused.” But such an upheaval was exactly what anti-television interests wanted.

Sees No Basis

Dr. Goldsmith emphasized he had no proof of his conclusions, but he said he was unable to count in any other way for the FCC’s decision. “The people down there did not have full knowledge of what they were doing, or they wouldn’t have done it,” he said.

Being under pressure to adopt a color system at once, the FCC pressed the public for the best performance at the moment, he said.

Dr. Allen B. DuMont, president of the corporation, told affiliated stations in the closed circuit con- ference that preceded the news conference that he was convinced a compatible system of color tele- vision could be developed with com- patibility, he felt, was of utmost importance in the transition from black and white to color.

Dr. DuMont said his company had been accused of “not wanting color,” and he said that was “not true.” DuMont believes the public will not buy the type of receivers a 384-line picture would be provided or substantially that of present-day sets. With the high-definition signal, service would be increased to 545 lines.

Mr. Dome observed that existing sets would offer a few fine-grained pattern; transposed super-high signals would exist as spurious signals theoretically self-canceling but actually up 100% of total integra- tion; brightness would be reduced 50% but this would be avoided by pre-emphasis and be relatively un- important. Of course, high-defini- tion tube would require 40% more transmitters, he noted.

Mr. Dome said all precision equipment under the new GE sys- tem is localized at the transmitter, in comparison to the plan to other higher-definition systems. He added that it uses the same field, frame and line rates and that the picture has excellent texture without visible dot structure.
FROM wild frontier country to the nation's coal and chemical center in a generation, green- mountain West Virginia today is underwriting a new pioneering saga, an addition to its heritage of backwoodsmen who fought Indian wars and formed the backbone of General Washington's Independent army.

The story of television coming into its own in the rugged mountain state is a 20th century rival to the opening of the backcountry's mountain trails by early-American settlers.

While once trails were roughly hewn through dense forests, relay towers erected to interconnect WSAZ-TV, Huntington, and TV facilities in Cincinnati now grace the Kentucky-Ohio country side.

In the two-month period between the west's first and only TV outlet received its authorization to go on the air and transmission of a test pattern, a mountain crest about two miles from the heart of Huntington was leveled, timber removed, a master transmitter building built, and a 310-ft. tower with a 50-ft. batting superturnstile antenna erected.

Engineering and Mobile Unit

The station's engineers meanwhile put together a mobile unit patterned closely after the RCA unit. It was built on a Ford cabover-engine truck model with a chassis lengthened to a 158-inch wheel base, at about one-half the cost of a ready-built and equipped truck.

By Oct. 24, 1949, WSAZ-TV was airing its first commercial program, a_kinestyle featuring Stop the Music. Official premier was Nov. 15 when such guests as Joseph H. McComell, president of NBC; Frank M. Falcom, president of RCA, West Virginia's Gov. Okey L. Patterson and Huntington's Mayor W. W. Payne greeted the station's opening.

An estimated 50,000 televisers witnessed the premiere from screens placed in hotel lobbies, store windows, theatres and from 2,500 sets then in use in private homes.

WSAZ-TV Can Reach 1,200,000 People

Huntington, located on the western border of the state across the river from Ohio and Kentucky, has access to the West Virginia-Ohio-Kentucky tri-state area and portions of Virginia, which lies to the south. Adding this area to the 200,000 population of the Huntington- Ashland-Ironton metropolitan area and the Charleston region to the east, WSAZ-TV has as its goal the entertainment and merchandising for about 1,200,000 people.

Introduction of video served to dry up the usual inter-state and inter-market feuding which has been as traditional to the area as the battling among old West Virginian families in homestead days. All Charleston and Huntington newspapers, as well as the Ashland, Ky., Ironton and Portsmouth, Ohio, papers carried special editions when the station began operation.

With this wide-area interest, WSAZ-TV also has been responsible for the mounting set count in the Huntington-Charleston market region. Climbing at the approximate rate of 1,500 sets per month, the totals have risen from 3,500 sets the first of the year to nearly 30,000 by November.

In the year following its debut, the station relied for the most part on kinescope and local programming. But early in July, it got the go ahead to construct a $100,000 Cincinnati-Huntington TV relay. That marked the beginning of a new era for WSAZ-TV.

Regular network service at WSAZ-TV was inaugurated on Labor Day with the telecast of a doubleheader between Cincinnati and St. Louis. While marking the entrance of programs direct from the ABC, CBS, NBC and DuMont, all of which supply programs for the station's viewers, the day also was the occasion for an unscheduled picture story of a fire which broke out at the West Virginia Electric & Supply Co. WSAZ-TV telecast the blaze which lasted an hour and a half.

The relay facility links the station with Cincinnati outlets WLWT (TV) which serves WSAZ-TV with NBC programs; WKBK-TV for CBS shows and WCPG-TV for ABC or DuMont schedules.

WSAZ-TV is owned and operated by WSAZ Inc. Guiding the station's destiny is a hard-working trio of executives. Marshall Rosen, station manager of WSAZ from 1944 to 1949, is general manager. Mr. Rosene entered the radio busi-

WSAZ-TV Pioneers in Television For Rugged West Virginia

Officials Directing WSAZ Operations

Board of directors of WSAZ Inc. includes: Col. J. H. Long (president, Huntington Publishing Co.), president; Capt. John A. Kennedy (of San Diego Union), first vice president; William B. Biggs (publisher, Huntington Herald-Dispatch), second vice president; Walker Long (publisher, Huntington Herald-Dispatch), secretary-treasurer.

Among the key personnel are James H. Ferguson, who came to WSAZ-TV from WLWT where he was producer and director, is the station's program director and John Jiriska, chief studio technician, who aided in the design and construction of many of the station's facilities, including the mobile unit and the intercity relay system. Naseeb S. Tweel, who is production manager and heads all film and studio operations, is a native of Huntington who entered television "cold" with the station.

Another Huntington product is Elizabeth Canady, commercial traffic manager, who boasts two years

(Continued on page 68)
Every time we look at Bill Tynan we think first of shamrocks, shillalahs and St. Patrick — and then, in the next instant, we think how glad we are to have him with us, as another of our capable, ambitious, sincere and hard-hitting F & P Colonels.

Because, after all, it’s natural that a great many of you advertisers and agencies will inevitably judge the television stations we represent at least partly by your personal respect for the F & P men who call on you in their behalf. Hence our manpower must be top-notch, since we do in fact represent the finest group of the best-managed stations in America.

When Bill Tynan or any other of us F & P Colonels calls on you, we invite you to proof-test his skill and calibre. We are not afraid of hard work or tough assignments. In fact, we want them and we thrive on them, here in this pioneer group of radio and television station representatives.

Shure and it’s—

WILLIAM J. TYNAN!
(Another F & P TELEVISION Specialist)
Defends CBS Color

Murphy Answers Critics

Adrian Murphy, CBS vice president, last week enumerated six "misconceptions" he said were widely held concerning the FCC's decision to adopt CBS color television standards.

Mr. Murphy, speaking at a Thursday breakfast meeting of New York Radio Executives Club, listed the misconceptions and pointed out why CBS thought them wrong.

1. Some people, he said, have tried to make it seem that the FCC decision was not "important." Murphy said that CBS was unable to read anything but permanence in the order and that FCC's reference to future color experimentation did not "leave the door open."

"It only leaves it slightly ajar," he said.

Not 'Sudden'

2. There have been references to the "suddenness" of the decision. Mr. Murphy said CBS first proposed a color system in 1940, was experimenting with such a system in 1941, with FCC's knowledge, and has been at it ever since, except during the war. Further, Mr. Murphy said throughout the most recent FCC color hearings it was evident that "some system was going to be adopted." Nowhere in the hearings was there any indication that the system would not be CBS, he said.

3. The CBS color technique is often called a "mechanical" system, and that is not so, Mr. Murphy said, adding that the CBS system "is as electronic as any other."

What CBS has that no other system has, he explained, is the capacity to use mechanical apparatus which enable CBS color to be used now, while tri-color electronic tubes are still not available for commercial television. Mr. Murphy pointed out that testimony of most engineers during the hearings was that the tri-color tube, when perfected could be used with the CBS system.

Comparing Movies

4. There has been talk that color television will be like color movies, and as such, will be black-and-white. Mr. Murphy believes that eventually television will be almost all color.

Analyses between movies and television are without value, he said. Color is used sparingly in movies because it is far more expensive than black-and-white and is in scarce supply. Color TV will continue to use more than black-and-white, he said.

Further, he said, television is an advertising medium, and movies are not. Advertisers will want to use color in TV programming because it is different from movie programming, with TV fare being more adaptable to color than movies.

5. There has been talk that no station save WCBS-TV New York will carry colorcasts. Mr. Murphy said CBS had reason to believe otherwise. He anticipated that network colorcasts would be picked up by stations just as fast as receivers were equipped to accommodate them.

6. An effort has been made to spread the word that a compatible color system is "just around the corner." Mr. Murphy said that despite promises to the contrary, no compatible system of commercial quality had been developed. He said that RCA in 1947 had promised such a system by September 1948, but had failed to produce it then or since.

"You can't kill color television," said Mr. Murphy. CBS is convinced, he said, that as soon as the public sees color, it will want it.

Taking the Sting Out

Buzzing with activity was an apt description of KSTP-TV Minneapolis-St. Paul during a recent Marge McCready's "For You—Ladies Program. As her guest, Hostess McCready had Clare D. Ford, state apostle with the U. of Minnesota's extension division. In showing viewers how the bees make honey and what to do in the case of a bee sting, 4,000 bees were let loose in the studio. Mr. Ford proceeded to have himself stung and demonstrated for viewers how to remove the bee's stinger.

Protect TV

DuMont Calls on Voters To Press Candidates

A CALL for voters to urge Congressional and Senatorial candidates to take an affirmative stand in protecting the public investment in television was issued last Tuesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc.

In a speech before the joint Radio-Television Mfrs. Assn. and Institute of Radio Engineers meeting at Syracuse, Dr. DuMont pointed out that it was the voters who could insist on adequate television service for every section of the country.

"Eight million families have invested $3 billion in TV receiving sets," he said. "Every television owner should demand from his Congressional and Senatorial candidates affirmative efforts to protect his investment," Dr. DuMont continued.

All major problems now existing in the TV industry, he went on, were imposed by the government. He pointed specifically to FCC approval of CBS color as "an arbitrary and hasty decision... which has caused tremendous confusion, doubt and possibly large financial loss to the... public and to the television industry."

"Asserting that CBS 'has an almost irresistible FCC of selling its system to either the American public or to the broadcasters,'" Dr. DuMont called on industry to keep faith with the public by providing optimum black-and-white telecast and to continue its research on a compatible and all-electronic color system.

Also attacked by Dr. DuMont was the proposed legislation on excess profits taxes, which he said, would be inequitable to newer, developing companies — including many electronic firms.

Other talks were made by A. V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., and W. B. Whalley, Electronics Products Inc.'s physics laboratory.

Mr. Loughren described a proposed color TV system using the "mixed highs" principle and other technical improvements. Mr. Whalley also presented a paper on TV, analyzing set requirements to obtain the best possible picture. He said his specifications would make better use of high quality picture tubes than are presently available.

Movie TV Relays

Temporary authorizations were extended by FCC last week for experimental relays used by Paramount Television Productions and Twentieth Century-Fox Film Corp. in their New York theatre TV projects. All were TV relays.

Participating in the two-way closed circuit conference with DuMont network affiliates are [list] (Robert F. Jamieson, manager of station relations; Comdr. Mortimer W. Loewi, network director; Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs Inc.; and Dr. Allen B. DuMont.

Teletcasting * Broadcasting

AT&T Facilities

Comdr. Mortimer W. Loewi, Network, told DuMont affiliates last for equal access to AT&T network a network that would enable the dictators over affiliated stations.

Commander Loewi spoke to affiliates in a closed circuit conference last Wednesday to explain DuMont's motives in complaining to the FCC about AT&T network allocations.

"Without free competition among four or more networks, what would your position be?" he asked affiliates.

"That bargaining position could you hold if one or two networks were able to dictate what programs you must take, and then dictate how much you would be paid for them?"

Wont Hurt Income

He told the stations that the limitations proposed by the FCC in the number of hours a station can take from any one network would not adversely affect station income.

"Even though you take your programs from three or four networks rather than from one or two," he said, "you will still be able to select for your station the commercial programs that assure your profitable operation. And with all the networks representing a variety of tastes, it may be that only one program a week or every other would have to be dropped in order to carry all of your favorite programs."

DuMont Affiliates Hear Loewi

DuMont Labs Inc. vice president Loewi told DuMont affiliates last that the FCC's decision to give AT&T network rights was "not good news for the dictators over affiliated stations."

Commander Loewi spoke to affiliates in a closed circuit conference last Wednesday to explain DuMont's motives in complaining to the FCC about AT&T network allocations.

"Without free competition among four or more networks, what would your position be?" he asked affiliates.

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"Even though you take your programs from three or four networks rather than from one or two," he said, "you will still be able to select for your station the commercial programs that assure your profitable operation. And with all
Mobile Unit Handles Film Commercials on the Spot for Better Control and Economy

Using the new GPL 16-mm Utility Projector, the American Broadcasting Company scored another television "first" by handling filmed commercials direct from its mobile units at football games. This new technique eliminates the need for expensive studio stand-by facilities and film-chain tie-up. It results in smoother programming. And it gives the director on location full control of timing.

The GPL Utility Projector (PA-101) is used with a standard image orthicon camera without special phasing facilities. It projects either direct into the camera, or on an intermediate screen in a shadow box. With the latter, one of the cameras used for game pick-up can be swung around to the shadow box to take commercials.

The PA-101 is not only a professional auxiliary projector for the larger station, it is ideal for studio as well as field work in smaller stations. Easily portable, it may be used for film preview or rear screen projection. And for film telecasts, it may be used with regular studio cameras to provide quality equal to specialized iconoscope film-chain equipment.

Write, wire or phone for details...
INCENSED by a Hallicuters Co. advertisement attacking FCC's color-television plan, FCC Chairman J. Halligan last Friday accused the company of attempting "to deceive and frighten the public," and of being "contemptible" in its attempt.

He accused the company of pitting "false versus fact" in a malicious smear campaign.

"I respectfully suggest to Hallicuters," he said in a letter to their president, "that in measuring the effects of television and the impression it is making on the American people, it is only fair to them that we lend a critical eye to this campaign."

"We believe we can do this without difficulty, and will do it." The ad quotes FCC's September 1 report on color as saying that the Commission "must of necessity rely to a great extent upon industry expertise for data and expert opinion in arriving at decisions in the field of color standards."

"Chairman Coy charged that "if, in the present day tradition of out-of-context quoting, you come to a dead stop and ignore the rest of that paragraph of the decision." He said "you refused to finish the paragraph because you would have demolished your entire argument."

FCC'S RESPONSIBILITY

The rest of the paragraph, Mr. Coy noted, says that "the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions."

Mr. Coy's letter underlined the following sentence from the same paragraph:

"In weighing these recommendations and expert opinions we cannot overlook the fact that many of these same people offered recommendations and expert opinion of the same kind as the basis of their advocacy in the 1946-47 hearing of the simultaneous color television, which never survived field-testing."

The complete paragraph, the FCC Chairman told Mr. Halligan, "puts quite a different face upon the matter."

"To continue the quote and give the people the WHOLE story we had hardly have served your purpose of pulling the wool over their eyes," he asserted. He also said:

"The hidden ball trick is a fine piece of football strategy but when it is employed by a large radio manufacturer to point out and frighten the public on such an important basis as the Commission, it becomes pretty contemptible."

Chairman Coy noted that FCC's color hearing covered 62 days and included 93 witnesses who gave 9,717 pages of testimony and presented 265 exhibits.

"Of course," he said, "you did not mention that the FCC was established by the Congress of the United States for exactly this specific type of investigation and decision-making process."

He said Mr. Halligan is "most certainly not entitled to his opinion as to the "ultimate wisdom of the Commission's decision."

But, he said, quoting Bernard Baruch, "Every man is a right to be wrong in his opinion, but not in his facts."

"Color is on the way," Mr. Coy declared, "and the American people have the opportunity to enjoy it—if they wish."

The advertisement phrase, "5 Men Against the American Way," brought this reply:

"The things that the phrase, "The American Way," are so dear to me and I deeply resent attempts such as yours to debase the coigne of this nation with such a malicious smear campaign."

In my view, the American Way includes the truth, the whole truth, so that they can make decisions."

"He is correct in his facts instead of misleading them with one-sided attacks such as yours. It is the advantage of new inventions as soon as they are made of trying to shelve them so as not to intercept the flow of profits from existing products."

Mr. Coy considered it "unfortunate that the industry has not yet found "full pages of advertising to correct the misrepresentations you have made." He said he was making his letter public "with the hopes that the facts it contains will reach at least some of the readers who may have been misled by your hit-and-run attack and that some of the mischief may be repaired."

PHONEVISION

Zenith Seeks Dec. 1 Test

ZENITH Radio Corp. sought a second postponement of its Phonevision test in Chicago last week after encountering the recurring stumbling-block—refusal of the motion picture industry to make good films available.

Zenith, which developed the pay-as-you-see system of television, planned last week to move the start of its tests from Dec. 1 to Dec. 15. The test, scheduled for three months in some 300 Chicago-area homes, was originally set for Oct. 2. The FCC approved the first postponement.

Comdr. Eugene F. McDonald Jr., Zenith president, explained: "We simply do not have enough good, first-quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations with a number of major producers."

He said the Phonevision transmitter atop the Field Bldg. in the city has been putting out excellent test pictures since September. Inasmuch as Phonevision-equipped TV sets have been placed in the test homes, "we are all set going to the test" except for the shortage of suitable films.

Despite the fact that motion picture producers "should have greater interest in the test than almost any other group because of the vital effect of television upon their industry . . . most of the producers have been reluctant to make their productions available for even brief tests. It is self-evident that our 300-family test can have no effect upon attendance at Chicago theatres."

They are continuing with several of them. I hope that this will be our last postponement, and that we can secure a true cross section of their production in time to start our tests prior to Dec. 1," Comdr. McDonald said.

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Teletesting BROADCASTING
ARTHUR GODFREY'S TALENT SCOUTS sponsored by Thomas J. Lipton, a CBS Package Program consistently riding the rating crest.
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<thead>
<tr>
<th>Day</th>
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<td>United Nations</td>
<td>Seabiscuit News</td>
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Programs in italics are splashing. Program: Ed. E. is alive; P. Slim; K. Kussecke Record: E. Eastern Network; M. Midwestern Network; N. Nonconnected stations. *CBS Daytime* Monday-8:30 p.m. Tuesday-Friday 8-4:30 p.m. *March through Friday 8-4:30 p.m.* *Saturday-morning.* 1:45 p.m. All
**THE SAN FRANCISCO TELEPULSE**

is now available to Pulse subscribers and all interested parties. Utilizing the same interviewing technique and covering a full week's tele-viewing from 12 Noon to 12 Midnight, San Francisco joins the following roster of Tele-Pulse reports available monthly:

**BOSTON**
**NEW YORK**
**PHILADELPHIA**
**WASHINGTON, D.C.**
**CHICAGO**
**CINCINNATI**
**CLEVELAND**
**COLUMBUS**
**DAYTON**
**ST. LOUIS**
**LOS ANGELES**

For Telefacts

in these markets . . .

ASK THE PULSE

**THE PULSE INCORPORATED**

15 West 46th Street
New York 19, N. Y.
SONGS FOR SALE
bright new music
and fun... it's a
CBS Package Program
designed for a
fast run into the
winner's circle.

Comedian Jan Murray
exposes aspiring new
songwriters to a
panel of experts for
a session of what
Variety calls “topflight
entertainment values.”
L.A. TALENT

TVA Negotiations Open

NEGOTIATIONS on terms for local wages and working conditions for television performers approved at a previous meeting Oct. 27 were opened by Television Authority last Thursday (Nov. 2) with the seventeen Los Angeles television stations. Membership had also voted at the Oct. 27 meeting to reject network counter proposals and empower the national TVA board to strike. Both NLRB and Chicago TVA memberships had previously approved strike action against networks if no agreement could be reached [TELECASTING, Oct. 30].

Local proposals which would cover a period of one year call for the following fees on live telecasts: one hour of program, $75 plus rehearsal fee; half-hour, $50 plus rehearsal fee; 15 minutes, $35 plus rehearsal. Rehearsal payment calls for $5 an hour with minimum of five hours rehearsal required for an hour program, three hours for half-hour show, hour for 15-minute program.

Terms call for division of commercial announcements into two categories: (a) integrated commercial messages under single sponsorship; (b) non-integrated commercial spots; or spots used in participating shows. In the former category performers are to receive regular and applicable rates in accordance with the length of program in which such commercials are used; in the latter, performers are to be paid $25 plus hour rehearsal at regular rehearsal rate for each such spot.

Minimum fee for re-use of a telecast on the same station by kinescope, film or "other mechanical device" calls for $100 per performance or original fee for each re-use.

Rates for sportscasters are to be $100 per event for play-by-play sportscaster and $100 per event for assistant sportscaster or color man.

On relects on film or kinescope performers are to be paid no less than one half of program fee for any rehearsal required, providing time for such re-takes does not conflict with any existing commitments of performer.

Performers are to be paid no later than three days after date of performance with all checks to be mailed directly to performer.

Terms also cover audience participants, dubbing, rent periods, auditions, group performances, rehearsals, replacements, wardrobe maintenance.

In the meantime, TVA, currently embroiled in a jurisdictional dispute with the Screen Actors Guild over actors in television films, was preparing to oppose a SAG petition to NLRB seeking certification as bargaining agent for actors in films in Southern California at coming NLRB hearings Nov. 13 [TELECASTING, Oct. 30]. Hearings originally set for Oct. 25 were postponed at the request of TVA.

SIX-PAGE Illustrated folder, providing information on RCA's latest field TV equipment, announced by RCA Engineering Products Dept.

NEW TECHNIQUES

TV Society Studies Program Problems

DEEPER comprehension of television as a new and "miraculous" medium along with new techniques and ideas for production—is a more critical need in the TV industry today than is the need for new material. This opinion was voiced by Henry Souvaine, independent production producer, at an American Television Society meeting held in New York a fortnight ago.

A panel discussion of "Ideas, Writers, Programs for TV—From Where?" was presented over by Don McClure, N. W. Ayer & Son TV director and chairman of the Society's Forum Committee. On the panel, in addition to Mr. Souvaine, were Arthur Heineeman and Janet Wood, CBS-TV story editors, and Annie Laurie Williams, authors' representative.

A large part of existing material in the libraries, Mr. Souvaine said, has not been seen in three-quarters of the American people. Improved techniques, rather than new material, will make television better five years from now, he stressed, adding that the producer or account executive who thinks out new formulas and adaptations should "get a medal."

There are factors narrowing the field of suitable TV material, Mr. Heineeman said, from which Broadway is free. Where for Broadway production, playwrights have a year or two for a script, in TV, they have "until yesterday morning." Plays are rewritten at least once and the production worked into shape over an extensive try-out period, but TV material and productions are "on the wing."

A volatile group of pressures peculiar to TV are at work, Mr. Heineeman continued, describing an automobile sponsor's objection to having a traffic smash-up in the script; last-minute cancellation of a leading lady around whom the show had been built; the intrusion of the "exact time" factor; and the "one-shot" evanescence of what is achieved.

Miss Wood said that television had grown so rapidly that only within the past year or two has the question of material been given attention. Even now, she pointed out, CBS-TV is the only network with a story department. And that department grew from Mr. Heineeman alone to a staff of 12, she said. Manuscripts fall into three categories, she went on. Some are solicited; others have already been broadcast, published, or produced; and others are "no"s. "TV prices for material has to come up," she said, in view of the scarcity of suitable material, and the intensity of competition with quantity of output required.

Discuss New Writers

The question of unknown writers "getting a hearing" was raised by a member of the audience. Mr. Souvaine said he believed that "talent always finds a way," and that the embryo writer has no right to expect special consideration any more than the beginner in carpentry, song-writing, or other pursuits.

Disagreeing with this view, Jay Gorney, CBS writer-producer recently from Hollywood, said that "great ideas come from new writers." America, he said, has had committees for the conservation of soil, timber, birdlife—in fact, about everything except for conservation of talent. A Hollywood talent search with which he was associated, Mr. Gorney continued, had auditioned 1,500 people to "find" 15 or 20 and it had "paid off handsomely." He urged the TV industry, which in his opinion offers more for unheard-of talent than any other medium, to organize.

Mr. Heineeman, replying to a question, said that out of 200-300 scripts read each day by the CBS-TV story department, "less than six" were found suitable. Miss Wood pointed out that much of the material read had been "screened" in some fashion before reaching them, either by publication, broadcast, production elsewhere, or through agents.

THAT'S a contract gentleman! It covers the Home Products Co. new campaign for Centential TV and TV products over WWKR-CT Cincinnati. L to r: Edward Brownstein, sales executive, WWKR-TV; Rodney Young, promotion manager, Home Products; Don Chopin, station's local sales manager, and Felix Kohn, vice president of Home Products.

WWJ-TV HOME

New Building Started

POWER shovels last week began excavation for the foundations of a new two-story building to arrive unsolicited WWJ-TV Detroit. Scheduled for completion by midsummer of 1961, the addition to the WWJ facilities will give the station structure and equipment equal to any in the country.

Harry Bannister, WWJ-AM-FM-TV general manager, said that the new building will house the studio and transmitting facilities for the station and will free important sections of the Detroit News Bldg. and the Studio Bldg. for the new building in future single sponsorship; TV advertising, and TV and radio broadcasting uses for which they were designed.

The building will be 150 ft. by 130 ft., with three floor studios of 1,236 sq. ft. and Studio A which will be 58 ft. by 83 ft. Each of these will be two-stories high, with provisions for the use of TV cameras on all sides and in addition. In addition, Studio A will have a rotating stage large enough to hold a truck, if needed, with ramps making it possible to drive vehicles onto each stage.

A small public gallery will face the main studio, for restricted use, with public telecasts continuing to originate in the auditorium studio of the radio building. The three studios will quadruple the stage space now available to WWJ-TV. Upon completion, it will be the only building in Detroit devoted exclusively to TV use.

The production offices and engineering control rooms will be on the first floor, with master control room above. New engineering and office facilities, operations involving network and local programs, will be housed physically as well as electronically.

There will be no windows in the new wall to the auditorium, which is glazed in stairwell between the two units, giving access to the basement and second floor levels of both buildings. The facade of Indiana limestone will continue the construction motif of the studio building, with matching brick for the other sides. The Detroit architects, Giffels & Vallet Inc., in consultation with L. Rossetti, worked with the experts who designed the television facilities for the new United Nations building in New York.

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BUYERS of TV time want "more facts and less bulk," more standardization, fewer adjectives," according to a survey made by TV salesmen of Edward Petry & Co. among time-buyers in eight cities, representing agencies planning 57% of the multi-million dollar appropriations spent annually by national advertisers for radio and TV time.

In personal interviews, the Petry TV salesmen discovered that 50% of the TV buyers want more market information and 56% want more program information. Over 60% of the TV buyers said that visual material, such as films and still pictures of TV programs, help them most in their decisions, with 85% of these stating that they do not receive enough of this material.

Chief Complaint

Chief complaint about market and program information, voiced by 65% of those interviewed, is that it is not sufficiently standardized; 42% said it is "not factual enough," and 19% complained that much of the data is prepared in forms that do not fit their files. On market data only, 17% of the agency TV buyers said the material is too bulky; 17% said it is too sparse and a third 17% found it out of date. Half of the buyers found rate information insufficiently standardized; 31% said there was not enough factual material.

Weekly Television Summary — November 6, 1950, TELECASTING Survey

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* Lancaster and contiguous areas. Total Markets on Air 63. Stations on Air 107. Sets in Use 8,546,446

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufactures. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Atlanta TV audiences see a * lot of television through the Eyes of the South...

From morning straight through 'til midnight six days a week; from noon until midnight on Sunday!

Of the more than 90 hours weekly, 20% are locally produced live programs. Standouts like Woody Willow, Rich’s in Your Home, Strictly for the Girls, EAL News and Come into the Kitchen are included. This local flavor—plus a beaming of the best from NBC and ABC—is why more Atlanta people see more programs on WSB-TV. WSB-TV is an affiliate of The Atlanta Journal and The Atlanta Constitution.

Edw. Petry & Co., Inc. is national representative.

*Supply your own adjective!
Freeze in Vain? (Continued from page 58)

pated in UHF allocation. Mr. Gillett replied, "trouble." He explained there may be some "heart-breaking disappointment" later if the expected UHF coverage is not realized, noting RCA-NBC experience at Bridgeport [TELECASTING, Oct. 30].

"I don't know if I want the UHF channels, period," Mr. Gillett said. He suggested a flexible allocation plan to "allow us to trim sails" later as propagation data develops.

Paul Raibourn, president of Paramount Television Productions, licensee of KTLA (TV) Los Angeles, observed the "Commission has a complex job of establishing an equitable allocation policy after a substantial portion of the spectrum has been preempted for Government communications purposes and for the many uses in which radio is proving itself indispensable from the standpoint of general security and personal safety."

As to the existing standards of separation as revised in 1946, Mr. Raibourn said he "raised the question" whether such standards "are not technically feasible with proper receiving apparatus, including proper antenna design and location."

"There is question whether the public interest might not be better served," he said. If allocation factors remained the same and manufacturers were thereby forced to design and produce receivers with lesser tuning discrimination.

... The receiver design criteria needed to permit the existing VHF channel allocation to continue are not extreme or difficult and some manufacturers produce receivers which are adequate."

Mr. Raibourn cited personal experience to prove his point. He said he was in Boston a few months ago "one of the hottest spots in the country for television interference." Here, he related, the picture from Washington transmissions 245 air-line miles away has been known to equal the picture from the bridgeport UHF station 9 miles away. The picture quality, however, is 310 below line of sight. Also he related that Channel 3 pictures from Philadelphia "are often equal in enjoyment" to the upper VHF channels in New York.

Explains Antenna

Questioned by Mr. Plotkin, Mr. Raibourn explained that he孀 the use of a double dipole with reflector atop a $1,500 125-ft. mast. Asked if this represented a typical home installation, Mr. Raibourn stated the antenna was intended "for a great deal of experimentation" but comparable home reception was found to exist at 70 ft.

Mr. Raibourn feared the UHF as a broadcasting medium would not "rapidly develop to the degree of which it is capable" since the major economic and population centers were not assigned channels. "Even when it does," he said, "the VHF stations will stand in relation to the entire scheme as the clear channel stations do now in the AM broadcasting structure."

He explained Paramount earlier told FCC that the failure to allocate UHF to major markets "limits the incentive to the rapid development of UHF service and provides a major deterrent to the manufacture and distribution of UHF receivers."

The Paramount executive pointed out the VHF service by Jan. 1 will have at least a 10,000,000 family market and before UHF becomes an important factor will have a headstart of 20,000,000 families. Since one or more VHF signals will become available to 50% of all the top 50 in competition with local UHF outlets, the UHF cannot grow as an integrated part of the general television system if it is confined to secondary and still smaller markets, he said.

Mr. Raibourn noted that in the early period of AM broadcasting under the Davis Amendment the solution of geographical formulas for allocation were unduly restrictive. "It is the position of Paramount that in the present stage of television development the assignment of present UHF frequencies will be even more restrictive," he said.

He saw it economically possible for New York, in addition to the existing VHF stations to have an additional 20 UHF outlets while Chicago could support perhaps 10 UHF stations. The witness indi-

WAEZ-TV

Exclusive Coverage of the Rich Huntington-Charleston Market

Now Interconnected

OHIO

K. Y.

W. VA

Huntington-Charleston

Rep. Nat. by the Katz Agency

Continued

seen as soon as promotion picture film day is now do-well... in a mercy, to New York City. The projective lamp (800 w) being inserted in a regular movie producer by NBC-TV actress, Ava More. "Fir says the things is bright as the sun, can help lend a "live" quality to picture motion telecasts. When used in a searchlight, lamp as light source enables accurate measurements of ceiling, thus promising to aid the field of aviation also.

the more important the antenna height, he declared.

Increase in power, however, increases interference. According to Mr. Cullum. He said that 900 kw was required at 195 mc to give the same service as 100 kw at 63 mc. Manufacturers can produce transmitters turning out 10 to 20 kw at 195 mc, he said, and are working on even greater power.

Mr. Cullum contended FCC's proposed allocation wipes out Class C rural service because of the protection given to Class B. He said co-channel spacing is dominant in allocation, with adjacent-channel spacing less important because receiver design can take care of much of the interference. He submitted as a rule-of-thumb the use of approximately half the co-channel spacing in adjacent-channel allocation.

Articles describing the WCON-TV (WSB-TV) Atlanta 1067-foot antenna and an RCA high-gain directional antenna were introduced by Mr. Cullum. He explained he had been trying several months to get FCC permission to install automatic recorders in the Southeast, to make further measurements.

In general Mr. Cullum advocated use of 100 kw with 1000-foot towers and 225-mile separation in the lower VHF band and 300 kw with 1000-foot towers and 200-mile separation on the upper VHF band.

He said WBN-TV Buffalo, WJKB-TV Detroit, WSB-TV Atlanta and WBAI-TV Baltimore were among stations that had applied for high power and tall antennas.

Mr. Cullum said that if all parts of the nation are to have three TV services, there can be no more than three stations in a community. He said FCC's proposed allocation penalizes rural dwellers.

The principal reason UHF frequencies cannot provide excellent TV service if proper consideration is given to physical fac-
lors involved, he insisted. Radiated power of 100 to 1,000 kw should be standard in UHF, he said, with antennas 1,000 feet or more in height. He argued FCC should encourage tests in the UHF band.

Serious competitive problems face UHF stations, according to Mr. Cullum. On questioning, he said the 1057-foot tower in Atlanta cost $86,000 for erection and $27,000 for antenna gear, or a package cost of around $200,000. He estimated a 500-foot tower, with reduced power, would cost only $75,000 overall, a differential of $125,000 in view of rising costs.

He felt TV offset technique should be studied further but separation should not be reduced in view of the failure to realize anticipated gains in some cases.

Four VHF channels can serve 75% to 85% of the U.S. population, he said, with 1000-ft. towers and 100 kw power in the lower band and 300 kw power in the upper half. Four more channels would provide a second service to the nation and another four would give a third service. As to height, he said the cost of a 1000-foot tower is feasible when spread over a period of years. He claimed several TV stations can use the same tower under proper conditions.

Cullum Lists Clients

On questioning, Mr. Cullum said he was testifying on behalf of several clients. While they had not reviewed details of his testimony in advance, he explained, they were familiar with his general recommendations and approved them. Clients included WSB-TV Atlanta, Hearst Radio, WFAB-TV Dallas, Fort Industry Co., and WRGB Albany.

Dixie B. McKey, consultant representing WLAN Lancaster, objected to the proposed 10 kw minimum power on the ground lower power might prove adequate. He advocated use of directional antennas and felt UHF stations faced serious economic problems in cities with VHF stations.

Robert L. Kennedy, consultant representing WHYN Holyoke, Mass., said his studies showed that adequate service could be rendered in VHF with less than 10 kw in at least one case and he believed there would be similar cases.

Andrew F. Inglis, consultant appearing for WROW Albany, N. Y., a TV applicant, said WRGB on Channel 4 is the only one allocated to the tri-city area. It violates the FCC's rules, he contended. UHF is impractical in the area, he argued, in asking allocation of Channels 7 and 11 to Albany-Troy-Schenectady with power-height limited to 25 kw and 500 feet. He opposed the requirement that a TV station must cover an entire metropolitan area with Class B service and felt lower power will be adequate in many cases. He asked removal of restrictions on directional antennas.

Paul F. Godley, radio-TV consulting engineer, of Montclair, N. J., urged FCC to keep its allocations plan flexible so that directional antennas might be employed for stations to "fill in" coverage in areas where it is needed.

He submitted charts and maps to show that possible antenna systems having nulls deeper than 10 db below radiation maxima may be readily designed and constructed and that these may be effective in utilizing connection with TV allocation problems. "Where FCC's proposed standards would turn thumbs down on "nulls deeper than minus 10 db as compared to the maximum value of radiation in any direction," Mr. Godley said his own tests showed that as much as minus 15 db may be "amply conservative."

FCC Assistant General Counsel Plotkin's questioning took the tack that it would be wiser not to authorize directional antennas immediately, until they are proven practical. Mr. Godley insisted, however, that on the basis of his studies he felt directions should be permitted from the beginning as a means of giving needed service not provided in the allocation plan itself.

He represented Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., and offered maps applying his conclusions to the Allentown-Easton area.

Bernard C. O'Brien, chief engineer of WHEC Rochester and other Gannett stations, submitted data which Mr. Plotkin felt might make possible, if correct, fundamental improvements in FCC's current proposed allocation plan. He was asked to turn over his work sheets to FCC engineers for checking purposes.

His data, he said, compared FCC's 1948 150-mile separation plan with the currently proposed 1949 220-mile separation plan for co-channel stations, which are based on computations for the eastern portion of the U. S. and using the "priorities" FCC contemplated as the foundation for allocations (see table above). "It is clear from the above tabulation," Mr. O'Brien said, "that the (Continued on page 69)
**WAAM BIRTHDAY**

Celebration Opens Third Year

FULL DAY'S activities ushered in WAAM (TV) Baltimore's third year last Wednesday, paced by receptions and parties and an hour-long telecast with the DuMont network. Prominent guests, including FCC Comrs. E. W. Webster, Robert F. Jones and George E. Sterling, and Sen. Millard E. Tydings (Md.), and a number of broadcasters, attended the festivities.

Among broadcasters present were Dr. J. W. Dewar of Philadelphia; E. K. Jett, WMAR (TV) Baltimore; Harold Burke, WBAL-TV Baltimore, and Walter Compton, WTTR (TV) Washington. In addition to Dr. Allen B. DuMont of the DuMont network included Bob Jamieson and Jim Caddigan.

A "cavalcade" program, originating at WAAM, highlighting outstanding events in the station's two years, was followed by another 30-minute program, originated by DuMont key staff. WAAM (TV) New York, called Baltimore USA.

**Telefile**

(Continued from page 54)

Television experience in Cincinnati. Handling TV promotion and publicity as well as continuity is Em- lily Eldred, of Ashland.

Program, engineering and sales departments of the AM and TV stations are separate except for policy-making top executives. publicity is com- bined for the units. A compact force of 28 employees make up the TV station staff; up from only 16 before the start of inter-connected operations.

Policy being maintained at the TV facility is patterned after that of its AM sister, WSAZ, to wit: A firm expands when it is advisable to fire when it is advisable to cut back to meet advertising obligations. This credo found WSAZ boosting its 100 w power (with which it began operation in 1928) to a greater range (now 5 kW) as the demand grew for more and better radio service. It was this policy that stimulated plans for bringing live network programming via an interconnection with Cincinnati video stations.

Seven-day per week program- ming has been part of the schedule since the station's inception. Before the fall season, an average of 33 hours of programming a week was maintained, 30.3% devoted to network with 92% of network hours commercial. Of non-net- work hours, 44% was commercial. At its debut, the station counted 18 local advertisers and nine network time purchasers; the figures were 45 and 21, respectively, prior to "Relay Day." In its fall agenda, some 91 network commercial shows per week are now being telecast and WSAZ-TV is now on the air 55 hours a week.

Plans now in effect provide for about 75% of live network program- ming from NBC with the remainder divided among the other networks; increase in hours of operation through use of daytime hours, beginning programs at 2 p.m. and closing about midnight.

Tri-state viewers have been present at sport and special events through the up-to-date coverage of WSAZ-TV. Some highlights:

1. Telecast of the Marshall College-Xavier U. football tilt, nine days after the station's bow; remotes of all city collegiate basketball games played at home; provision for WSAZ-TV cameras and micro- wave equipment at Memorial Field House now under construction.

Coverage of the statewide annual Band Festival (featuring top high school bands in the Huntington-Charleston area); aid in capture of several criminals who had escaped the Cabell County Jail; promotion and telecast of forums (including three in cooperation with the Marshall College faculty and one with Huntington police officials); a weekly children's forum, Junior Jury.

Local format used by WSAZ-TV comes up to standards befitting a one-year-old station. Among the favorites is Sports Almanac, a panel of experts made up of a sports editor, fish and game au- thority, and a well-known guest to answer questions on sports (about 15 retailers in Huntington, Charleston, South Charleston, and West Virginia participate, supplying prizes).

Store remotes have been successful whenever used. Following a telecast from Franklin's Appliances, the store owner wrote the station that the program "was the most successful promotion in the 23-year history of Franklin's." The same

program w on Frankel the first prize in a nationwide Hotpoint dealers promotion contest. A 20-minute film sponsored at 9 p.m. on the station by Thomas-Field & Co., Charleston, house distributor, used a simple tagline stating that if the local dealer could not supply the viewer with a Mobilaire fan—contact or visit the Charleston firm. Its 65 fans on hand were sold by 11 a.m. the next day. Hundreds of calls were received, all of them traced directly to the TV show.

Bob Mills is the station's local Dave Garroway. Mr. Mills, m.c. of The Music Shop, introduces local talent for the participation program, which has been used by Sears, Roebuck & Co. for a direct- selling approach on fans, washing machines and such items.

In addition to these key pro- grams, WSAZ-TV has been tele- casting the Hillbilly Round-up with different "live" hillbillies acts each day on a rotating schedule; Tele- vision Chapel, an actual church service from the studio each Sun- day, with choir, organist and minis- ter (a rotating schedule presents services from member churches of the Ministerial Asn.); The Harmoni- monaires, a colored quintet render- ing hymns and spirituals.

Station's Facilities

WSAZ-TV operates on Channel 5 (76.82 mc) with 12 kw visual and 8 kw aural power. The 37 x 18-ft. main studio and station offices, control room, storage rooms, etc., are located on the 14th floor of the West Virginia Bldg. in Hun- toning. Station is RCA-equipped throughout with present facilities including: A T2TS transmitter with a TPS3 batwing supervert- stile antenna; two field cameras with standard lenses, an EK 17 telescopic lens, field switcher and microwave gear aboard its mobile unit.

Studio equipment and film facil- ities include two field cameras with T4 dollies; two 16mm projectors; projection equipment with two EK 35mm projectors and a station- constructed Balopticam with time- signal clock and a lap-dissolve switch unit entirely assembled and constructed by station personnel for dissolving from film to live network.

Two-rate card quoted $150 per hour as basic one-time. Station's second rate card, which went into effect Sept. 1, 1960, lists one-time rates as: Class A one-hour $200; Class B $150; Class C $100. For the future, WSAZ-TV, which has already received $260,000 for transmitting and studio pl a n t equipment alone, looks to increased revenue from its new program package and continued healthy respect and encouragement from its viewers in the tri-state market.

**Telestatus**

(Continued from page 64)

all television families have children between 8 and 14, giving an esti- mated 1,401,750 children time in New York area TV homes. Over 60% of all parents reportedly rate children's programs as "good." Rea- sons were listed as: "educational," "numerous" and "interesting."

**Nielsen Reports**

Program Popularity

TOP-RATED television program during the two weeks ended Sept. 23 was Texaco Star Theatre, according to the latest National Nielsen ratings.

**HOMES REACHED IN TOTAL U. S.**

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<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
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<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
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<td>2</td>
<td>Star Spangled Revue</td>
<td>4,402</td>
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<td>3</td>
<td>Martha O'Driscoll</td>
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<td>4</td>
<td>Philco TV Playhouse</td>
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<td>5</td>
<td>Friede's</td>
<td>3,287</td>
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<td>6</td>
<td>Lights Out</td>
<td>2,592</td>
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<tr>
<td>7</td>
<td>Your Show of Shows</td>
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<td>8</td>
<td>Your Show of Shows (Sweeps)</td>
<td>2,476</td>
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<tr>
<td>9</td>
<td>Screen Test</td>
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<tr>
<td>10</td>
<td>The Music (Sitting)</td>
<td>2,227</td>
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**PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA**

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<th>RANK</th>
<th>PROGRAM</th>
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<td>1</td>
<td>Texaco Star Theatre</td>
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<td>Star Spangled Revue</td>
<td>75.3</td>
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<td>3</td>
<td>Martha O'Driscoll</td>
<td>68.5</td>
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<tr>
<td>4</td>
<td>Philco TV Playhouse</td>
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<td>5</td>
<td>Friede's</td>
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<td>6</td>
<td>Lights Out</td>
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<td>7</td>
<td>Your Show of Shows</td>
<td>59.8</td>
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<td>8</td>
<td>Your Show of Shows (Sweeps)</td>
<td>48.2</td>
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<td>Screen Test</td>
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<td>The Music (Sitting)</td>
<td>58.0</td>
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**Hooper Pocketpiece**

Gives Program Ratings

FIRST edition of the new Hooper Pocketpiece 12-city survey of television program popularity in New York and Ohio [TELECASTING, Sept. 11], has been released. It shows Texaco Star Theatre at the top of the first 18 programs with a rating of 57.6. Toast of the Town, with 38.8, and Godfrey's Talent Scouts, with 36.1, were second and third, respectively.

The remaining twelve programs, in the order of their popularity according to the Hooper organiza- tion, are: Texaco Star Theatre with 36.3, Godfrey and His Friends with 33.5, Cactus Jim with 33.3, Philco TV Playhouse with 32.2, Robert Montgomery with 32.3, Man Against Crime with 30.5, Original Amateur Hour with 30.0, Stop the Music (8.9 p.m.) with 30.1, Hopalong Cassidy with 29.5, Lights Out with 27.5, and Horace Heidt with 27.5.

Class B $150; Class C $100.

For the future, WSAZ-TV, which has already received $250,000 for transmitting and studio pl a n t equipment alone, looks to increased revenue from its new program package and continued healthy respect and encouragement from its viewers in the tri-state market.

**Television Engineering**

For those of you who are commercially, professionally interested in TV, read...

**Special Rate: 3 yrs. (16 issues) $5**

Bryan Davis Publishing Co., Inc. (Publishers of TV) 52 Vanderbuilt Ave., New York, N.Y.
Telecasting

Wednesday afternoon.

and

VHF communities

allocation plan.

the

and propagation measurements

now,

He proposed:

O'Brien felt "the experience and propagation measurements of the RCA UHF station at Bridgeport, as well as the earlier surveys of RCA, Philco, General Electric and Westinghouse on UHF, do little to remove the doubts and uncertainty regarding the coverage capabilities of a UHF television station.

Proposes VHF Revision

To inoculate UHF in an area where VHF audiences are well established, he said, "is a grave mistake."

He proposed:

that the Commission revise their proposed allocation with respect to VHF in order to accommodate more stations with reduced spacings; to consider the natural boundaries of each community rather than an arbitrary minimum spacing in determining the distance between co-channel stations; and to recognize the fullest use of offset carriers and directional transmitting and receiving antennas in their allocation of UHF TV.

We further recommend that the Commission study any allocation plan proposed in the applicant's petition upon which the final allocation is based, before the matter is at final.

Charles E. Denny, general manager of WERC-AM-FM Erie, Pa., testified as a broadcaster and radio businessman that he felt listeners would be reluctant to buy UHF converters and that stations in VHF communities would be slow to enter the UHF field. Under questioning he said he would "prefer" that there be no mixture of UHF assignments in cities with established VHF operations, though he would not oppose it categorically.

E. W. Allen, chief of FCC's Technical Research Division, submitted a series of documents discussing the effects of increased antenna heights and presenting summaries of VHF propagation measurements and studies of atmospheric propagation in the UHF. Mr. Allen will discuss these findings when the hearings resume Wednesday afternoon.

FIGHTS DENIAL

WJAX-TV Takes Court Action

THE CITY of Jacksonville, Fla., went into the courts last week in an effort to upset FCC's denial of its application for an extension of time in which to complete WJAX-TV (TELECASTING, Aug. 7, Sept. 4).

In a notice of appeal filed Thursday in the U.S. Court of Appeals for the District of Columbia by Robert L. Traven of the Washington law firm of Dow, Lohnes & Albertson, the city claimed FCC's action was "arbitrary and capricious" and was "unlawfully" based on the question of the city's "diligence" in completing construction.

"This is not a statutory criterion as to whether the application should have been granted, but, at most, only one element to be considered by the Commission," the court was told.

The notice pointed out that this was the city's first request for an extension of its completion date, and claimed FCC's denial was "absolutely contrary to long-established Commission policy in other similar instances, thereby discriminating against the city."

"The action of the Commission in denying the application of the city, thereby suddenly abandoning a policy of being lenient in extending time to complete construction of stations, was arbitrary and capricious, particularly when such change was made without adequate notice to holders of construction permits," the city contended.

It said FCC should have ruled that the city did proceed in good faith with construction of the station.

Further, the notice asserted, FCC already had held that Jacksonville needed the TV service proposed by the city. And that such service "was in the public interest," and no evidence to the contrary has been presented.

"The Commission's action was contrary to the public interest in that it deprived the City of Jacksonville of an additional television service when, because of the Commission's 'freeze' prohibiting the granting of additional facilities, there is no possibility of the city receiving additional television service for an indefinite period of time," the notice declared.


Remainder of series to include "Romeo and Juliet," "Macbeth," "Richard III," "Henry V." Will be produced in England. Gordon Little and Desmond Davis will co-produce and direct. Films will be made available throughout world through Sol Lesser Productions. Plan for U.S. distribution is to release one film every four weeks, withdraw it for year after playing all major TV markets, and then make it available again.

First of projected series of 14 half-hour dramatic shows comprising new Bigelow Theatre has been completed by Jerry Fairbanks Productions, Hollywood, for Bigelow Sanford Carpet Co. This is first show, "Kerry Fallon's Birthday." Series, being shot at rate of one program per day by Fairbanks Multicam process, features Hollywood personalities. Frank Woodruff of Young & Rubicam Inc, New York, agency for Bigelow, is producing and directing. Films will be spotlight throughout country for series to alternate weekly with films done by same firm for Silver Theatre series earlier.


Alexander Film Co., Colorado Springs, Col., has completed production on 13 one-minute spots for Oneida Ltd., Oneida, N. Y.; 10 one-minute spots for Motorola Inc., Chicago, agency Ruthrauff & Ryan, New York; five one-minute spots for Calgon Inc., Pittsburgh, through Kelchum, MacLeod & Grove Inc., Pittsburgh; six one-minute and seven 20-second spots for Frito Co., Dallas, through Glenn-Advertising Inc., Dallas; four one-minute spots for The Texan Co., Yoakum, Tex., through Tracy-Locke Inc., Dallas.

JOINT Woodbury College, L. A., in survey seeking impact of TV on education are Valley College, Redlands U., San Jose State Teachers College, Schools plan to interview over 3,000 TV set owners and teachers from San Diego to San Francisco.
new horizons

Stay just where you are. Yet SEE anything and everything you wish about your plant, store, laboratory—yes, even in the very midst of that hazardous spot, without inconvenience or danger! Such is the terrific impact of Du Mont Industrial TV. No longer an experiment. A tried and proved, packaged, ready-to-operate system. Camera picks up image and transmits it over cables to one or more viewing monitors. Pictures are sharper, clearer, more descriptive than usual home television. And of course in FULL COLOR—highly realistic—from lightest pastels to deepest hues!

NEW HORIZONS indeed, for your field of endeavor, from television's pioneering organization. Your eyes as well as your ears can now extend as far as you wish, in bridging today's magnitude and tempo and efficiency.

DUMONT
Color Television for Industry

TELEVISION TRANSMITTER DIVISION, ALLEN B. DU MONT LABORATORIES, INC., 1000 Main Ave., Clifton, N.J.
"FABULOUS' ERA
Kaltenborn Traces Career
A "COMPOUND of personal, American and world history" is H. V. Kaltenborn's own description of his newest book, Fifty Fabulous Years, which links experiences in the Spanish-American war with his current stature as "dean" of American radio commentators.

The NBC analyst weaves authoritative interpretation with an account of his own life touching on men and events through the past half-century. Episodes include visits to Russia, interviews with Hitler and Mussolini, his coverage of major news breaks and hilarious experiences as a traveling salesman in France—all against the backdrop of contemporary events.

Mr. Kaltenborn also devotes sections of his work to radio coverage of the Munich crisis, early broadcasting conditions, extemporaneous broadcasting, USSR radio, news analysts, and sponsors and audiences.

The commentator, author of five previous books, concludes with the hope that he may launch a television news program this fall to supplement his regular aural broadcasts, and the promise that the second half of the 20th century will usher in "as many marvels" as during 1900-50. "The further development of television will be one of them," he adds.

Resigns Murray Account
DORLAND Inc., New York, has resigned the Arthur Murray Dance Studios account effective the end of this month. In his resignation letter to Mr. Murray, Atherton Pettingell, president of Dorland Inc., claimed interference with personnel associated with The Arthur Murray Show on TV.


HOwARD BONHAM, vice president for public relations American Red Cross, resigns to open public relations firm with headquarters in Washington, D.C., and representatives in New York, Philadelphia, Chicago, Los Angeles and Dallas. Had been with Red Cross 20 years.

STANDARD PROGRAM LIBRARY, Chicago, will include in its November releases, 16-inch disc of eight titles by St. Olaf Choir of Minnesota College. Standard also announced it will give subscribers two "no-cost" bonus Christmas shows.

KOLIN HAGAR, one-time general manager WGY Schenectady and assistant to president SESAC, now Progressive Broadcasting System as eastern district manager with headquarters in New York.

GEORGE JONES, general sales manager, C. P. MacGregor, (subscriptions) Hollywood, on four to six-week business trip contacting radio stations, agencies, advertisers and MacGregor Record Co. distributors in 25 major cities.


RALPH A. BERGSTEN to vice president and general manager Don McNell Enterprises, Chicago. Firm to move Dec. 1 to Civic Opera Bldg. from Merchandise Mart.


ELWOOD SIEGEL, educational and sales film producer of Hollywood, to Murphy Lillie Inc., N. Y., producer of industry and TV motion pictures, as production manager and assistant director.

RAY JONES, executive secretary American Federation of Radio Artists in Chicago, father of girl, Amanda Clara, Oct. 28, Mrs. Jones is ELOISE KUMMER, radio-TV actress.

Equipment...
ROBERT W. DAVIS, central division manager Firestone Tire & Rubber Co., L. A., to general manager Hoffman Sales Corp. of Southern Calif.

JIM NELSON to engineer-announcer KJFJ Webster City, Iowa. Was with WPUB Pocahontas, Ohio, and KISD Sioux Falls, S. D.

MILTON J. WILSON to NBC Chicago as AM engineer.

CARL RUSSELL, film director WBBK (TV) Chicago, returns to active military service. Replaced by BILL RICE.

JOHN WILLIAM WALT, assistant advertising manager Admiral Corp., Chicago, appointed sales promotion manager.

M. S. KLINEDINST named manager industrial equipment sales section RCA engineering products department, succeeding P. E. REED, named vice president in charge government service division, RCA service department.

AMPLEX ELECTRIC Corp., San Carlos, Calif., cited by Twelfth Annual Electrical Manufacturing Products Design Competition for outstanding achievement in product development. Company's award was for magnetic tape recorder.

C. EDWIN NONKEY named general manager International Derrick & Equipment Co., Columbus Div., Dallas, Tex. Succeeds FERGUSON BARNES, resigned.

Technical...

RCA TUBES DEPT. announces new seven-inch cathode-ray oscilloscope WO-56A. Unit is portable and weighs 31 pounds.

RON CHANCEY, operator CBS N.Y., joins Canadian UN Army force.

HowARD HAMMOND, graduate Northwestern Broadcasting School, Portland, Ore., to KWIL Albany, Ore., as combo-man.


GORDON W. OLIVE, director general of engineering, CBC, Montreal, becomes Fellow of IRE Jan. 1.

Alaska Sales Office
ALASKA RADIO SALES, formed as a new subsidiary of Pan American Broadcasting Co., becomes the eastern representative for all six stations of Alaska Broadcasting System, CBS and NBC affiliates. Charles Soden continues as network sales manager and Roy V. Smith as spot sales manager. Organization is located at 17 E. 42d St., New York.

ARTur FIDLER conducts "the Concert Hall of the Air" Thesaurus

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

Radio Corporation of America

RCA Victor Division

November 6, 1950 · Page 71

Yours for moreSales

... with the new era in

Thesaurus

"The Concert Hall of the Air"

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

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago · Hollywood

November 6, 1950 · Page 71
G LENN HARRIS named general program manager for May Broadcasting Co., owner KMA Shantahoe, Iowa, effective Jan. 1. WAYNE BEAVERS, KMA production manager named program director, replacing Mr. Harris.

DOROTHY O'BRIEN to KTV (TV) Long Beach Hollywood Studio Party, temporarily replacing BENNA BARD, resigned because of motion picture commitments.

HARRY KOPLAN to m.c., half-hour weekly You're Never Too Old, on KFI-TV Los Angeles.

NORMAN DAVIS, Pathfinder magazine, Kansas City, to copywriter-announcer KFJJ Webster City, Iowa.

JIM BAKER, KLAC-TV Los Angeles stage department, appointed staff director. MAL KLEIN, commercial director, to producer on Breakfast Frolic.

WALLACE E. HUTCHINSON, ABC, San Francisco assistant sales production manager, and JAMES G. DAMON, advertising department Ford Motor Co., San Diego, to NBC Western Division advertising and promotion department. TED SWITZER to broadcast promotion department; GLENN CARLSON to traffic department.

FRANK FONTAINE, comic-mimic, signs with CBS to exclusive two-year radio-TV contract.


RICHARD CARR, freelance radio writer, father of boy, Kevin Christopher, Oct. 25.

BILL O'CONNOR resigns as announcer WGN-AM to freelance.

ELLEN BERRY, publicity manager ABC's Central Division, father of boy, Bill Henry 3d.

JOHN MILTON KENNEDY, announcer CBS Los Radio Theatre, signs with Pathfinder for new becoming film, "Lullaby of Broadway."

MARC LAWRENCE, film actor, signed to do daily radio serial, Grand Hotel, for Progressive Broadcasting System.

ELDON WILCOX, production manager CKPR Port William, to announcing staff CBS Ottawa.

A. W. ALEXANDER, news writer CBL Toronto, to station relations department, CBC Toronto.

ALAN FISHBURN to producer Sky King, MBS Chicago. Has produced David Harding, Counterpunch and Escapade.

BOB LACZIK, KAYL Storm Lake, Iowa, announcer, to announce KTRI Sioux City.

JOHN PALLADINE replaces BOB KENT on The Nite Owl Show on WBUD Morrisville, Pa. Mr. Kent is now program director [BROADCASTING, Oct. 16].

MARIANNE BOGGS, WJHE Gallipolis, Ohio, program director, and William Campbell married Oct. 21.

RICK CAMPBELL, announcer CKYJ Toronto, to CHUM Toronto, as early morning producer and disc-jockey.

DORIS MCCORMICK to traffic department WSBS-AM-FM Crewe, Va. FREDERICK OGINZ assumes control announcing duties. GEORGE PHILLIPS, staff announcer, becomes music director.

DENNIS DAY, star NBC show and CBS-John Barry Show, leaves for East where he will appear Wednesday at Boston Garden, Boston, on behalf of Archbishop Cushing Fund and Thursday at Loyola U., Chicago, on behalf of local Catholic charities.

JERRY SCOGGINS, Cass County boys vocal-instrumental trio on CBS Gene Autry Show, father of boy, Oct. 21.

GUY WALLACE, WRFD (FM) New York chief announcer, to production manager. DAVID HARRIS resigns as station program manager.

SHIRLEY MITCHELL, CBS Amos 'n Andy show, mother of girl, Stephanie Brock, Oct. 27.

JONNY DICKSON to announcing staff KBOI Omaha. Was announcer KMA Shantahoe, Iowa.

MAC MCGUIRE, disc jockey WIP Philadelphia, father of boy.

BILL DOAK to announcing staff KATL Houston, replacing MILT WIL- LIS, who joins Navy. JUSTINE HOUSEY to publicity, copy and news editing staff, replacing BOB MATTHEIS, resigned.

MAL ALBERTS, KFRC-TV Houston, to KATL as announcer.

GEORGE FISHER, CBS Hollywood motion picture editor, and Mary Ann Holt married Sept. 16.

GOMER COOL joins writing staff Columbia Pacific Network on A Memo From Molly series.

MARY WHEELER, KTAI Minneapolis, replaces MILT WIL- LIS, who joins NBC. JERRY WATSON to announcing staff.

AROLD WHATLEY, engineer KTAI Minneapolis, replaces BOB AYLIETT, resigned.

ED TJKARS, freelance announcer, to WXII Richmond Va., announcing staff.

BOB VAUGHN, KRON-TV San Francisco director and star of Cartoon Corner, called back to active duty as first lieutenant in Army.

EUGENE ACCAS, research department Foote, Cone & Belding, N. Y. named presentation writer in NBC promotion and advertising department for radio.

TOM STANFORD, Crown Film Unit, London, Eng., to KPIX (TV) San Francisco as film editor, replacing ARLENE HEALY, resigned.

KAY IRWIN, KGO-TV San Francisco assistant continuity editor, named production assistant. HARLAN FLOYD transfers from KGO continuity to television continuity department. RUTH SHEPARD, graduate of U. of California, replaces Mr. Floyd. PHYLLIS TOWNER, assistant KGO-TV film editor, named head of film department. CAROLYN FONT- SECA joins as assistant film editor.


GERRY HENSEN, WKY Paducah, Ky., morning man, to WJSV Pekin, Ill. Will take over Early Bird program.

W. H. (BHI) MILLER, announcer WWDC Washington, to WBTY (TV) Charlotte production staff.

TOM CARSON, WJW Detroit staff announcer, begins new program, Tom Posters, replaces Hugh Cilice conducted by BRUCE MACDONALD, now assistant program director [BROADCASTING, Oct. 16].

JOE GRIESS announcer trainee WIL Wilkes-Barre, Pa., to staff announcer KWED Seguin, Tex.

LIL COX to continuity staff WIS Columbus, S. C. Was with NBC New York.

PAUL MASON, WHN Charleston, S. C., disc jockey, and Mary June Cox announce their marriage.

ROBERT S. STEVENS, news editor WYCG Coral Gables, Fla., named program director. CY RUSSELL joins WYCG as sports director.

MALCOLM Mccormack, WIBZ Bos- ton staff announcer, appointed farm director, replacing ROGER HARRI- MAN, who joins country music sales staff.

MR. TERRY to WJAY Providence, R.I., disc jockey-continuity writer, to go on active duty with Navy.

FRED RAWLISON, morning man WJQ Hagerstown, Md., to WPMD Frederick, Md., as announcer.
KNBC
EDWARD ARNOW, Redwood City
president, WIND same city, Broadcasters
elected Moines, ture samples affiliated
nouncer. starts GRANT to daily news
Network newscaster, Louis, publicity director, replacing ANTIA BUSEK named KIRO
handle TED PARRISH, NBC's land.
ROMNEY Washington Post from
tion, as chief national Washington
A'QWI Springfield, BROADCASTING
KNX Hollywood.

BEHIND the razor and shaving cream is Paul Jones, Mutual's sports direc
tor, who directed the network's 12th World Series. His arm was in a sling as result of a plane crash near Columb
us, Ohio, on the way to Philadel
phia. Wielding the Gillette razor is Pat Carlton (Miss Philadelphia of 1950).

On All Accounts
(Continued from page 10)
with a minor in English literature, Jerry had annexed membership in Sigma Chi, national social fraternity; Kominson, senior honorary; Maroon Key, junior honorary, and had been given the Balfour Award, the top commendation of Sigma Chi for members outstanding in extra curricular activities, scholastic rec
ord and character.

Jerry's conviction that he would work best with people was a proven fact by now, and he headed straight for radio and sales. Join
ning NBC, New York, as a page, he went to the guide staff two months later and then to research as as
sistant to the liaison man between research and sales. In the fall of 1940 he was transferred to Chi
cago as research chief in network promotion, and in two years be
came research director of the Central Division of ABC when NBC Red and Blue network split.

The pace and promotions were fast. In February 1945 he was ap
pointed to the local sales staff, and to network in September 1946. Two years later, shortly before ABC's O&O video station, WENR-TV, took the air, Jerry was named co
ordinator of television sales.

As a coordinator, working from the sales standpoint, he integrated sales, engineering, production, re
search and promotion, seeing that salesmen were aware of problems in sales procedure. He returned to network sales in February 1949 when he completed the coordinating job and the position was eliminated.

Last month (October), he was named manager of the network television sales department. Now that ABC has split its radio and TV operation down through the sales divisions, Jerry supervises all video accounts and personally serv
ices clients and agencies in the St. Louis area. As a network sales
man, when TV and AM were com
bined, he handled International Shoe (Peter Pan Shoe), Bendix and Quaker Oats.

Jerry's enthusiasm for his work extends to his private life also. "A typical Sunday golfer," he joins friends at Glenview Naval Air Station's course weekly during the summer, and likes to sail, ski, ride horses, fly-fish and drive his car.

A bachelor (for only a short time more), Jerry shares a 15-room house on Chicago's far North Side with 12 men, an unofficial group of "guys who like each other." They frequently hear weird strains of what appears to be music coming from Jerry's room. He dotes on exotic records, and has a passel of bagpipe and drum solos, and Egyp
tian, Chinese, Arabian and Japanese discs.

The records he most enjoys, though, for strictly personal re
sons, are those made in New York 13 years ago. In off hours from his guide job, he recorded several original efforts with his guide
trainer. Jerry was m.c., and the trainer, who later turned pro, was the talent. His name is Dave Garro
way.

No. 1 Quality Market*
*Sales Management Survey for 1950

ASHEVILLE, N.C.

In the South's
No. 1 State

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

SELL this cosmopolitan-metro
politan market with Asheville's longest established, most-listen	ed-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous moun
tain empire.

WGC B RED LION
Daytimer Starts Service
WGC B Red Lion, Pa., went on the air Oct. 22. Licensed to the Rev. John M. Norris, the station operates on a daytime schedule on 1440 kc with 1 kw. Studios and transmitter are located about a mile east of Red Lion on the Delta Rd.

Personnel, in addition to Rev.
Norris, are John H. Norris, sta
tion manager; M. F. McIvor, chief enginerner; Vincent A. Free
man, commercial manager; George
Kienzie, program manager; N.
Cari Kitchen, continuity, and Sarah
E. Kitchen, traffic. WGC B sub
scribes to SESAC and UP news.

570KCS
WWNC
CBS
AFFILIATE

WESTERN NORTH CAROLINA'S
ONLY 5000 WATT
DAY AND NIGHT STATION
HEADLEY-REED NATIONAL REPRESENTATIVE

November 6, 1950 • Page 73
OUTLOOK for independent AM stations, particularly in television markets, was pointed in favorable hues during the annual convention of the Assn. of Independent Metropolitan Stations held in St. Louis recently [BROADCASTING, Oct. 23]. Meeting at Lennox Hotel under the chairmanship of William E. Ware, KSTL St. Louis; (1 to r): Seated, Sherman Marshall, WOLF Syracuse, N. Y.; Elroy McCaw, KYA San Francisco; Jerome Sill, WMIL Milwaukee; Roy Albertson, WHNY Buffalo; Mr. Ware; Joe Ward, guest; John Engelbrecht, WKY Evansville, Ind.; Steve Cisler, WKYW Louisville; Pott McDonald, WHHM Memphis; F. Eugene Sandford, WKYW; Standing, H. S. Jacobson, KXL Portland; John Hurley, WNET Worcester, Mass.; William Van der Busch, WMIE Miami; Gene Trace, WBBW Youngstown, Ohio; Ben Stouse, WWDC Washington; Jim O'wney, WJXN Jackson, Miss.; Lawson Taylor, KFMM Tulsa; Al Meyer, KMYR Denver; Howard Johnson, KNAK Salt Lake City; Bill Weaver, KLIF Oak Cliff, Tex.; Rollo Bergeson, KCBC Des Moines; Hugo Feltis, KING Seattle; Robert D. Enoch, WXLW Indianapolis; Tony Ross, WBBW.

CRUSADE EFFORT
Clay Thanks Broadcasters
BROADCASTERS have been congratulated by Gen. Lucius D. Clay, chairman, Crusade For Freedom (which operates Radio Free Europe), for their cooperation in promoting the ceremonies held in Berlin at the dedication of the Freedom Bell. Program was carried by three major radio networks, ABC, CBS and NBC, and by a great number of independent stations.

In a letter to station manager, Gen. Clay thanked "commentators, newscasters, program officials and performers" for contributions "of generous amounts of time and talent," making the campaign "a grand success." According to the Crusade's Radio and Television Committee headed by Roger Brown, of the New York publicity firm under his name, 98% of the nation's radio and TV stations promoted the Crusade with spots and other material related to the campaign. In addition to carrying announcements, top network programs and personalities on both radio and TV devoted time to interviews, special talks and dramatizations.

The committee also reported some 83 TV stations carrying a 10-minute documentary film, an average two times per station, 91 TV outlets programming a 20-second film spot an average four times per station, and some 525 independents re-broadcasting a transcription of NBC's We, The People simulcast devoted wholly to the Crusade. The radio and TV programs coincided with mass bell-ringing in thousands of American communities. More than 10 million signatures on Freedom Scrolls are expected to be gathered for placement in the bell's base.

Canadian Market Data
FIRST issue of Marketing Research in Canada released by the Assn. of Canadian Advertisers, Toronto, lists Canadian market research organizations, giving details on marketing research in Canada. Also detailed are Canadian research organizations, a number of them affiliated with American research companies, and the Canadian government's Dominion Bureau of Statistics, Ottawa. There are special articles on marketing research, its history in Canada, requisites for sound research and a yardstick for standards. Book is being distributed without charge by the AOA, 85 Richmond St. West, Toronto.

RED' CONTROL
Board Holds First Meeting
SUBVERSIVE Activities Control Board, which will pass on groups falling under the new anti-subversive law, held its first meeting last Wednesday after members were sworn in to their posts. Group is headed by Seth W. Richardson, who was chairman of the President's Loyalty Review Board. Members must be confirmed by the Senate when it reconvenes this month.

It was believed that the board would be asked initially to rule whether the Communist Party should register with the Justice Dept. None of its officials has complied as yet.

One section of the so-called Communist-control bill requires Communist "action" or "front" organizations to identify all propaganda, including sponsorship of radio and television programs. Penalties for violation are fines up to $10,000 and prison sentences [BROADCASTING, Oct. 30].

WHCU Ithaca, N. Y., makes available to stations highlights of American Council on Education Washington conference. Half-hour disc may be obtained by contacting General Manager Michael R. Hanna, WHCU.

FIRST in the QUAD CITIES
In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 1420 Kc. 103.7 Mhz.
WOC delivers this rich market to NBC Network, national spot and local advertisers... with 70 to 100 BMB penetration in the two-county Quad City area... 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio
On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 25,000 Quad Cities sets... hundreds more in a 75 six-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

GEORGE COOK
PRESIDENT
KERB
KERMIT, TEXAS
announces the appointment of

BOWLES & COMPANY

as

Exclusive National Representatives

EXECUTIVE OFFICES — MAJESTIC BLDG., FORT WORTH, TEXAS

CHICAGO • SAN FRANCISCO • KANSAS CITY • RALEIGH

BROADCASTING • TELECASTING
LIQUOR FIGHT
Oregon Issue Before WSAB

CURRENT FIGHT of Oregon advertising and media people against the ballot proposition which would prohibit "prosperously advertiser liquor," has been called to the attention of Washington State radio executives. Observing that if the proposal succeeds, Washington might be next, Carl Downing, executive secretary of the Washington State Assn. of Broadcasters, mailed samples of the Oregon counter-arguments to all WSAB members.

Richard M. Brown, general manager of KPOJ Portland and chairman of the legislative committee of the Oregon State Broadcasters Assn., is working actively against what the Oregonians call "the proposed advertising prohibition bill." In a recent letter to Mr. Downing, Mr. Brown wrote, "Our interest is in protecting our life—advertising—and whenever that is threatened we are going to fight!"

AIDS RESCUE
WKST Joins Search for Youth

PUBLIC service role assumed by WKST New Castle, Pa., was instrumental in the rescue of three youths who were lost for 11 hours in a series of previously unrevealed caverns at Harlansburg fortnight ago.

Station aired a call for volunteer workers and equipment and then dispatched to the scene Announcer Byron McConnell, who described proceedings by special telephone hookup. WKST remained on the air with broadcasts until 3 a.m. Oct. 23 when the youths were rescued.

That evening, in a special program, the boys told their story to the radio audience of "Mutual's Voice of Western Pennsylvania." Lawrence County sheriff and citizens of the community, in turn, lauded the station for its coverage and assistance.

RURAL RADIO (FM) Network, Ithaca, N.Y., will air five concerts by Scranton Philharmonic Orchestra.

CORRECTION

In our recent ad we stated we were the "sixth highest Hoopered station in the nation between 6:00 and 10:00 P.M."

This should have read, "sixth highest Independent Hoopered station in the nation between 6:00 and 10:00 P.M."* *Based on the 1950 May-June Index

WEWMP
24 Hours of Music-News-Sports
Headley-Reed Co. Hugh K. Boice, National Reps. General Manager

RESERVE CALL
New Plan Will Not Ease Communications Drain

DEFENSE DEP'T.'s revised procedures for calling up reserves, directed by Defense Secretary George C. Marshall to ease the urgency of current mobilization, probably will have little effect on the drain of communications and electronics specialists, authorities said last week.

A survey of the four military branches—Army, Air Force, Navy, and Marine Corps—indicated that the Air Force will lose only immediate duty calls of critical specialists from broadcast, manufacturing and other industries by spreading our calls over a longer period of time.

In view of prolonged Korean hostilities, authorities said, critical needs for electronics, communications, radar, etc., will be as great as ever—with mobilization moving along in varying degrees within each branch.

Defense officials also pointed out that specialists would be needed to police the Air Force's multi-milliondollar radar network, which is expected to be completed about mid-1951.

Gen. Marshall's broad directive, issued Oct. 5, provides that both employers and employees be given sufficient time—four months plus an additional 30 days for reporting—in advance of actual recall of reservists to make "required adjustments." The services also were asked to specify, through radio and press, that all reserve members not already alerted will not receive orders for at least four months.

Allows Time

This revised procedure will give manufacturers, broadcast networks and stations, and other employers "a reasonable time" to make replacements and also help establish "uniform and orderly mobilization," of the Defense Dept. said.

Army officials noted that, while a small proportion of personnel in critical categories were ordered to duty on "short notice" during the Korean crisis, 50% were members of units and had a minimum of 30 days' notice.

They explained that field grade officers who are members of units and critical specialists will be subject to involuntary recall as in the past. Involuntary recall of Enlisted Reserve Corps personnel, however, was dropped by the Army. It was emphasized that the specialist policy would apply down the line to all save "extreme hardship cases."

The Air Force, which has been recalling only critical specialists in the officer-enlisted ranks the past few weeks, has been instructed to continue involuntary recall of Reserve Forces officers to specialists with skills "not available from voluntary procurement or training sources." Service will also discontinue recall of enlisted personnel.

The Navy Dept. announced it will resume policy of granting commissions, on a limited basis, to civilian and enlisted reserve applicants. Authorities said officers are sought for electronics posts. Candidates may apply to Navy recruiting stations and procurement offices in principal cities. They would be appointed ensigns or lieutenants junior grade.

Quota for January-March 1951, already issued, consists of a substantial number of communications technicians, they added.

On the other hand, the Navy said it plans to release some 5,000 enlisted reserve personnel per month around July 1951, but added that specialists probably would be retained.

Meanwhile, Gen. Marshall appointed a committee of civilians and regular and reserve officers to continue study of calls of civilian components to active duty over the long-range phase.

Gen. Marshall said the group was set up to plan "development and maintenance of a strong reserve force with a minimum interruption to the nation and the individual's normal existence."

Joseph Beljan
JOSEPH BELJAN, WESA Charle- roli, Pa., died suddenly of a heart attack Oct. 28 while visiting in his home city of Pittsburgh. He had been program director of the station for about 18 months. Services were held Nov. 1 in Pittsburgh. Surviving him are his wife, Josephine, and three children, Maria Therese, 5, Joseph Jr., 3, and Joan, 1.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

How Many & How Much?

1949 BMB Daytime BMB Radio Prelim. Reports 1950 U. S. Census 1949 Retail Sales
50-100% 19 Counties 101,680 517,587 279,752
25-100% 27 Counties 157,110 814,186 452,784
10-100% 36 Counties 216,220 1,115,996 610,207

1949 BMB Nighttime
50-100% 10 Counties 72,050 360,853 232,657
25-100% 22 Counties 128,350 654,711 373,006
10-100% 31 Counties 188,540 972,052 538,598

*REAL SALES FIGURES, "NO" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS-5000 WATTS-960 KC Owned and Operated by the TIMES WORLD CORPORATION ROANOKE, VA.

FREE & PETERS, INC. National Representatives

Broadcasting • Telecasting

November 6, 1950 • Page 75

Good Neighbor

AFTER WNYC New York was refused permission to stay on the air after regular signoff time Nov. 7 to broadcast election returns, WOR New York offered the municipal station its FM transmitter for the evening. WOR will broadcast its own election reports on AM and TV and those of WNYC on FM. This gives WNYC duplicate FM service in New York as WNYC-FM, a fulltime station, also will cover the election.
In Tulsa

$45,000,000 is the Oil Industry Annual Payroll

In Tulsa

Oil purchases exceed $5,000,000 annually

In Tulsa

You are located the largest mid-continent refineries...the world's largest oil company...the world's largest oil purchasing company...

In Tulsa

You will find a rich, discriminating market thoroughly covered by KVOO, Oklahoma's Greatest Station for 25 years.

PLUS

Rich bonus counties in Kansas, Missouri and Arkansas blanketed ONLY by KVOO.

OIL, TULSA, and You Plus KVOO Spell Profits in "Oil Capital" Letters!

See your nearest Edward Petty & Company office or call, wire or write KVOO direct for availability.

NAB District 6

Registration [Broadcasting, Oct. 80]


Charles A. Wall, BML, New York; Granville Walters, WAML Laurel, Miss.; Fred Watkins Jr., KWKH Shreveport; H. P. Wehmann, WTNPS New Orleans; Willard W. Wengen, RCA, Engineering, Dallas; Ralph Wentworth, BML, New York; Harold Wheeler, WMGT New Orleans; Jimmie Wilson, WACT Lafayette, Miss.; David Wilson, WSLI Nashville, Miss.; Earl W. Wilson, WJCK Chattanooga; Jack Wolfe, KTHS Hot Springs, Ark.; Bob Wynn, WMUR New York; Stan Williams, WHAS Cincinnati, Ohio; Charles Wood, WMGM Memphis; L. J. Wright, WPBR Rattlesnake, Miss.; Bill Young, WJMA, Radio and Television Stations from Coast to Coast than any similar organization in America.

NAB District 6 conventioneers (front row, l. to r.): F. C. Sowell, WLAC Nashville; Mike Sillerman, World Broadcasting System, New York; Tom Gibbens, WAFB Baton Rouge; Patty McDonald, WHHMA Memphis; Earl Winger, WDDO Chattanooga. Back row: Robert Shuffler, Earl Libscomb Assoc., Dallas; Gene Tibbitt, WLOX Biloxi; Charles Godwin, MBS, New York; Cliff Greenland, Associated Program Service, New York; Roy Dabadie, WJBO Baton Rouge.

SURVIVING ATOM BOMBS

Role of Radio-TV Is Cited in Several Booklets

HOW TO SURVIVE AN ATOMIC BOMB. By Richard Gerstell. Published by Combat Forces Press, Washington, D. C. Distributed by Rinehart & Co., Inc., New York. $1.95

A SIMPLE, easy-to-read guide, in question-and-answer form, describing civilian "do's and don'ts" in the event of an atomic or other bomb attack has been authorized for distribution by Dr. Richard Gerstell, a consultant for the Civil Defense Office of the National Security Resources Board.

Designed to allay the fears of laymen and to meet the need for factual knowledge among family units at home and workers in offices or factories, the guide also stresses the importance of radio and television sets in the civil defense program on local levels.

Terror possession of a radio set as an essential in any home to receive "news and necessary instructions," Dr. Gerstell tells families that "your best bet is to follow safety rules and leave the Geiger counters to the trained crews who will test the whole area, and let everyone know by radio and otherwise what the whole situation is."

[NSRB officials from time to time have stressed the importance of battery-operated radio sets in the home, and have been quietly gathering statistics on this phase. Such sets, they feel, would be useful in the event an air attack bombed out communications lines. Data also include provisions made for stations' auxiliary power.] Dr. Gerstell explains that radio-active dust or mist in the air won't stop radio or TV set operation and urges families to "use your (set) to get the latest news and latest instructions from your local defense authorities." Dr. Gerstell noted:...

In the Biloxi tests, radio-controlled planes were flown through the atomic-bomb cloud itself, and they worked perfectly. If all the radio stations in your own city are damaged (this isn't likely because they are usually well separated) then the authorities can use a station in...
some nearby city to give you information. So if there's nothing on your local stations when you turn on your radio, keep on trying all around the dial.

Television will not be stopped by radioactivity, either. This, too, was learned at Bikini. Pictures of the bombed fleet taken by automatic cameras appeared on the Navy television receivers as soon as the mist cleared away, and while still heavy radioactivity in the air.

“Those are the facts,” Dr. Gerstell declares categorically. “You may have heard rumors to the contrary, but these are the facts.”

The NSRB consultant also informs readers that the U. S. radar screen system is “being built up fast,” and when complete should give warning in time for everybody—especially in big cities—by radio and sirens—to take safety steps.

Stressing that there will be aircraft warning work in every community, Dr. Gerstell points out importance of passing on word of impending attack “in a matter of minutes,” and adds that radio stations and telephone companies “will do their parts in getting the warning out.”

Dr. Gerstell currently is lecturing on atomic bomb safety measures for the Blue Cross and Blue Shield plans of the U. S. and Canada. He said that the late Defense Secretary James Forrestal initially encouraged him to write the book. Dr. Gerstell also has written similar articles for Saturday Evening Post, Sports Weekly and Farm Journal.


RADIO SETS—“emergency equipment” in the homes of American families—would be little affected by any atomic bomb explosion or resulting radioactivity, National Security Resources Board has informed civilians.

In this new booklet, Survival Under Atomic Attack, NSRB tells civilians: “Always have a good flashlight, a radio, first-aid equipment and a supply of canned goods in the house.”

Neither explosive nor lingering radioactivity has any effect on the operation of most mechanical or electrical devices, and the radio should be turned on in the event of attack, the booklet asserts, adding this remainder:

“Battery-operated sets, including those installed in automobiles, will continue to work even if the city power goes off. Television reception, like radio, won’t be jammed by radioactivity.”

Civilians are told they can live through an atom bomb raid without “geiger counter, protective clothing or special training” if they know the secrets of survival: Know the bomb’s track, and know the steps to take to escape them.

Also listed are six general principles for survival and “five keys to household safety,” as well as answers to the more common questions put to defense officials.

The 32-page booklet is being distributed to state and local civil defense officials, governors, members of Congress, radio stations, press and various public groups and organizations of the government.

**CERTAINLY!**

The old sea-horse says:

<table>
<thead>
<tr>
<th>Have YOU checked the WVMI—Area?</th>
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<tr>
<td><strong>Only WVMI can offer “So Much For So Little”—May we tell you more?</strong></td>
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**WRITE'S GUIDE**

Radio-TV Workbook Issued


Described as the “first workbook to be written for students in the special fields of radio and television writing,” this volume is a workbook—syllabus for teachers, students and professional workers interested in news, specialized information, continuity writing and surveys.

Prepared by Laurence Campbell, director of Florida State U.’s journalism school; Harry E. Heath Jr., assistant professor of journalism at Iowa State College and Ray V. Johnson, KNBC San Francisco news director, the book stresses application of radio writing principles in “practical and realistic assignments,” according to the publishers.

Material was assembled from the authors’ teaching and professional experiences and was begun when all three were members of U. of Oregon’s journalism department staff.

**DANCER SUES ‘TOAST’**

IRENE CASTLE McLAUGHLIN ENZINGER, former dancer, has filed a $250,000 damage suit against CBS, Ed Sullivan and Ford Motor Co. in Chicago Circuit Court, alleging her privacy had been violated by “Toast of the Town.” She said she loaned the star of her 1912 movie, “The Whirl of Life,” showing her dancing with her husband, Vernon Castle, was telecast without permission March 12 on Mr. Sullivan’s show. She said she obtained exclusive rights to the film in 1919. Her attorney, George Arthur, said she loaned the film to Mr. Sullivan for use in a stage show in 1936 and, although it was returned, Mr. Sullivan “apparently” had a copy made. Defendants have 30 days to file an answer.

**RADIO’S RECORD**

CBS Book Recaps Events

A 187-PAGE book, “The Sound of Your Life,” giving “a record of radio’s first generation,” was mailed by CBS last week to 10,000 addressers, including advertisers, agencies, prospects, government officials, editors, libraries, schools and colleges.

A chronicle of the past 25 years as it came to radio listeners, the book contains 400 photographs selected to represent the notable events and personalities of the period. The text unfolds the story of a typical listener family, called the Smiths, during the years since the first CBS broadcast.

Prepared by the CBS advertising and sales promotion department, the book was written by Robert Strumsky, George Bristol, and Carroll Whedon. Design and production was under the direction of William Golden, associate director of CBS advertising and sales promotion.
October 27, 1950

ACKNOWLEDGED FOR FILING

AM-1350 kc

WAXP, Montgomery, Ala.—CP increase from 175 kw to 2 kw.

AM-1460 kc

WHLF, Washington—Broadcast station to move from 1370 to 1370 kw.

AM-1600 kc

WSFL, Springfield, Mass.—Change from 1500 kw to 25 kw.

AM-1700 kc

WBGR, Goldsboro, N. C.—Change from 2000 kw to 1000 kw.

October 28, 1950

CP-constuction permit

DA-directional antenna

ERF-directive radiated power

STL-studio-transmitter link

STA-special temporary authorization

antenna

day

LS-local sunset

auroral

transmitter

conditional

CG-congestion

ON OCTOBER 27 TO NOVEMBER 2

October 30 Applications

ACCEPTED FOR FILING

Modification of License

WSVA, Harrisonburg, Va.—License change for new station.

WBBF, Canton, Ohio—License change from 100 kw to 2 kw.

TENDERED FOR FILING

AM-1240 kc

KIWW, San Antonio, Texas—Change from 100 kw to 10 kw.

APPLICATION RETURNED

WBAA, Carrollton, Ga.—Returned application for relocation.

WQOB, Dallas, Texas—License to cover new station.

KFLI, Iowa City, Iowa—License to cover new station.

Pawtucket, R. I. —Change from 100 kw to 1 kw.

Petitions Granted

KFLI, Iowa City—License to cover new station.

1230-15:15—Granted.

Waives, Ohio—License to cover new station.

1230-15:15—Granted.

WBBF, Canton, Ohio—License to cover new station.

1230-15:15—Granted.

WMJ, State College, Pa.—License to cover new station.

1230-15:15—Granted.

WRB, Providence, R. I.—License to cover new station.

1230-15:15—Granted.

KULJ, Ephrata, Wash.—License to cover new station.

1230-15:15—Granted.

WBBC, Elizabeth, Tenn.—License to cover new station.

1230-15:15—Granted.

WBBF, Jackson, Miss.—License to cover new station.

1230-15:15—Granted.

WBBF, Bexley, Ohio—License to cover new station.

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Queen City, Bexley, Ohio—License to cover new station.

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<td>Member AFCCE*</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>[Details未提供]</td>
<td>Member AFCCE*</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>[Details未提供]</td>
<td>Member AFCCE*</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
<td>Member AFCCE*</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7932</td>
<td>Member AFCCE*</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. AR 48721</td>
<td>Member AFCCE*</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Member AFCCE*</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. — Sterling 0111</td>
<td>Member AFCCE*</td>
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<tr>
<td>GAUTNEY &amp; RAY</td>
<td>CONSULTING RADIO ENGINEERS 1052 Warner Blvd.</td>
<td>Member AFCCE*</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>Warner Blvd., Wash., D. C. National 6513</td>
<td>Member AFCCE*</td>
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<tr>
<td>JOSEPH ADAMS</td>
<td>ADAMS 2414</td>
<td>Member AFCCE*</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave.</td>
<td>Member AFCCE*</td>
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<tr>
<td>A. E. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>Member AFCCE*</td>
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<tr>
<td>WEBER &amp; CARVER</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave.</td>
<td>Member AFCCE*</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Member AFCCE*</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W.</td>
<td>Member AFCCE*</td>
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<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646</td>
<td>Member AFCCE*</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING</td>
<td>Member AFCCE*</td>
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<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES</td>
<td>Member AFCCE*</td>
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<tr>
<td>GEORGE GODLEY CO.</td>
<td>Upper Montclair, N. J.</td>
<td>Member AFCCE*</td>
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<tr>
<td>JOHN C. Creutz</td>
<td>319 BOND BLDG. REPUBLIC 2151</td>
<td>Member AFCCE*</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kallegg Bldg.</td>
<td>Member AFCCE*</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St., N. W. EX. 8073</td>
<td>Member AFCCE*</td>
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<tr>
<td>GEORGE E. GODLEY</td>
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Member AFCCE*
"CAREER GIRL"  
KTAR Phoenix, Career Girl Memo. Features taped interview with "career woman of the week" chosen from local business and professional women. Interview conducted by Bill Peterson, of station program department, in downtown restaurant during lunch hour.

KOREAN DIARY  
WCKY Cincinnati, Korean War Diary, Sun., 5:00-5:30 p.m. Public interest program airs personal experiences of Col. Francis E. Gillesette, American adviser to South Korean Army. Don Paevay acts as narrator and Rex Dale is announcer. Col. Gillesette has been in Korea since beginning of conflict and sends material to station for weekly show.

HEALTH SERIES  
WWDC Washington, You and Your Doctor, Thurs., 10:15 p.m. In cooperation with Medical Society of District of Columbia, 13-week series started Nov. 2. Program informs public about treatment of common ailments. First show devoted to "What Is High Blood Pressure!"

TV GIVEAWAY  
WAAM (TV) Baltimore Money Go Round, Tues., Thurs., 6:50-6:55 p.m. Southcomb & Mapp (home improvements). Anchor: Maurice Cheseler Co., Baltimore. Jim Kilian, m.c., gives key word and tells viewers to be on lookout for "Money Go Round Car," which is cruising in city. As a car is spotted, viewer tells driver key word. Driver calls studio from car, giving person's name and Mr. Kilian relays news and amount of prize to audience.

EASTERN DEFENSE  

AIR WISE PROMOTION  
WNBQ (TV) Chicago, NBC's O & O station, used airplane to air tape recorded message about new program service. Powerful loud speaker used to carry message over city and suburbs. John Keys, advertising and promotion manager WMAQ-AM-FM and WNBQ, conceived idea to publicize station's expanded program schedule.

"STURDY GERTIE"  
KTNT (FM) Tacoma, Transit Radio, Oct. 14, broadcast opening new Tacoma Narrows bridge. Station received permission from president Tacoma Transit Co. to change regular broadcast schedule so riders could hear ribbon-cutting ceremony. Bridge, called "Sturdy Gertie" by natives, replaced old "Galloping Gertie" that blew down in 1940. Program carried interviews of people who saw old bridge fall.

VEEP SPEAKS  
WICC (TV) Erie, Pa., special public service program, Oct. 25. Vice President Alben W. Barkley spoke on behalf Democratic candidates seeking re-election in state. He was interviewed by Edward Lamb, publisher The Erie Dispatch, owner of station. Mr. Barkley also discussed world issues.

NEW LBS SHOW  
SERIES U. of Georgetown Forum, which started on WARB Arlington, Va., in 1946, going coast to coast on Liberty Broadcasting System via WOL Washington, Sun., 1 p.m. Show taped and re-broadcast at 2:30 p.m. on WOL. Program will still be carried on WARB. Rev. J. Heydorn, S.J., Georgetown U., handles technical end of show and Rev. Daniel Power S.J., Georgetown U., arranges for guests and talent.

LOLLIPOP PARTY  
WSC-AM-FM Stamford, Conn. "Fairy Princess" gave "Lollipop Party" for pre-school and school age children Oct. 24. Merry Reynolds, star of show, prepared party so children could meet "Fairy Princess." Guests attended broadcast and then took part in special show and party. Parents of children were invited to attend.

LOU ENROC Marques Radio, Johannesburg, S.A. Station running ads in local papers. Art shows persons in unhappy circumstances—traffic violator being primed by policeman; explorer burning at stake—and remarks: "... but it's HAPPY listening on Louen Marques!"

UNUSUAL CONTEST  
WHK Cleveland's Bill Gordon, m.c., Member Shows, 7:15-10 a.m. Conducting unique contest. Listeners are urged to send unusual letters to station. M.C. has received letters written on last year's suntan, lace curtains, pistachio nut and set of false teeth. Grand prize for contest is Mr. Gordon, who will baby-sit or do odd jobs for winner.

'CUZZIN' VISITS  
WOPA-FM Bristol, Tenn. "Cuzzin" Don, early morning disc jockey, announced intentions to drive to Pt. Devens, Mass., to tape record interviews with members of 278th Infantry Div., most of whom are Bristol men. Offer to carry non-perishable cookies and cakes to relatives filled up prospective visitor's car. Sponsor donated 20 dozen additional cakes for National Guardmen. Visit was subject of article in local paper.

STRIPE TEASE  
ABC Hollywood sends trade folder showing two pairs of bare legs extending under cover bearing line, "... the most popular strip show in L. A." Page under cover shows costumed players, Nina Bara and Virginia Hewitt, featured on Space Patrol show. Photographs of other cast members are shown in addition to sales message giving multi-weekly TV Hooperrings for Aug.-Sept.

"STREET SCENE"  
ART. SCANLON, WINS New York morning disc jockey, who opens theme from "Street Scene," is sponsoring contest for best letters describing favorite street scenes. Contestants each receive Mercury recording of the theme, and winners get turkeys for Thanksgiving.
CKCW POSTER

CKCW Moncton, N.B. Large buff-colored poster featured by 200 grocery stores in area gives line-up of CKCW advertised products available in stores. Sponsor's name is carried in large letters over name of program, and sometimes picture of featured star. Primary purpose of poster is to stimulate sales of CKCW accounts, with secondary design of encouraging station listening. Time shows are heard also given.

WFB BOOKLET

WFB Atlanta releases 14-page booklet, "There's $9 in WFBville," word-and-picture presentation of various aspects of Negro community which is its primary audience, and which it calls "$100 million market." Station describes itself as "the only Negro-owned radio station in the U. S. A." Covers are canary yellow, with striking sketch on front.

SONGS TO PLAY

WBBM Chicago, Play or Pay, half-hour, Mon.-Fri., Sawyer Biscuit Co. Listeners send song titles for musicians to play. If they can't, listener is awarded prize. Tommy Bartlett is show m.c. Station broadcast promotion spots week before debut of show.

Feature.

Continued from page 16) and holds the family together, reached the break-even point financially. This was difficult, in view of $8,500 spent for rental of the stadium, its ushers and general facilities; $2,800 for advance promotion (posters, car cards, newspapers); $2,000 for guest stars, O. V. Massey and Martha Tilton, WLS National Barn Dance talent and musicians; $4,000 in city and federal taxes; and $750 for souvenir programs.

The station would not have come out even, however, if it had taken into account some 50 spots aired weekly on WBBM for six weeks preceding the festival date. The Park District, which cooperated in the planning, handled mobilization of 96 sets of dancers on the floor (eight persons per set), the hospitality committee, and numerous sets from Park District recreation groups.

Dancers appeared in many and individually, representing their states and sections. The largest single group ever on the floor consisted of 10 sets. Included in this category were Indiana, Illinois and Chicago. Indiana scored heavy applause with a set of men and women who combined a jitterbug step with the more formalized routines of the square dance. One talent booker was so impressed he later called Mr. Drake and asked if the group could be hired.

The Illinois section featured rural youth and adults, while that from Chicago showed regular Park District dance enrollees. Among them were sets of blind, deaf, dumb and physically handicapped persons, including youngsters recovering from polio, a group of children under 12 and oldsters.

The age range among all groups was from about 8 to 75.

Eight dancers went to Chicago by bus from Quebec. They were members of the Society of Good Cheer, established in Montreal in the 1600s. They, with other dancers, appeared on television shows at all four Chicago stations and on numerous radio programs in the area. Plugs for the festival were given without charge by radio stations.

All in all, the investment of work, time and money paid off, so much so that Prairie Farmer and WLS President James E. Edwards says there will be another festival next year.

CONGRATULATING Tom Gibbens (I), WAFB Baton Rouge, newly-elected president of Louisiana Broadcasters Assn. at its Oct. 25 meeting in New Orleans [BROADCASTING, Oct. 30] are T. B. Lanford (center), KRMD Shreveport, outgoing president, and George Martin, KROF Abbeville, secretary-treasurer.

PBS Acquires Space

PROGRESSIVE Broadcasting System has acquired Audio-Video Studios, 418 S. Robertson Blvd., Beverly Hills, Calif., to house its production offices and studios. The large plant includes office space, recording and television studios in addition to broadcast facilities. Executive offices of the new network remain at 8983 Sunset Blvd., Hollywood.

STORY OF BBC...Hibberd Goes Behind Scene


A "BEHIND THE SCENE" story of the British Broadcasting Corp.—the radio of Great Britain—"This is London"—gives a personalized history that is at once literary and factual. The author, Stuart Hibberd, is perhaps the most dramatic denominator of BBC's growth and development into the British government's owned-and-operated domestic and foreign "voice."

Mr. Hibberd is the man whose voice was heard in Europe when the continent was subjugated by the Nazis, in the jungles of Burma, and in the African desert—where ever peoples looked to Britain for hope.

The book is sectioned according to years—1924 to 1949—with each chapter giving the history of broadcasting as seen through the eyes and experiences of Mr. Hibberd. It begins with the appointment of the author to the post of assistant announcer in London from where he progressed to the top in his skill. The concluding chapter makes the points that television will become radio's biggest competitor but will not "entirely out sound broadcasting," and that while the radio audience in England stands at an estimated 25 million, the author still prefers to think of broadcasting to one family or one individual only...

WE WANT YOU TO BE OUR HEIR!

Even though we're not related to you, we want you to be our heir. Yes, we want you to inherit the goodwill, the very tangible respect of our listening audience. What's the "estate" worth? Well, it was worth 30,000 unduplicated inquiries to Norman's Furs. It increased a furniture store's volume by 300% in two years. It sold 1,000 sets of records at $24.95 for smart-sets-for STERN & COMPANY of Philadelphia.

What's it cost to become an "heir"? As little as $7.00 per one minute spot. Send for coverage maps. Send for actual testimonial letters. Send for air-check of "Judge Rhythm's Court," the sales-producing program aired daily on...
WWDC
1st
in out-of-home
audience
in WASHINGTON

Pulse, Inc. in a new survey of radio listening in cars, taxis, offices, restaurants, etc., shows that WWDC gives the biggest PLUS audience in Greater Washington. You must have all these new facts to intelligently choose among the 14 radio stations in this rich market. Call your Foajoe man today for all the details.

KGER'S New Studios
KGER Long Beach, Calif., has moved to a newly constructed building, containing offices and studios, at 1044 Atlantic Ave. Station observed the move by holding open house Nov. 4 with a dedication program featuring special talks, in addition to concerts by the Long Beach Municipal Band, which has been heard on the station since 1926, and the San Pedro Symphony Orchestra. Manager of the 5 kW station is Galen O. Gilbert.

Mr. De Groot Mr. Walbridge

'KICKOFF' SHOW
KBWD Sells Local Dealers

With an eye toward local business, the late O. J. Brunkenhoefcr, commercial manager of KBWD Brownwood, Tex., had conceived a 15-minute Kickoff program to tie-in with Humble Oil & Refining Co., football broadcasts. When Humble scheduled 16 Western Conference games on KBWD and the Texas State Network, Mr. Brunkenhoefcr went to work and got the local agents and dealers of Humble to sponsor the pre-game show.

The show, preceding all games, presents local and national sports news, recorded college songs, background and featured music. Commercials highlight services offered at the local Humble stations. Eleven Humble-station managers and the bulk agent share in the sponsorship.

KBWD and Brownwood Humble dealers are proud of their Kickoff show—as well they might—and offer the suggestion to other stations for local tie-in sponsorship with national accounts.

[EDITOR'S NOTE: It was later reported that Mr. Brunkenhoefcr died Sept. 27.]

FCC Actions

(Continued from page 78)

Decisions Cont’d:
non-commercial educational station, 917 mc (Can. 319) 250 w. 30 ft. Lake Erie Boat Co., Sandusky, Ohio—Granted CP new remote pickup, KA-7824.
WMIX Bestg. Station, Nashville, Tenn.—Granted CP for new remote pickup, KA-7827.
Mr. De Groot, Albany, N. Y.—Granted CP new remote pickup, KA-7826.
Fort Bend Bestg. Co., Rosenberg, Tex.—Granted CP for new remote pickup, KA-7828.

Agricultural Bestg. Co., Chicago—Granted CP and license new remote pickup, WWJ-FM.

Pulse
—

WGRD—
Best Buy in
Grand Rapids
12:30 to 5:15 PM

HOOPER FALL-WINTER 1949-1950

Number of stations are rated 1st, 2nd, 3rd, 4th in 15
fifteen minute rated periods from 12:30 to 5:15 P.M.

WGRD A-Net B-Net C-Net
1st 5 2 8
2nd 5 7 3 4
3rd 3 2 7 2
4th 2 4 5 6

Counting 1 point for 4th place
3 points for 3rd place
3 points for 2nd place
4 points for 1st place

WGRD Grand Rapids “The People’s Station,”
Norl. Rep.-McGillivra

WGRD—
Best Buy in
Grand Rapids
12:30 to 5:15 PM

WWJ REALIGNS
Radio, TV Staffs Split

SEPARATION of radio-television facilities of the Detroit News corpo-
rations, WWJ and WWJ-TV, into competitive organizations, each
with its own administrative, sales and program personnel, was an-
nounced last Tuesday by H. B. Bannister, general manager of
WWJ-AM-TV-FM.

Don De Groot, public affairs di-
rector, was named manager of
WWJ-AM-FM and Willard E.
Walbridge of WWJ-TV. Both will
operate under overall supervision of
Mr. Bannister. Mr. Walbridge has been serving as assistant gen-
eral manager of AM-TV-FM op-
erations since October 1949.

Mr. De Groot joined the Detroit
News organization in 1941 after
previous assignments as staff an-
nouncer of WDFD Flint, Mich.,
writer-producer and staffman for a
Detroit advertising agency. He
was named program manager of
WWJ-FM and in June 1942 was
transferred to WWJ as program
chief. He left WWJ in 1946 to ac-
cept similar positions at WBAL
Baltimore and KHJ Los Angeles.
Returning to WWJ in April 1949 as
public affairs director of WWJ-
AM-TV-FM since August 1949,
Mr. De Groot was instrumental in
preparing presentations which won
the station numerous awards.

Mr. Walbridge also began his
radio career with WWJ in 1941.
After three years in the sales de-
partment he left to join the Navy,
returning in January 1946. He
was successively named assistant
sales manager of radio and sales
manager of television operations.
In May 1949 he succeeded Harry
Betteridge as general sales man-
ger of combined Detroit News AM-
TV-FM operations. Following Oc-
tober, he was appointed assistant
general manager reporting to Mr.
Bannister.

WTMJ COMMISSION
15% Local Agency Policy Set

LOCAL agency commission of 15% on retail accounts is being allowed for the first time by WTMJ Mil-
waukee. Effective Nov. 1, the stan-
tion established the same commis-
sion offered by WTMJ-TV to local
agencies buying time for retail
clients. Move was explained: “Television experience has shown that local advertising agencies handling retail accounts have been responsible for an exceptional amount of retail business, and this move is being made in order to per-
mit the retailer to use a greater
volume of radio business without
having to pay additional charges for advertising agency service.”

The 15% commission has been effective on WTMJ-TV since it took the air in December 1947.

CBM Montreal increases power from
6 kw to 50 kw on 940 kc.
Granted continuance of hearing from Nov. 1 to Jan. 3, 1951, in proceeding re its application.

WINS New York—Granted leave to amend application to change name to WINS-P, and to request waiver of Sec. 2.145 of Commission’s Rules.

By Examiner, Myron L. Lipton.

KID Idaho Falls, Idaho—Granted continuance of hearing from Oct. 26 to Dec. 4 in Washington in proceeding re its applicationlove.

FCC General Counsel—Granted indefinite continuance of hearing scheduled Nov. 27 at Santa Paula, Calif., in proceeding re application of Ventura County Radio Center Inc., Santa Paula.

By Examiner, Elizabeth C. Smith.

KREI Farmington, Mo.—Granted indefinite continuance of hearing scheduled Sept. 9 in Washington in proceeding re application.

By Examiner, Myron L. Lipton.

San Juan Bestz, Co., El Paso, Tex.—Granted request that transcript in proceeding re its application be corrected in various respects.

October 31 Applications . . .

ACCEP TED FOR FILING

Modification of License

KXON, Stockton, Calif.—Mod. license change studio site from 1215 Pacific Ave. to Boyer Lane.

KWLY, Paris, Tex.—Mod. license change studio site from Gibraltar Hotel to High St. Between Paris Ave. and Washington St.

Modification of CP

WINS New York—Mod. CP change frequency etc. for extension of completion date AMENDED to request extension from Sept. 26 to Jan. 1.

AM—1440 kc

Kee Bestz, Co., Harrison, Ill.—CP new AM station 720 kc, 250 w D AMENDED to change name of applicant to E. F. Scandrett, Harold B. Rothrock and Roy F. Scandrett, d/b a as Kee Bestz, Co.; change facilities requested to 1450 kc, 100 w un.

AM—1450 kc

Paris Bestz, Corp., Paris, Ill.—CP new AM station 1250 kc, 250 w D AMENDED to request 1450 kc, 500 w un.

AM—1270 kc

Pottstown Bestz, Co., Pottstown, Pa.—CP new AM station 1270 kc, 1 kw D AMENDED to change name of applicant to Herbert Wolin, Ralph E. P. Mellon and Margaret Levine d/b a as Pottstown Bestz, Co. Charles Kinzer Benz withdraws.

License for CP

KECA-TV Los Angeles—License to cover CP new commercial TV station.

WAVE (FM) Atlanta, Ga.—License to cover CP new noncommercial educational station, Atlanta Board of Education.

APPLICATION RETURNED

Ballina Bestz, Co., Ballina, N. Y.—RETURNED application for new AM station 1030 kc, 500 w.

November 1 Applications . . .

ACCEP TED FOR FILING

Elwood R. Horvinski, t/a Radio Telephone, Tacoma, Wash.—CP new AM station 1240 kc, 250 w un. AMENDED to request 100 w.

AM—1590 kc

South St. Paul Bestz, Co., South St. Paul, Minn.—CP new AM station 1300

CIVIL DEFENSE

Wadsworth Visits London

JAMES J. WADSWORTH, acting director of the government’s Civil Defense Office, conferred briefly last week with top British civil defense officials in London. He left Monday and returned Wednesday, the National Security Resources Board announced.

Wadsworth discussed interchange of training personnel, shelter and other data and possible exchange of liaison personnel with British officials.

He was accompanied by Col. Barnett W. Beers, civil defense liaison officer, Office of the Secretary of Defense. Mr. Wadsworth has been serving as acting defense director since President Truman appoints a permanent head to direct the proposed Civil Defense Administration [Broadcasting, Oct. 30], with responsibilities for communications and other planning.

National Security Resources Board, under which civil defense personnel currently operate, also announced the appointment Tuesday of George L. P. Weaver, of Washington, D. C., as special assistant to W. Stuart Symington, NSRB chairman. Mr. Weaver, a former vice president of United Transport Service Employes (CIO) and since 1945 assistant to the secretary treasurer of the CIO, will work on manpower problems.

Reports to President

ROBERT H. HINCKLEY, ABC vice president, reported Monday to President Truman on results of his recent European survey. Mr. Hinckley observed work of the Marshall Plan as member of the Public Advisory Committee of Economic Cooperation Administration.

Wadsworth spent several weeks in Europe. After reporting to the President he went to Salt Lake City.

CHVC Niagara Falls, Ont., increases power from 1 kw to 5 kw day and 1 kw night on 1600 kc.

For Western Montana KGYO Missoula 5000 Watts Night & Day All major CBS Programs A fast growing Market Wholesale Center High Per Capita Income Always Good

This LITTLE piggy goes to the Boston Red Sox market. Signifying price tag (not divulged) for broadcasting and telecasting rights to all home games of the Sox, Carl W. Hoffman (r), executive vice president and treasurer, Narragansett Brewing Co. of Rhode Island, makes “down payment” on two-year renewal for his company. Third man on the double play is Sox’s General Manager Joe Cronin (l) who gets an assist from John W. Haly, brewery’s advertising manager. Narragansett, perennial sponsor of Red Sox home games, plans expansion of last season’s 41-AM station sports network to extend coverage.
Help Wanted

Managerial

Help wanted—General manager to act as general manager and aggressive commercial man. Outstanding opportunity to grow with present company. Applying for position should have previous experience in a major eastern market for man who can prove himself in the new market. Box 901G, BROADCASTING.

Sales manager 250 watt local station AM & FM with proven ability in sales and management. Attractive proposition for man who can prove he can work within small market radio. Box 956G, BROADCASTING.

Columbia, Texas.

Wanted: Manager of new daytime, one station to station in excellent market. Must be in strong in sales, promotion, and advertising. Good management abilities. Salary up to $7500. Send full particulars and references. Box 905G, BROADCASTING.

General manager with experience as manager in small community. Ambitious, proven record in a small market. Salary very negotiable. Box 924G, BROADCASTING.

Salesmen

Guarantee $100 per week and 15 percent commission over guarantee. Minimum two years experience in the Field. Send full particulars. Box 897G, BROADCASTING.


Announcers

Combination man, ABC Bky. MI. Application disc, photo, pitch letter. Box 922G, BROADCASTING.

Wanted: Announcer with first class ticket for Martin County station. Must be in excellent voice range. Pay $500. Box 920G, BROADCASTING.

Newlywed, ex-announcer with first class ticket for Minnesota station. Must be in excellent voice range. Good pay. Box 898G, BROADCASTING.

Announcer wanted to fill vacancy in an AM radio station. Salary $1000. Box 899G, BROADCASTING.

Experienced announcer and disc jockey wanted for 220 watt station in metropolitan area. Must have at least 5 years experience. Excellent opportunity. Box 879G, BROADCASTING.

Wanted—Disc jockey and announcer. Excellent opportunity. Box 868G, BROADCASTING.

WANTED: Immediate opening for an experienced announcer. Good salary and excellent working conditions. Box 859G, BROADCASTING.

Radio announcer, 8586, BROADCASTING.

Situations Wanted

Managerial

Manager——Salesman over one year's experience and independent stations. Box 890G, BROADCASTING.

Manager-commercial manager with a proven background. Wanted music manager for small station in Florida. Send full particulars. Box 891G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 892G, BROADCASTING.

Manager-commercial manager with a proven background. WANTED: a very good announcer with a proven background. Box 893G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 894G, BROADCASTING.

Music librarian. Metropolitan midwest network affiliate with new station and the best of the local libraries needs experienced librarian who understands music and a desire to go on live. Excellent spot for right person. Box 672G, BROADCASTING.

Commercial copywriter. One man department. No announcing, copy or other work. Send background and copy samples. Offer will be based on present earnings. Write Box 849G, BROADCASTING.

Situations Wanted (Cont'd)

Manager

Manager-commercial manager with a proven background. Small market in southern California. Box 895G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 896G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 897G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 898G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 899G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 900G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 901G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 902G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 903G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 904G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 905G, BROADCASTING.

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Manager-commercial manager with a proven background. Small market in southern California. Box 911G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 912G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 913G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 914G, BROADCASTING.

Manager-commercial manager with a proven background. Small market in southern California. Box 915G, BROADCASTING.

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Manager-commercial manager with a proven background. Small market in southern California. Box 956G, BROADCASTING.
Situations Wanted (Cont’d)

Production-Programming, others

PM man, experienced copywriter. News and announce. Box 406G, BROADCASTING.

Eleven years with major networks including current position as news producer. Editor, special features, all related operations, for local cable and foreign, domestic experience. Want permanent position. Senior man. Yrs. exp. Box 856G, BROADCASTING.

Program director presently employed at large chain-owned station. Know production, continuity, station management, financing, personnel, independent station and change, preferably in south. All experience currently permanent. Veteran. Write 881G, BROADCASTING.


Girl Friday, available any day, continuity, traffic, hostess, writer-producer of programs for young women, children and special events. Details and disc on request. Box 907G, BROADCASTING.

Versatile continuity writer, young lady recently college graduate, fresh, original, good copy. Box 819G, BROADCASTING.

Top network news executive responsible for entire studio and production area of one of nation’s best-rated news shows, wants to leave New York. Spark-plugged two of last year’s award winners, previous experience over five years. Wants to locate with independent station where management is interested in value of news and program ideas that will foster creative and present saleable ideas that will accept moderate salary plus share in success. Box 911G, BROADCASTING.

Write this short story: Five years newspaper-radio-newspaper writing and announce experience in California and other biocoastal areas. Excellent references. Tired of living on coast and wants good position anywhere. Write Apartment 1717, 889G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive or top rate station with opportunity to learn, earn Prefer northeast. Box 890G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salaries secondary. Requires opportunity and references. Box 842G, BROADCASTING.

Chief engineer, good announcer, 19 years in radio. State salary. Box 963G, BROADCASTING.

Chief engineer, experienced all phases broadcasting, construction, maintenance, sales. Have two installations, Permanent position established in midwest. Best offer. Family, age 28. Box 970G, BROADCASTING.

First phone, age 22, single, have car. Draft exempt under present laws. Army training in high power equipment. Enrolled in C.C.I. Broadcasting course. 6 months experience. Free to travel. Available immediately. Box 886G, BROADCASTING.

Engineer, 5½ years broadcasting experience, graduating student, presently employed. Box 889G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter, receiver and chassis. Have car. Box 965G, BROADCASTING.

Colored vet, first class phone license, graduate AM & FM. Television, 13 years experience as radio and television technician. Dependable. Radio station available immediately. Contact J. Allen, 50 Belmont Avenue, Jersey City, N. J.

Veteran, single, first class phone, seeking employment as engineer. Have license. Contact, R. Bauer, 34-16 41st St., Astoria, N. Y.

Technician, Ex Navy radio man, radio and TV school grad., married, hold lat. position, have car. Box 965G, BROADCASTING.

Veteran, single, first class phone, seeking employment in broadcasting. Contact, W. Daniel Staino, 2539 East 17th St., Chicago, 29, N. Y.

Wanted to Buy

Stations

Wanted: Local or regional station, tremendous potential, no brokers, no overpriced property. Box 864G, BROADCASTING.

Equipment, etc.

One insulated self supporting tower approx. 150 feet. Address Manager, WDLY, Panama City, Florida.

Wanted to buy: Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Export wart 5000 watt or stronger AM transmitter. Send full details Fan American Broadcasting Company, 17 E. 42 St., NYC.

Radio Station, FM, for sale in major California market with primary coverage of 2500 square miles, 1,331,000 population. Located at 880 kc. Best offer. Box 873G, BROADCASTING.

Equipment, etc.

SACRIFICING
Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure. Practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: I female, 8 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer considered. COMMUNICATE WITH Melvin Singer at Plaza 9-1717 for appointment. Box 924G, BROADCASTING.

For Sale

Equipment, etc.

For sale, 5 kw composite AM transmitter, original circuit, original Western Electric linear oscillator, operating available at 500, 540A, two size, four 321a tubes new. Best offer. Box 760G, BROADCASTING.

For sale, reasonable one 75 KVA. 115/230, 3 phase, 4 wire auxiliary power plant fuel gasoline. Nature for heating gas. Box 993G, BROADCASTING.

Will trade 250 watt Gates AM transmitter for what you have! Particularly interested in Magnagrad type models and variable oscillator. Box 819G, BROADCASTING.

Make offer. BF250B FM transmitter tubes and spaces. Also UMO frequency and modulation monitor for FM. Like new. Station KNX, McPherson, Kansas.

Make offer. FM WE 569B-2 complete, 8 kw transmitter. Never used. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: RCA 250-G transmitter, ex- experimenters. Gates 50-G console, complete, tubes, complete 4-k2 circuit, radio literature, Bob Tabor, WKLF, Clinton, Alabama.

For sale: Any reasonable offer takes 5 kw 3 phase input variable controlled power supply; racks, various minor power equipment such as amplifiers, condensers, resistors etc. Entire lot invested in over $15,000; some new equipment. Miller, 250 Centen Avenue, Sandusky, Ohio.

Zworykin to S. America

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Laboratories and general manager, left Oct. 28 for a seven-week tour of South America. He will inspect TV development and the potentialities and progress of electronics.

WHKP DEDICATES

Opens New Radio Center

DEDICATION of a new Radio Center Oct. 22 highlighted the fourth anniversary of WHKP Hendersonville, N. C., licensed to Radio Hendersonville Inc., with Bob Moore as RCA Labor and general manager. Full hour program, with addresses by Mr. Amos and prominent civic officials, was broadcast by the MBS affiliate. Entire operation of WHKP, including offices and transmitters, now is housed in the modern radio plant. The large studio can accommodate several quartets and instrumental groups.

The West Carolina Tribune of Henderson County paid tribute to the station running a special "sallutation" issue Oct. 19. Beverly Middleton, formerly with CBS, is executive vice president and business manager of WHKP, which operates on 1450 kc with 250 w.

EXPERIENCED Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with a southeastern station; the other building a 50 kw independent in a major market. I can submit industry-wide references indicating my potentialities for national agencies and advertisers. Write in complete confidence to:

Med Drake, 612 S. Amherst, Albuquerque, New Mexico or call S-6751

November 6, 1950  •  Page 85
‘TRUTH DRIVE’

Project Inadequate, Benton Says

AMERICA’S psychological “truth campaign” in Korea, including State Dept. Voice of America operations, was characterized by Sen. William Benton (D-Conn.) as “wholly inadequate but much better than it had been” following a conference Oct. 25 with President Truman at the White House.

Sen. Benton, persistent advocate of an expanded overseas Voice campaign and a worldwide radio network, told the President about his new nine-point program calling for construction of two new powerful United Nations stations in South Korea and use of the present 50 kw outlet in North Korea. The plan, he said, has been submitted to Warren E. Austin, chief U. S. delegate to the UN.

The Connecticut Democrat also proposed that 5,000 portable movie projectors be shipped immediately to Korea, with films to be supplied by the Hollywood film industry. The motion picture industry is cooperating with the State Dept. on its Voice of America and other information activities abroad. He got the idea, he added, while campaigning in Connecticut where his films are being shown.

Sets to Korea

Sen. Benton also urged that the U. S. send radio receiving sets to Korea as part of a drive to assure adequate psychological followup to the U. S.-UN military victory there. His new plan is aimed at soliciting the movie industry’s aid.

A worldwide radio network capable of laying a signal into every receiver in the world was urged last summer by Sen. Benton during hearings on his resolution to expand the Voice. Brig. Gen. David Sarnoff, RCA board chairman, also favored the plan, urging a $200 million network at strategic points in foreign countries [BROADCASTING, July 10].

UN radio broadcasts to Korea have been increased to two- and three-quarters hours daily, consisting almost entirely of factual news reports and brief interpretative commentary. Sen. Brian McMahon (D-Conn.) earlier had urged that the Voice of America “fully exploit” UN victories in Korea.

Meanwhile, the Voice has reported other developments in its operations. The State Dept. said that it is making “reasonably heavy use” of top-rated American entertainers to help attract listeners behind the Iron Curtain and as part of the “truth campaign.”

The department said it has been deluged with offers of radio and movie stars eager to contribute their services to the program. Bing Crosby has transmitted a series of 13 radio shows for Latin America, on which he speaks in Spanish. Officials of International Broadcasting Division, which operates the Voice, term the reaction “phenomenal.” Other series include bits by Sarah Burke, Jo Stafford and numerous others.

At the same time, the Voice has begun a series of “behind-the-scenes” sketches dealing with the every-day life of the Russian “common man,” government officials, etc. The information reportedly is furnished by U. S. embassy and USIS (Information Service) for use in commentary form.

Engineers’ Meet

FIRST ENGINEERING conference for western Canadian stations is to be held at the Palliser Hotel, Calgary, Nov. 30-Dec. 2, under chairmanship of W. F. Souch, Canadian Marconi Co., Winnipeg. Sponsorship of such conferences was voted by the Western Assn. of Broadcasters at its recent annual convention at Calgary [BROADCASTING, Oct. 9]. In addition to the discussions of mutual engineering problems, there is to be a display by manufacturers of new equipment available to Canadian stations. Agenda has not been lined up as yet.

EMERGENCY FM

New York CD Studies Plan

AN EMERGENCY loudspeaker-FM radio system for New York City, to supplement a radio-siren network already set up, is being considered by city defense authorities. The proposed system would enable authorities to communicate specific instructions to crowds on the streets, as well as a general alarm.

Locked to the frequency of one of the city’s FM stations would be a supersonically-controlled FM receiver, which would operate each loudspeaker. Sixteen giant amplifiers, or “bullhorns,” such as are used on wartime beachheads and carriers, would constitute the basis of the system, with satellite speakers of lower power located around each of them.

Stanley Joseoff, head of Storecast Corporation of America, has offered to carry out a plan for attaching speakers to the outside of each of his subscriber stores, thus providing a portion of the satellite system without cost to the city.

The cost factor is understood to be an immediate difficulty. Western Electric, which made the giant amplifiers for the government during the war, would need, to retool in order to make them on order. So far, city officials have been unable to locate any wartime units for sale. Other difficulties stem from the fact that wartime studies of sound propagation have been rendered useless by the erection of new buildings and the destruction of some old ones.

COMPLETING the sale of KFWB Los Angeles by Warner Bros. Pictures Inc., Burbank, to KFWB Broadcasters Corp. [BROADCASTING, Oct. 2] are (l to r): E. L. DePatie, studio manager, Warner Bros. Pictures; Harry Maizlish, KFWB general manager; Harry M. Warner, Warner Bros. president, and Herbert Freston, Freston & Files, Los Angeles law firm, legal counsel for Warner Bros. Mr. Maizlish, head of the new company, owns 51% of the stock with the other 49% owned by the Lansing Foundation, a non-profit organization.

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DISPERAL PLAN

Truman To Resubmit Project

PRECAUTIONARY measures to disperse certain key government agencies and departments are both logical and necessary and will be re-submitted to Congress, President Truman has indicated at a news conference.

The Senate Appropriations Committee, by refusing previously to allot $139,800,000 for the project [BROADCASTING, Sept. 15], had killed the proposal during the pressure of pre-recess business. The Chief Executive said Oct. 26 that he would continue to work on the plan, which at present does not contemplate removal of the FCC from the Washington area. Authorities felt, however, that he would not send the measure up again until the 82nd Congress convenes early next year to insure full deliberation on the issue.

COMPOSITE WEEK

FCC Issues Dates for ’50

DATES forming the 1950 "composite week," to be used in preparing renewal applications of all stations whose licenses expire in 1951, were announced by FCC last week.

The dates:

Monday, Dec. 5, 1949; Tuesday, Jan. 24, 1950; Wednesday, March 8; Thursday, May 18; Friday, July 21; Saturday, Sept. 25; Sunday, Oct. 15.

These are the dates on which to base the program log analyses required in renewal applications—AM, FM, TV—to be filed during 1951.

WNAX Yankton, S. D., Agricultural Scholarships to U. of Nebraska given Loyd Fischer and Joan Meyer.

BROADCASTING • Telecasting
Box Score
Summary of Authorizations, Stations on the Air

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*On the air.*

Andrews, vice president of applicant, the holder of the proposed license and unable to supervise construction. Hearing designated with particular reference to qualifications of Mr. Andrews to be officer and stockholder by in due course in the proceedings of revocation of permit of KFMA Davenport, Iowa, owned by Mr. Andrews. Order of Oct. 24.


KTVZ, Portland, Ore.—By order granted petition for reconsideration and grant of bid to change name of station from KTVZ to KEZU, from Aug. 1942 to full-time operation. Order of Oct. 24.


participation violated the Administrative Procedure Act, which delineates the type of agency proceedings in which the separation-of-functions principle shall apply. Because of the short period of time between the date of the hearing and the Nov. 20 date which FCC set for effectiveness of the CBS commercial color standards, the court is expected to act on the suit as quickly as legal machinery will permit.

An interlocutory injunction would stay the Nov. 20 effective date pending trial of RCA's suit on its merits, but FCC is hoping for a summary judgment which would terminate the entire proceeding in its favor.

In either event, appeal may be taken direct to the Supreme Court. The CBS intervention petition, filed by Attorneys George Siegel and Leroy Klein of the Chicago law firm of Arvey, Hodes & Mantyband, was accompanied by an affidavit presented by Adrian Murphy asserting CBS has spent $4 million developing its color system, is ready to license its patents to "responsible" manufacturers, and anticipates "substantial revenue of many millions."

Block Movement

Meanwhile, O. H. Caldwell, a former member of the Federal Radio Commission and now editorial director of Radio & Television Retailing, announced the opening of a movement to block FCC's approval of "spinning wheel" color through intervention of Congress.

Mr. Caldwell described the FCC decision as an "outrage and an absurdity" and called upon Congressmen to bring their influence to bear to delay effectiveness of the Commission's ruling.

In an "Open Letter to the Members of Congress," he said, in part: Despite the fact that good color television systems are already well developed and will soon be available systems which will deliver a good black-and-white picture to each of the nine million television sets now in use by the public -- the FCC has ruled these improved systems "out," and instead has ordered into operation an archaic system which --

Owen of KING-TV issued a statement anticipating "considerable delay in the coming of color television" but giving assurance that "when color does come, those who own black-and-white sets can adapt their present sets so that they can receive pictures in color or those same pictures in black and white."

Mr. Owen said "we will broadcast in color when it becomes feasible and the reception justifies, and not before." He said he agreed with CBS President Frank Stanton that "present television sets are very main useful to their owners for the normal life of the set."

AMERICAN Hospital Assn. releases series of 18 transcribed radio shows, "The TV Hospital," for broadcast on local stations. Transcriptions are approximately 14 minutes long. Stations can be licensed or purchased by local hospitals, and can be leased by stations. Series is dramatized, and covers a general information about hospitals, their services and problems.

FCC Roundup

Applications Cont.:


WIKK, vice-president. Mead brothers are co-owners and Bradford Printing Co., licensee, and Times Pub. Co. there. Other officers in applicant: Kenneth Riggs, president; and 50% owner WIRK, vice-president; Donald H. Reynolds, treasurer; and 50% WIKK, treasurer; John W. English, attorney, secretaries; T. M. Nelson, vice-presidents; W. R. Springer, secretary. Filed Oct. 26.

TRANSFER APPLICATIONS:


when and how hard our production will be hit."

Dr. Baker felt sufficient details were not yet available to make any studied predictions concerning the effect on the radio-TV industry. He cited his own previous estimates of 20% cutbacks in television output by mid-1951 due to shortages of critical materials occasioned by expected military orders.

The TV excise tax, payable at the manufacturers' level, went into effect at midnight last Tuesday. The levy, applicable to those sets actually doled out to distributors as of Nov. 1, would be based on the manufacturers' profit, not on retail set prices. The tax amounts to about 6% of the retail price.

Some manufacturers announced higher-list prices to compensate for the tax, ranging from $10 to $30. Others planned to list the excise tax separately, along with charge for tube quantity.

Inventory Sales

Some dealers with substantial inventories were prepared to realize a flood of business orders for merchandise not covered by the tax. It had been decided during Congressional hearings that TV receivers already sold would only serve to complicate the problem.

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OCTOBER TV SET OUTPUT AT RECORD RATE

MANUFACTURERS turned out TV receivers at new record rate in October, Radio-Television Mfrs. Assn. said in report to be released today showing that 1,451,583 TV and 1,415,663 radio sets built, bringing 10-month total to 5,777,010 television sets and 11,481,823 home, auto and portable radio receivers.

Commissioners said sharply about TV receivers in September five-week total of 817,157, but October weekly average was 203,462 as compared to September average of 165,451 sets per week. Estimates cover production of both members and non-members of RTMA.

RTMA also reported September TV tube sales to set manufacturers totaled 764,918 units valued at $20,423,353, compared with 767,061 valued at $20,308,873 in August. All types of cathode ray tubes sold to manufacturers amounted to 770,846 units, valued at $20,541,471.

Fix reported TV picture tubes 16 inches and larger constituted 87% of those sold to set makers during September.

INTERCONNECTION PLAN

EVIDENCE does not warrant finding that establishment of physical connections or through radio proposed into interstate video relays of Western Union and those of Bell System is "necessary or desirable," FCC was told Friday in proposed findings submitted by Commission's Common Carrier Bureau chief, Jack Werner, and E. Stratford Smith, Bureau counsel. Proposed findings by AT&T in lengthy proceeding [TELECASTING, July 3] similarly held interconnection not in public interest and that Western Union held interconnection is necessary to assure fullest development of TV in U. S.

WTUX FILES PETITION

PETITION for reconsideration of FCC's action denying license renewal to WTUX of Wilmington, Del., filed with Commission Friday charging FCC was "erroneous and not supported by the evidence" when it held WTUX horse race Programs were "intended and designed" to aid illegal bookmakers [BROADCASTING, Oct. 16].

RICHARDS' CASE CONTINUED

FURTHER FCC probe of G. A. (Dick) Richards' news policies, set Nov. 9 at Detroit, continued by Commission Friday to Nov. 21. Mr. Richards' KMPC Hollywood, WJR Detroit and WGAR Cleveland are involved.

KPIX-KSFO STRIKE SETTLED

OPERATIONS reported normal Friday at KPIX (TV)-KSFO San Francisco following settlement Thursday night of IBEW technician's strike which put both stations off air Wednesday. Technicians won $12 weekly wage increase from Associated Broadcasters, station's license, management personnel put KSFO on air Wednesday morning but KPIX remained off until engineers returned. Voice of America broadcasts handled by Associated Broadcasters went on air by management personnel.

TV FILM PRODUCTION PLANNED BY ABC

ABC PLAN to set up separate television film production operation at its Hollywood Television Center, independent of its other TV operations, was reported Friday. Reports coincided with Hollywood visit of ABC President Robert Kintner.

Smith declined comment, plan was said to include establishment of two or three TV film production units initially, under general supervision of Frank Samuels, vice president in charge of ABC Western Division. Eventually there will be five units, headed by motion picture producers or directors. It was predicted that within six months many of network's biggest output will come on films from Hollywood. Discussions will with AFM in progress looking to special arrangements to cover use of music.

DIXIE ENGINEERING NAMED IN $100,000 SUIT

DAMAGE SUIT for $100,000 against Robert L. Easley trading as Dixie Engineering Co., 245 Pennsylvania Ave., N. W., Washington, was filed Friday in U. S. District Court for D. C. by WHAR Clarksburg, W. Va., through counsel.(Dick) Richards, vice president in charge of engineering, filed complaint to prepare and carry out application for switch of WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told BROADCASTING he was surprised to be named personally in suit, explaining agreement was between WHAR and Dixie Engineering, not a Washington firm but a South Carolina corporation at Columbia whose employment he left over a year ago. Mr. Easley stated he has no knowledge of present state of relations between WHAR and Dixie Engineering.

RTMA GROUP TO MEET

PUBLIC RELATIONS program on color TV controversy, effects of military procurement program on electronics industry and civilian production, and proposed code of TV advertising and selling ethics are due for consideration at Nov. 14-16 meeting of Radio-Television Mfrs. Assn.'s officers, directors and committees in New York. RTMA announced Friday. Other problems to be discussed "and possibly acted upon," RTMA said, are FCC's current UHF television proceedings; proposed excess profits tax, and application of Walsh-Healey minimum wage law to radio-TV industry.

NABC NAMES SMITH V.P.

CARLETON D. SMITH, NBC director of television operations, elected vice president in charge of station relations by NABC board Friday, Mr. Smith's previous appointment as NABC's representative three weeks ago [BROADCASTING, Oct. 29], but formal election awaited Board meeting. He will be in charge of station relations for both radio and television networks.

WOR-TV New York plays host to Governor Dewey, starting 6 a.m. for 18 hours, Nov. 6, day before elections. When not telecasting, Governor will answer telephones.

Closed Circuit

(Continued from page 4)

allyed with Pecora forces for years, and is held in highest esteem.

BEING WATCHED closely by FCC, as demonstrated by Chairman Coy's stinging letter to Hallicrafters (page 58), is battle of behemoths in neo-conservative air war over a color versus black-and-white. Action, if any, might come by:

(1) Direct FCC proceedings; (2) Federal Trade Commission citations charging false or misleading advertising; (3) anti-trust proceedings through Justice Dept.

OFFER of NAB's assistance in baseball official's consideration of radio-televison at their winter meeting was made by Public Affairs Director Robert K. Richards, on authority of General Manager William B. Ryan, at breakfast conference with Baseball Commissioner A. B. Chandler and his Executive Council just before last week's council meeting in Cincinnati (see story page 23).

NAB BOARD GETS PROPOSAL FOR 'SEMI-FEDERATION'

PLAN to reorganize NAB into semi-federation consisting of AM, TV and FM divisions submitted to NAB board Friday by District 4 in final session at Williamsburg, Va., meeting (see page 13). NAB Board will take it up Nov. 15-17 in Washington.

Proposal grew out of resolution submitted to Resolutions Committee by Gilbert M. Hutchison, president of WBIG Greensboro, N. C. The proposal support resolution and referred it to convention for action. After discussion, convention adopted substitute resolution offered by Campbell Arnoux, WITN Sayville, N. Y. Arnoux's proposal was submitted to board for study, contending district would not have enough TV members. William B. Ryan, NAB general manager, said headquarters staff had been considering separation of TV activities during last few days but desired more time for study. He said he had planned to bring subject before board. Mr. Arnoux said TV members should have own sub-board and separate TV dues to NAB, claiming video members are not getting full benefit from their present status warrants.

NAB Board has only few TV members, he said. G. Kelso, WFMY-FM-TV Greensboro, seconded Mr. Arnoux's substitute resolution. Charles Crutchfield, WITV Charlotte, N. C., said it would be a mistake for TV members to pull entirely out of NAB.

Two new members joined NAB, WMFC Columbia, S. C.; WSSW Petersburg, Va. Friday speakers included Charles A. Batson, NAB-TV director, on television; A. D. Willard Jr., WGAC Augusta, Ga., presenting plan to expand BAB and separate it from association; Lee Hart, RTMA director, on "Methods of Increasing Sales."

Other resolutions endorsed NAB President Justin Miller, Mr. Ryan and other members of staff who spoke in meeting; thanked Mr. Willard for BAB presentation; restated confidence in NAB; paid tribute to C. T. Lucy and WRR Richmond on 25th anniversary; urged continuing research study to present true story of TV industry to FCC; urged NAB to get behind pur- pose FM sets in production figures; opposed resolution calling for annual radio license fee; asked FCC ease operator requirements during emergency; praised "America at Home," MBS president, for recognizing FM's expanding audience by signing WASH (FM) Washington as affiliate; redefined industry to public service on 50th anniversary Radio and Television Week celebration.
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