IN THIS ISSUE:

IP Gains May Presage Explosive Session
Page 19

Radio Valtes, Rates Spiral Upward
Page 19

NARBA Agreement Under CCBS Fire
Page 21

Action Coverage Hits New Heights
Page 23

TELECASTING
Begins on Page 59

INO SAN FRANCISCO
They all turn up for this party

The whole town's listening in when KCBS airs "Party at the Palace." Proof? It's one of the Top Ten local daytime shows after just six months on the air.* San Francisco's only daytime live-audience show, "Party" features KCBS stars Bill Weaver, Ellen Connor, Clarence Cassell, Ray Hackett's orchestra and guest celebrities. It's a big, breezy reason why KCBS has the town's highest average ratings!...is first in San Francisco radio. Meet your customers at KCBS! "Party." You're invited to get the details today. R.S.V.P.

Now 5,000 watts—soon 50,000 watts KBRS
Represented by Radio Sales • 740 kc • Columbia Owned

*Pulse, September 1950; Pulse, January 1951

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly
TELEVISION IN THE WHAS TRADITION:

Her time for relaxing is
Your time for selling!

There's nothing we won't do for our women down Kentucky way. That's why so many lovely women have television sets—and time to watch 'em—during the afternoon.

We suggest you check your Petry man now for afternoon availabilities...adjacencies to top rated CBS-TV shows or participations in Louisville's favorite local television programs.

Serving a market of more than 60,000 television homes

WHAS-TV Programming for a typical AFTERNOON

Basic CBS interconnected Affiliate

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
MANPOWER WITH PROVEN EXPERIENCE

WILLIAM B. FABER
Vice President Headley-Reed Company
Manager Television Division
Printers Ink Publications 4 Years
Headley-Reed Company 11 Years

HEADLEY-REED COMPANY
Radio and Television Station Representatives.

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

BROADCASTING

**Closed Circuit**

**Upcoming**

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

(Other Upcomings On Page 53)

**Bulletins**

PONTIAC MOTOR Corp., General Motors division, working on radio and television spot campaign to introduce latest models. Agency, MacManus, John & Adams, Detroit.


NAB DISTRICT 5 MEMBERS GET TIPS ON SELLING

PROPOSED million-dollar fund for Broadcast Advertisers' Benefit perhaps not enough to spend on sales promotion for half-billion-dollar industry but it will have to do for time being. Edgar Kobak, WTWA Thomson, Ga., NAB director-at-large and member of board's BAB Committee, told NAB District 5 Friday (early story page 24). Selection of top-flight executive to head BAB urged by Mr. Kobak. He said BAB will make NAB stronger. Discussing station selling, he said, "Think big, sell big, sell constantly." Don't take clients for granted, he warned, urging stations to call on them regularly for ideas in re-creations on minor league baseball attendance to be shown in 1950 sports survey by Jerry Jordan, famed young researchers whose work is most extensive in athletic field. New findings due within week.

WASHINGTON watchers who watched World War II unfold, see in recent developments pre-chip pattern so as to mobilize, manpower and economics are concerned. They're advising privately that advantage should be taken of harsh lessons learned during last emergency.

MAJOR network ready to announce large national sponsor will buy FM as well as AM coverage in one metropolitan market.

GAME OF HIDE and SEEK on Phonevision continued last week. Latest report was that Zenith has commitments on Chicago pictures from 20th Century-Fox and Warners, provided Paramount goes along. Meanwhile, Zenith is seeking its third postponement to Dec. 1 on Chicago "pay as you look" TV experiment.

ODS ARE in favor of abandonment of excess profits tax and stepping up of corporate levy to possibly 60%, according to informed Cont.

(Continued on page 90)

**Business Briefly**


STERLING AGENCY - Sterling Films Inc., New York, names Evans-Spencer Assoc., New York, to handle advertising, publicity and public relations.

NORTON DEFENDED; STRATOVISION REVIEWED

"NOTHING has been shown in any way which impairs the qualifications" of K. A. Norton, National Broadcasting Co.'s chief radio propaganda authority, commented FCC Counsel Harry Plotkin Friday summarizing interrogation of Mr. Norton by Paul A. deMars, consulting engineer (see early story page 42). Mr. deMars challenged Mr. Norton's qualifications as wave propagation expert in view of alleged past errors.

Monday's hearing was devoted to detailed Westminster house reports on stratovision and UHF tests with Washington and Chicago stations. Commissioners, and, and Ralph Harmon, engineering executive, appearing. Mr. Harmon's firm did not take position on Stratovision but merely reported facts for FCC. He termed it has been proved technically sound and considered economic problems "not insurmountable." He saw it usable only in UHF at present, and that it could work as well in VHF.

Mr. Harmon called for flexible allocation rules for "realistic treatment" of presently known variables such as antenna height, irregular spacing of cities and irregular shaping of metropolitan areas. His report on Fort Wayne, Ind., UHF test on 568 mc was considered very encouraging. Pittsburgh report indicated UHF would have "trouble there because of severe terrain.

Raymond Wilmolte, consulting engineer who proposes Polystarcasting technique [TELECASTING, Dec. 5, 1949], urged FCC to set flexible standards and permit engineering freedom. He said natural facts must prevail over rules.

All direct testimony on general issues completed except for preliminary channel planning. Cross examination begins Thursday.

ED ZIMMERMAN RESIGNS

G. E. (Ed) ZIMMERMAN, vice president and general manager of KARK Little Rock, Ark., since 1936, resigned Friday, according to Col. T. H. Barton, president. Mr. Zimmerman, in radio 12 years, resigned due to ill health. He plans to stay at Little Rock home. T. K. Barton, 43, son of Col. Barton, with KARK in executive capacity last two years, succeeds Mr. Zimmerman.

POLITICIAN FILES SUIT

LIBEL suit for $1 million in damages and criminal indictment under Illinois radio libel law brought Friday by State Sen. William J. Connors in Chicago Superior Court against commentator Robert Montgomery, ABC Radio, Inc., and Lee Hats, sponsor of Montgomery show, for statements about Mr. Connors aired Oct. 26. Co-defendant is Marjorie Letts, Mr. Connors' wife. Mr. Montgomery resided in Chicago at the time he was alleged to have given information to Mr. Montgomery. Commentator charged with calling Mr. Connors, father of Chicago TV star Dorsey Connors, "Democrat keypin and slugger" and blaming him for crime and corruption on Chicago's "north Side." Mr. Connors also seeks criminal indictment, provision for which is in state's libel law by covering statements made on radio programs.

BROADCASTING • Telecasting
the proof piles up...

"... Our two-minute film on KRLD-TV has resulted in increasing our sales approximately forty per cent."

Owners and Operators of

KRLD
50,000 WATTS
FULL TIME

CBS Station for
Dallas-Fort Worth

KRLD-TV
Channel 4

This is why

Now 80,000 TV Sets in KRLD-TV’s Primary Coverage Area

The TIMES HERALD Station
The BRANHAM COMPANY—Exclusive Representatives

THE LARGEST TELEVISION MARKET SOUTH OF ST. LOUIS, EAST OF LOS ANGELES

BROADCASTING • Telecasting
*in 8,071,430 Keystone homes...

* There's really no mystery about the 8,071,430 Keystone radio families. They comprise the tremendous small town and rural market beyond the satisfactory metropolitan television influence... and KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

Write now for further details.

KEystone Broadcasting System, Inc.
580 Fifth Ave., New York • 134 N. LaSalle St., Chicago
November 9, 1950

To the PRESS and RADIO:

Subject: RAILROADS ARE INCREASING THEIR CAPACITY

The railroad industry throughout last year and well into 1950 had large and continuing surpluses of freight cars of most types.

From the close of World War II through 1949, the railroads had added more than 300,000 freight cars to their fleet at a cost of $1,500,000,000. These and other improvements to the railroad plant since the end of the war were made at an expenditure of more than $4,750,000,000.

While these improvements were being made, railroad earnings had been declining until in 1949 the return on net investment averaged less than 3 per cent. This was due to rising operating costs and reduced traffic. Compared with 1948, for example, freight traffic in 1949 declined 17.5 per cent.

In view of this combination of low earnings and a surplus of freight cars, it was natural that old freight cars were scrapped faster than new ones were built, and an increasing number of cars were held out of service awaiting repairs.

This was the situation when our great national defense effort began and transportation demand started its rapid rise. To meet rising transportation requirements, the railroads moved energetically to increase the supply of freight cars, and as a first step in that direction, they have ordered 110,000 new cars at a cost of more than $500,000,000.

The most immediate step taken, however, was an accelerated program of car repair and rebuilding. In February, when there was a surplus of more than 200,000 cars, the number of cars awaiting repair was 140,000. This was reduced to 123,000 by August 1, and on October 1 the number of cars awaiting repair was down to 102,000, or less than 6 per cent of the total ownership. This number is being further reduced by the expansion of railroad shop forces and extension of shop working time.

In these and many other ways, the railroads are improving their plant and expanding their capacity to provide the kind of transportation service which is so essential to the economic well-being and the military strength of the nation.

Sincerely yours,

William T. Faricy
No matter how much you travel, you of course can't know every market listed at the right. But Colonel F&P does. Month in, month out, every one of us spends a considerable part of his time in studying these areas — probably knows more about them than many a native son!

The result? We can give you the actual home-town story on any of them. We can analyze them for your own particular purposes, and probably come up with some mighty helpful suggestions. How about it?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO
**AND LOUISVILLE ... AND OMAHA?**

### EAST, SOUTHEAST

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

### MIDWEST, SOUTHWEST

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

### MOUNTAIN AND WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
No WRONG Numbers on This Show
Aimed RIGHT at Alert Housewives!

Tune Test

The "line" that jovial Jack Alexander uses, makes New Orleans housewives forget their work. They listen every afternoon to 25 minutes of well-known tunes...and wait for his phone call in order to identify the songs. Wonderful prizes await alert listeners. And wonderful results await alert sponsors.

Write, wire or phone your
JOHN BLAIR Man!

Page 10 • November 13, 1950

new business


RITEPOINT Co., St. Louis (lighters), to sponsor one-minute film spots on 55 stations in 37 markets from Nov. 15-Dec. 22. Agency: Ollan Advertising, St. Louis.

EVERSHARP Inc., N. Y., launches Christmas campaign late this month for Desk-Pac, combined desk and pocket writing set, using TV spots in nine markets. Agency: Bow Co., N. Y.

DELAWARE MUSHROOM COOPERATIVE Assn., Wilmington, names Weightman Inc., Phila., to handle advertising and merchandising for its First State mushrooms and First State mushroom gravy. Regional TV will be used.

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

SUCHARD CANADA Ltd., Toronto (candy) starts spot announcements on number of major market Canadian stations. Agency: McConnell, Eastman Co., Toronto.

THE CHATTANOOGA Medicine Co., Chattanooga, Tenn., effective Jan. 1, 1951, appoints Harry B. Cohen Adv., N. Y., to handle all advertising for Black-Draught laxative products. Agency appointed after successful test of new copy and media plans using spot radio and newspapers. Both media will continue to be used in greatly expanded list of cities.


ZION INDUSTRIES, Zion, Ill. (fig bars, candy), using TV participations in Chicago. More television, as well as radio, is planned. Agency: BBDO, Chicago. George Vonderlin, account executive.

FIELD-O-CAP, S. F. (tire recapping), appoints Bernard B. Schnitzer Inc., S. F. Radio will be used.

MAWSON De MANY FORBES, Philadelphia (Furs), appoints Franklin & Gladney Inc., N. Y. for TV promotion. Norman Gladney account executive.

CALIFORNIA TURKEY Sales Committee and California Turkey Growers Assn. appoint Walker, Jackson & McClure, S. F. Radio and TV will be used.

Network Accounts...

LUDEN'S Inc. (cough drops and candy bars) to sponsor 15-minute segment of Meet Frank Sinatra, Sun., 5:15-5:30 p.m. over CBS starting Nov. 26. Agency: J. M. Mathes Inc.

LUTHERAN LAYMEN LEAGUE to sponsor six separate half-hour holiday programs over ABC-TV, beginning Thanksgiving Day, Nov. 23, and including Christmas Day, Easter Sunday and New Year's Day. Thanksgiving program scheduled 3:30-4 p.m. Agency: Gotham Adv. Inc., N. Y.

PABST SALES Co., Chicago (Blue Ribbon Beer), to sponsor simulcast of Joe Louis-Cesar Brion fight from Chicago Stadium Nov. 29 on CBS and CBS-TV, 9 p.m. CST. Agency: Warwick & Legler, N. Y.

VOICE OF PROPHECY Inc., Washington, to sponsor Faith for Today, (Continued on page 56)

Broadcasting • Telecasting
WLAC THE SOUTH'S STATION
WITH "THE MOSTEST"

IN NASHVILLE:

FALL AND WINTER '49-'50 Hooperatings showed WLAC leading the field, morning and night. Late night (10:30-12:00) showed WLAC with more listeners than all other stations combined.

Our Fall Promotion

Our fall promotion will cause these ratings to forge further ahead in '50-'51.' Some form of program-promotion will reach every radio owner in WLAC's home county.

RADIO: Dozens of announcements, concentrating on the theme, “The Stars' Address is CBS.”

DIRECT MAIL: 60,597 printed program schedules mailed—one to every telephone subscriber in home county.

NEWSPAPERS: Column after column of display advertising carried in both Nashville newspapers.

BUS CARDS: City busses transporting 5 million fares per month are displaying WLAC bus cards.

OUTDOOR: A city-wide billboard display is reminding listeners that "Again this Fall—WLAC Has Them All."

STARS - PROGRAMS

ON THE NETWORK: This fall WLAC's program schedule will feature more of radio's greatest stars. Loweth Thomas, Beulah, Jack Smith, Frank Sinatra and Ralph Edwards are among those added.

Staff Artists

OUR GREAT STAFF of local personalities continues to grow in popularity.

GENE NOBLES, the disc-jockey genius whose nightly show has made Randy's Record Shop the largest mail order record dealer in the world.

"BIG JEFF," whose Hadacol shows keep the demand ahead of the supply.

MARY MANNING, whose "Woman's World" is the only Nashville show built strictly for women.

YOUR ESSO REPORTER, whose 12 years of reporting "News while it's news" keeps him out front in the field.

PAUL OLIPHANT, whose "Garden Gate," CBS feed makes people from coast-to-coast "WLAC-Conscious."

These and dozens of others work together to make WLAC one of the strongest factors in the success of Southern radio.

IN THE SOUTH

COVERAGE: BMB gives WLAC a tune-in count in 317 counties in 12 Southern states.

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>35</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2</td>
</tr>
<tr>
<td>Florida</td>
<td>18</td>
</tr>
<tr>
<td>Georgia</td>
<td>70</td>
</tr>
<tr>
<td>Kentucky</td>
<td>45</td>
</tr>
<tr>
<td>Louisiana</td>
<td>19</td>
</tr>
<tr>
<td>Mississippi</td>
<td>34</td>
</tr>
<tr>
<td>North Carolina</td>
<td>14</td>
</tr>
<tr>
<td>South Carolina</td>
<td>8</td>
</tr>
<tr>
<td>Tennessee</td>
<td>67</td>
</tr>
<tr>
<td>Virginia</td>
<td>7</td>
</tr>
<tr>
<td>West Virginia</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>317</td>
</tr>
</tbody>
</table>

BETWEEN 1946 AND 1949 WLAC showed an audience-gain of 95% at night, 46% in daytime.

NO TECHNICAL changes . . . this increase has been brought about by a fabulous improvement in programming.

MAIL COUNT: WLAC probably received more mail in '49 than any other Southern station . . .

832,773 Pieces

80% OF THIS MAIL came from Southern States where WLAC's SALES power is concentrated.

AMONG OTHER ITEMS, this mail contained orders for more than 3 million baby chicks!

ALL THIS . . . is what you are buying when you place your schedule on "THE NASHVILLE STATION WITH SALES POWER"

• 50,000 WATTS . . . WLAC

REPRESENTED BY THE PAUL H. RAYMER COMPANY
America's top sports event

"Boxing at its Best" "Top Fights Each Week"

The Fight of the Week

Available to stations for local sponsorship. The Fight of the Week is delivered live to your board direct from ringside at a nominal all-inclusive cost of only $32.50 per broadcast your total cost. And is offered on a first-come first-served basis to only one station in each city.

Here's what you get

11 spots in the fight for local sponsorship, broadcast rights — lines to your board- announcers, engineers, production, cue sheets, boxing information.

Now Broadcasting in the Following States

Delaware Dist. of Columbia Illinois Indiana Kentucky
Massachusetts Maine Maryland Michigan New Hampshire New Jersey New York Ohio Pennsylvania Rhode Island Virginia West Virginia

Top Ratings

Here's what stations are saying

WFCB—Dunkirk, N. Y.—"Our People are well satisfied with it...an overwhelming success"
WRNL—Richmond, Va.—"Response to the fight has been most gratifying"
WSAZ—Huntington, W. Va.—"Have had considerable favorable comment"
WHDL—Olean, N. Y.—"Has been received with open arms"
WEBR—Buffalo, N. Y.—"We and our sponsors are very happy"
WJTN—Jamestown, N. Y.—"We get a rating of 17.1"

For the Tops in Sports

Get the "Fight of the Week"
every Monday night at 10 P.M. E.S.T.

For further Information or Local Option Phone, Write or Wire . . . .

Sports Broadcast Network

2212 Walnut St., Philadelphia 3, Pa. 10cuse 4-4383

---

Robert S. Congdon, vice president, director and group head Mc- Cann-Erickson, to Ward Wheelock Co., Phila., as vice president and account executive.

Franklin, Bertin & Tragerman Inc., N. Y., changes name to Franklin & Gladney Inc. Donald Franklin will supervise general, travel and consumer accounts. Norman Gladney specializes in department store and retail TV promotions and will supervise present accounts in New York, Chicago, Philadelphia, Baltimore and Pittsburgh.

Norman Hall, public relations director Oklahoma City Safety Council, to Erwin, Wasey & Co., Oklahoma City, as account executive.

Dick Knox, Tide Water Associated Oil Co., S. F., to Wank & Wank Adv., S. F., as production manager.

Ted Blase, NBC New York, to Umland & Co., S. F., as account executive.

Charles B. Russell appointed manager production and traffic for Tracy-Locke Co. Inc., Dallas. Was with Maxon Inc., N. Y.

---

Chick Freeman, sales manager at WLS Chicago, has been blending a grass-roots knowledge of agriculture and big-city knowhow about advertising for many years. Charles Marble (a family name) Freeman, was the son of a Hillsdale, Ill., woolen manufacturer who gentleman-farmed in his spare time. Chick spent summers on his father's farms in northern Wisconsin and winters in the 17-room family home in Hillsdale.

During grade school there and prep school at the Hillside Home School just west of Madison, Wis., Chick "sort of" planned to go into agriculture. He wanted to be a grain farmer. A three-year span between prep school and the University of Wisconsin altered his decision. During that period, he decided to follow the footsteps of his grandfather, who at one time was chief engineer of the Milwaukee, Northern Pacific and Great Northern Railroads.

Three years of conducting railroad surveys and working on a crew which built a Milwaukee road branch from Lewistown to Great Falls, Mont., negated his railroad ambitions. For months "the weather didn't even get up to zero," and the crew slept in tents when it was 40 below, he recalls.

Entering the U. of Wisconsin, Chick majored in agriculture, joined Delta Upsilon and did "a moderate amount" of football, baseball and track work until a knee was injured. After graduation, his brother, a space peddler, sold him on the idea of advertising as a career. Chick went to work selling classified ads for the Chicago Tribune, but it wasn't until after World War II that he began combining his knowhow of farming and salesmanship.

He left the advertising department of Kellogg Switchboard & Supply Co., manufacturer of telephone equipment in Chicago, to join the Army infantry in 1917. Because of the need for pilots, he transferred to aviation and was based on the western front with the 135th flight squadron for a year and a half.

Back in civilian life, from 1920 until 1929, Chick sold advertising for The Farmer and The Farmer's Wife, agriculture publications, out of St. Paul. Just before returning to Chicago, he married a "farmer's wife" editor, Leonore Dunnigan of (Continued on page 14)
JAMES A. McGARRY, assistant to president BBDO, N. Y., named chairman radio committee 1950-51 New York campaign of Arthritis and Rheumatism Foundation.

JOHN REED BURR to John Falkner Arndt & Co. Inc., Philadelphia, on executive staff.


WILLIAM R. SETH, account executive and radio-TV director O'Brien & Dorrance (now Dorrance-Waddell Inc.), N. Y., to Needham & Grohmann Inc., N. Y., as vice president and account executive.


LEW SANDERS, head of TV department Jones Frankel Co., Chicago, to Albert Frank-Guenther Law Inc., Chicago, as TV director.

Mr. Seth

RICHARD DANA, radio writer, to Young & Rubicam's radio-TV department, N. Y., as assistant to DAVE LEVY, vice president in charge of developing new radio-TV personalities and program ideas.

DON TENNANT, television puppeteer and packager, to Leo Burnett Agency, Chicago, as member radio-TV production and writing staff.

JORDON TAYLOR, vice president Reincke, Meyer & Finn, Chicago, elected president Chicago Federated Advertising Club for 1951.

MILDRED WREN, KPIX (TV) San Francisco, to copy department Russell, Harris & Wood, S. F.

RENE R. TUFTS, CKRM Regina, Sask., to radio director Calgary office Stewart-Bowman-MacPherson Ltd.

AMES W. RENNELS Jr. appointed assistant account executive Grisvoid-Eshleman Co. Was with American Steel Foundries 1947-49.


WILLIAM A. BERNs, ABC, to Kenyon & Eckhardt, N. Y., on production staff of Mark Trail program.


HOWARD A. HELLER, producer-writer WPIX (TV) New York, to deCann-Erickson, N. Y., in radio-TV department as manager radio-TV services.

HUGH D. LAVERY, McCann-Erickson, N. Y., to C. J. LaRoche & Co., N. Y., in executive capacity.

CEDRIC TARR, Buchanan & Co., S. F., to copy department Biow Co., S. F.

D. MADDEN, since 1946 with Vancouver office Canadian Adv. Agency Ltd., to manager of that office.


DEAN LIEBLE JR., announcer-writer KIXL Dallas, to Couchman Advertising Agency, Dallas.
To you, Mr. Advertiser, this means an income of $6,278.00 per Kansas Farm Family. Most of this is spendable income because the average farm family lives rent free and raises much of its food.

What's more, this market is easier to sell. When you use WIBW, you're practically addressing a daily meeting of Kansas farm families. You automatically get this hand-picked audience because WIBW is THE Farm Station of Kansas...most listened to by most farm families.

Here's a sales "natural"...families with money to spend and the station they themselves prefer...WIBW.
In the prosperous, expanding Northwest, KGW's COMPREHENSIVE COVERAGE reaches more people, covers greater area than any other Portland station! "Beamed Broadcasting" plus the greater efficiency of KGW's lower 620 frequency delivers the closely concentrated population and economic heart of the Oregon Country. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, proves this fact.

Dale Jacobs, assistant district attorney from Oregon City, participated in the Tour-Test visit to his town... saw how KGW blankets the Oregon City area. He points out above, to "Miss KGW of 1950", the industrial growth that means greater buying power... yours for the asking through the COMPREHENSIVE COVERAGE of KGW.

KGW THE ONLY STATION
WHICH GIVES THE ADVERTISER
COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BROADCAST MEASUREMENT
BUREAU SURVEYS PROVE
KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio-families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th></th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td></td>
<td>367,370</td>
</tr>
<tr>
<td>Station B</td>
<td>337,330</td>
<td></td>
<td>350,820</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td></td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,630</td>
<td></td>
<td>205,440</td>
</tr>
</tbody>
</table>

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.
TECHNIQUE of "beamed programming" for nine weekly hours of shows sponsored by C. K. Whit- ner & Co., Reading, Pa., was initiated recently under terms of a contract signed by the city's only home-owned department store and WEEU Reading.

The contract, signed by Thomas E. Martin, WEEU general manager, and James B. Mercer Jr., secretary of Whitner's, was reportedly one of the largest ever negotiated for a single local advertiser in Reading.

WEEU selected types of air presentations designed to touch on every facet of the department store's operation while blanketing the morning, afternoon and evening listening hours. Presentations include morning and evening quarter-hours and a half-hour after-noon period, Monday through Fri- day, plus evening 30-minute seg- ments nightly except Friday, a special children's Saturday morn- ing show, and a Sunday afternoon musical program.

Plans already are underway by the station to cross-plug each pro- gram and arrangements also are being worked out between WEEU and Whitner's to apply the same technique to newspaper adverti- sing. WEEU has mapped out a paid newspaper advertising cam- paign to tie in all shows with the department store.

Prior to signing the WEEU con- tract, C. K. Whitner had used very little radio in the past several years. Store stood aloof until it felt it had found the "right type of radio promotion," according to Mr. Martin.

The Monday through Friday morning strip is the Nan Heck- man show, aired 10:45-11 a.m. over several months as a chatty, in- formal quarter-hour designed to appeal to Reading women. News on women's activities and frequent interviews are featured. Plan is to keep the feature flexible so that it may originate in Whitner's store.

The five-weekly afternoon seg.

(Continued on page 56)

strictly business

GUIDING Oakite's radio rudder — the type of steering that has lifted the cleanser to household fame—is Frank A. Conolly, manager, Oakite Product Inc. Package division.

Perhaps the reason why Frank is so well versed in this advertising medium is that for the past 21 years he has been holding radio's hand while it has been developing and expanding into a coast-to-coast giant.

Frank first met radio when he joined the Oakite company. His association with Oakite, as with radio, was "inevitable," he says. "I had worked on several of the introductory campaigns on Oakite with my men from the Naborhood Stores Assn., and I was simply asked to continue on the Oakite payroll, and may I say at this point, that it has been 21 years of extremely busy but happy association."

Frank fits the role of a busy executive to a "T." In addition to keeping his finger on Oakite's radio and TV—arranging for programs, selecting talent, rehearsals, ar- ranging network appearances and shows, Frank must be up front at sales meetings held throughout the country.

Oakite through the years has been wide awake to catch the drama that is radio's vital contribution to the national life. Back in the late 50s when agency technical staffs were unknown, Frank remem- bers the advertiser was obliged to

(Continued on page 44)
MINING COAL—WITH AN AUGER!
A new method of mining coal consists of drilling horizontally into a coal seam with a portable giant auger! The auger, sometimes 70 feet in length, drills out the coal and drops it onto a conveyor. The operation requires only four men and, in some cases, as much as 80 tons of coal have been produced on one shift.

ANOTHER NEW SAFETY RECORD IN SIGHT.
The Bureau of Mines has released a report on coal mining safety which indicates that the bituminous coal industry is on its way to setting a new, all-time record for safe mining. If it succeeds, it will have the distinction of having reduced fatal accidents to new lows for three consecutive years.

COAL—FUEL OF THE FUTURE!
Dr. Arno C. Fieldner, Chief of Fuels and Explosives Division of the United States Bureau of Mines, told the Ohio Mineral Industries Conference recently, that "coal will continue to rule the fuel business in the United States. Ultimately," he said, "coal will be the primary source, not only of solid fuels, but of liquid and gaseous as well." The reason for this, according to Dr. Fieldner, is that the country has far more coal than petroleum or natural gas and, in time, oil and gas will be made from coal.

BRITAIN GETS BETTER EQUIPMENT BUT LESS COAL.
The annual report of last year's operations of Britain's socialized coal industry reveals that their major task is to obtain higher production. Even after spending large sums for American machinery and equipment, Britain's socialized coal mines produced 28 million fewer tons than the same coal mines did ten years ago—with less modern equipment, under private management.
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
By DAVE BERLYN

THE NEWLY-ELECTED 82d Congress, destined to become a house-divided next January, can be expected to cast a large shadow over the radio legislation and regulation of the next two years.

Resurgent Republicans, in a better position to act, the role of "Peck's Bad Boy," may well enter the radio-TV arena to see what dust can be kicked up, to the Democratic leadership's embarrassment.

Consensus in Washington following Tuesday's elections was that the Democrats will find the going rocky in Congress for the next two years. The GOP is just two seats away from deadlocking the Senate. It is numerically stronger in the House. Aided by Southern conservative Democrats, it can neutralize the Fair Deal bloc but avoid the responsibility.

Authorities agreed action on major radio legislation probably will not be subject to radical change in the next Congress as in recent history. But the new Congress may have some strong ideas about such explosive issues as color television and NABRA.

Red Issue Must Expand

The Communist question is certain to grow hotter. A great vote-getter in the nation's voting booths, anti-Communism as an issue in Congress may touch far on broadcasts and telecasts. Type of criticism as that leveled earlier this year by Rep. Clarence Brown (R-Ohio), against Communist sponsorship of programs on the nation's airways, may receive greater attention.

Possibility of repeal of the new anti-Communist law, passed by the 81st Congress over President Truman's veto, now appears remote, according to Capitol observers. Some modifications, however, may be in order. A provision of this law requires Communist groups or Communist fronts to identify themselves on the air when sponsoring broadcasts or telecasts.

One of the major issues that the new Congress must iron out is the problem of mounting costs in the U.S. and abroad. Groundwork by the outgoing Congress on the proposal to impose fees for commercial broadcast licenses as a revenue-raising action is certain to evoke legislative interest in 1951-1952.

The final lineup in Congress—49 Democrats to 47 Republicans in the Senate and 234 Democrats to 200 Republicans and one Independent in the House—places the GOP in a stronger position on key committees.

The Democratic leadership in the Senate will undergo a change. Sen. John Do-land (D-Ar.), chairman of the Senate Commerce Committee's radio subcommittee, is a contender for Senate Majority Whip succeeding Sen. Francis J. Myers (D-Pa.), the Commerce group's only election casualty. Sen. McFarrand was sponsor of the House-passed but House-blocked bill to realign FCC procedures.

With the exception of Sen. Myers, the Senate Commerce Committee will be intact next January with radio-activity Chairman Ed C. Johnson (D-Ore.) still at its helm. However, the committee can expect to have some new Republican faces.

Commerce Changes

In line with a forecast reduction in radio of Democrats to Republicans on key committees, the Senate Commerce group may add one or two GOP Senators. Two likely contenders are Gov. Frank Carlson of Kansas and Everett M. Dirksen, who defeated Sen. Scott Lucas in Illinois. Sen.-Elect Carlson, from the same state as the late Committee Chairman Clyde M. Reed, holds similar interests in interstate commerce. Sen.-Elect Dirksen was active in radio affairs when he was a member of the House.

Unsettled in the election battle were Democratic Sens. Warren G. Magnuson of Washington and Brien McMahon of Connecticut, and Republican Sens. Charles W. Tobey of New Hampshire and Homer E. Capehart of Indiana. All are members of the Senate Commerce Committee.

In the House, where the Democratic leadership suffered less damage, there are few radio-significant changes in the present membership of its Interstate & Foreign Commerce Committee. There may be additions, however. Rep. Robert Closser (D-Ohio) was re-elected, and will continue as chairman. Rep. Dwight L. Rogers, Florida Democrat, may be the Democratic choice to head up the radio subcommittee if it is not drastically revamped.

Both Commerce committees may

(Continued on page 86)

By J. FRANK BEATTY

RADIO Rates are heading upward, supported by value rendered and rising costs.

While the cost of broadcast time has shown little change since the war, compared to the soaring rates of competing media, many eastern and southeastern stations are scanning their rate cards and/or their actual rates charged.

Two main factors point to rate increases. First, many broadcasters feel rates have been too low all along in view of results delivered.

Second, costs are rising and other media are raising rates accordingly.

In a few specific instances there has been a station in NAB Dist. 4 (D.C., Va., N.C., S.C., 2 Maryland counties in Washington area) cut rates because of television, judging by replies of station managers to a poll taken at the Nov. 2-3 district meeting.

A dominant number of District 1 station managers are considering increases, or have raised rates within the last two years. Several feel rates should not be changed. Daytime rates, many executives feel, are too low and should be at least two-thirds the night scale.

On the other hand, a few broadcasters fear daytime listeners in television cities are suffering from the video competition and some adjustment may be necessary if this develops into a long-term trend.

Answer Is Volume

Volume business rather than higher rates will provide the answer, one manager contends. Another would raise FM rates in view of expanded circulation.

In any case, broadcasters were in agreement that radio has a fine story to tell, a better results-per-dollar story than any other medium.

Richard P. Doherty, NAB employee-manager relations director, points out that "radio rates are low in comparison to the service rendered. The rates are lower than the prices advertisers charge for their..."

(Continued on page 80)


Other Dist. 4 pictures and registration on page 57.

November 13, 1950 * Page 19
PHONE STRIKE
Radio-TV Service Not Hit
NO INTERRUPTION of radio and television network service as a result of the nationwide telephone workers' strike called last week by Communication Workers of America, CIO, was foreseen by officials of the networks or the American Telephone & Telegraph Co., last Friday.
An AT&T spokesman said that the walk-out is expected to follow the pattern of the 1947 strike, which would not affect the networks, barring sabotage, he said.
Although only 33,000 installers, warehousemen and factory workers are striking, Union President Joseph A. Beirne has predicted that 300,000 union members would refuse to cross picket lines.
A network official said that AT&T is guaranteeing service.
H. T. Killingsworth, AT&T vice president in charge of long lines, claimed long distance service had been affected only slightly by the strike of Western Electric employees.
He said a very high percentage of all calls have been completed to points throughout the country. Barring sabotage or workman slowdown, the American public will continue to get adequate service. Our long distance offices are being staffed by forces of about normal size.
More than 2,000 non-supervisory employees reported to work at New York City (Thursdays).
Operations of the plant department which provide press, government and commercial private line service and television and radio program network service are being handled without difficulty. More than 80% of the total organization is on the job.

ABC CHANGES
Mullin, Pacey to New Posts
EARL MULLIN last week was placed in charge of exploitation for ABC, and John W. Pacey, former assistant to Robert Beirne, ABC vice president and assistant to the president, was named to succeed Mr. Mullin as national director of publicity.
Mr. Mullin's title will be assistant to the vice president in charge of exploitation, new department. He has been national director of publicity since 1949 and before that had been publicity director since the creation of ABC.
Mr. Pacey joined ABC as trade news editor in 1945 after service in the Army Air Force. Before the war he was on the Wall Street Journal staff for eight years. Several months ago he became assistant to Mr. Sauder and was assigned to the public affairs department.

NEW FIRM
Humphrey, Alley & Richards Merge
CONSOLIDATION of Alley & Richards Inc. and the H. B. Humphrey Co., both with offices in New York and Boston, was announced last Thursday. In the statement by Lawrence Whittemore and Richard B. Humphrey, presidents of the firms, it was disclosed that as of Jan. 1, 1951, the new firm would be called H. B. Humphrey, Alley & Richards Inc.
The H. B. Humphrey Co., founded by the late H. B. Humphrey in 1887, is one of the three oldest agencies in the country. Richard S. Humphrey, son of the founder, became president in 1933.
Alley & Richards was formed in 1916. Mr. Whittemore was elected president in 1950 after serving with the company since 1916. He will be chairman of the board of the new firm and Mr. Humphrey will be president. Other officers and directors will be announced at a later date.
In making the consolidation announcement, it was stated that the move "would give both the Boston

CBS INCOME
Nine-Month Net $3,110,783
NET INCOME of $3,110,783 for the nine months ending Sept. 30 was reported last week by CBS.
The 1950 figure was substantially larger than the CBS net for the similar period last year—$2,003,812.
The CBS gross for the first nine months of 1950 was more than $11 million bigger than the gross for the same months of 1949—$85,946,985 this year to $74,607,071 last year.
Increased expenses and bigger taxes this year as compared with last accounted for the slighter difference in the nets of the two years than in the grosses.
CBS also announced last week that the CBS board declared a cash dividend of 40 cents per share on its Class A and B stock, payable to stockholders of record at the close of business Nov. 24.

REBROADCASTING
Sheppard Asks Change
DEMANDS that FCC amend its rules to ensure that network sponsors shall be free to contract with other stations for rebroadcasts of their programs were renewed last week by Rep. Harry R. Sheppard (D-Calif.), longtime network critic.
Following up a similar request by Gordon P. Brown of WSMY, Rochester [BROADCASTING, Nov. 6], Rep. Sheppard released a letter in which he asked FCC to consider the question in connection with its pending proposal to redefine another phase of the law on "rebroadcasting" (Sec. 325 (a) of the Communications Act).
Rep. Sheppard introduced a bill (HR-7310) early in the current congressional session which itself would permit rebroadcasting of network programs with permission of the sponsor, and in addition would require the licensing of network rebroadcasters. The bill was never considered.
Mr. Humphrey Mr. Whittemore and New York office of H. B. Humphrey, Alley & Richards Inc. is the depth in personnel to substantially increase their effectiveness in the creative field as well as in the research, marketing, public relations and other phases of agency service.

LORILLARD FILES
Asks Review of FTC Order
REVIEW of Federal Trade Commission's order that it cease certain alleged advertising claims was sought last week by P. Lorillard Co.,Jersey City and New York, in a brief filed with the U.S. Court of Appeals for the Fourth Circuit (Richmond, Va.). The brief supports a petition for review by the cigarette firm.
FTC's original order, issued last spring, cited Old Gold cigarettes, Friends smoking tobacco, and Beech Nut and Sensation cigarettes, and was based on a complaint involving the nicotine content of the products [BROADCASTING, April 10]. P. Lorillard's brief took exception to the FTC order, asking that it be set aside pending review, and said that the firm had discontinued the questionable advertising claims set forth in the original complaint. The commission has held numerous hearings on the case, which dates back over a seven-year period.

Cites Support to Views
He cited legislative history as supporting this contention. He told Chairman Coy:
I urge that the Commission clarify the intent of Sec. 325 (a) in such a way as to clearly specify that permission shall be required from the originating station to rebroadcast sustaining programs or programs whose production is in any way connected with the originating station; and that permission to rebroadcast sponsors' programs or programs whose basic production cost is borne by any person other than a radio station or network shall be obtained. From such sponsor or person, whether the sponsor or person uses one station or network facilities to originate his program.
Rep. Sheppard noted that FCC reports show the number of "losing" stations grew from 369 in 1947 to 868 in 1949.
"It is increased spending by sponsors and increased losses by stations," he said, "indicate one thing: That the economy of radio is being locked up by the networks at the expense of the independent stations; just the reverse of the intent of the Communications Act as evidenced by the legislative history of it.
The continued practices of the networks to restrain trade and tie up the economy of the radio industry must stop; and legislative history points out that it is the duty of your Committee to interpret the Act, make rules, and correct these deplorable situations with every source at your command."
NARBA FIGHT
CCBS Hits Tentative Agreement

By RUFUS CRATER

A LAST-DITCH FIGHT against terms of the proposed new NARBA agreement [BROADCASTING, Oct. 30, Nov. 6] was to be the week next as delegates to the Washing-

ton AM conference sought to work out details for signature possibly over the weekend or, at the latest, early this week.

The fight was led by the Clear Channel Broadcasting Service, which charged the tentative agreement “would definitely correct the best interests of the U.S.” and “should not be signed—if signed it should not be ratified.”

CCBS charged the agreement contains “extensive and unnecessary concessions to other North American countries, principally Cuba,” which will damage the radio service to areas which rely on clear-channel stations for “clear-matizing” interference to U.S. stations and effectively blocking improvement of their service through the use of power substa-
tial above the minimum.

Major networks, some of whose stations are 1-A clear-channel outlets on frequencies which other North American nations also would be permitted to use, were obviously displeased with the treaty’s tentative terms, though they offered no public condemnation.

There was mounting number of protests, from members of Congress as well as private groups and individuals, which made a Senate fight over ratification seem certain even if a final agreement is reached.

Hyde Declines Comment

PCC Comr. Rosel H. Hyde, chair-

man of the U. S. delegation, de-

clined to make detailed comment on the CCBS statement while negotia-
tions were continuing. But he noted that the decision on whether to sign any agreement will be made not only by the official de-
elagation but by the interested gov-

erment agencies, and that any agreement whi

ch is signed will be passed upon by the Senate in the ratification process.

The final decision, he asserted, will be based “on the overall needs and interests of both rural and urban U. S. listeners, and of the in-
dustry as a whole, and will not be limited to considerations of vocal and possibly short-sighted special
-interest groups or individuals.”

With some modifications—including a decision to make the 1-A clear-channel classification to 1020 kc, currently a 1-B on which WBZ Boston operates with 50 kw—the foundations of the tentative agree-

ment were left in line with those dis-

closed previously.

Further efforts also were being made, authorities reported, to find a satisfactory assignment for WKAQ San Juan, P. R., to replace its present 620 kc regional fre-

quency, which is slated to go to the Dominican Republic. WJZ New York’s 770 kc 1-A channel has been

prominently mentioned for use by WKAQ, with protection to WJZ and KOB Albuquerque.

The Dominican Republic also was reported by CCBS to be seeking the right to operate with 1 kw daytime and 100 w nighttime on 720 kc, on which WGN Chicago is dominant, on 890 kc (WLS-WENR Chicago), and on 1040 kc (WHO Des Moines).

The Bahamas-Jamaica reported they had reached agreement with the U. S. for Jamaica’s use of 800 kc (WCBS New York) and 1180 kc (WHAM Rochester) with 5 kw Class 2 stations, and for the Ba-

hamas’ present 1540 kc Class 1-A assign-

ment to remain unchanged.

1-A Demands Unchanged

The U. S. 1-A channels on which Cuba would be permitted to operate remained unchanged from earlier reports: 640 kc (KFI Los An-
geles); 660 kc (WNBC New York); 670 kc (WMQA Chicago); 700 kc (WKY Detroit); 710 kc (WBBM Chicago), and 830 kc (WCCO Min-
neapolis). Cuban use of these channels would be conditioned on protection to U. S. dominants along lines specified in the expired NARBA, authorities asserted.

In addition Cuba would be granted “special protection” for fu-

ture U. S. assignments on 11 chan-

nels: 550, 570, 590, 650, 640, 690, 730, 740, 860, 920, and 980 kc.

The CCBS statement, issued by Director Ward L. Quail, declared:

"From the beginning of the present negotiations, during the past year or more there has been the clear under-

standing that nothing would be con-

ceded by the U. S. delegation which would prejudice the Commission’s decision in the pending clear-channel proceedings initiated in 1945. With respect to six of the channels, the door has been definitely closed, and with regard to the fifth—1070 kc—it has been probably or partially closed to a favorable solution of the principal issue, namely improvement of serv-

ice to rural areas.

The statement labeled the tenta-

tive agreement as “even more un-

favorable to the U. S., to the listen-

ing public and to the broadcasting industry than the draft which was under consideration earlier in the negotiations, while the conference was in session at Montreal (Sep-

tember-December 1949), and which provoked a nationwide protest and was eventually rejected by the U. S. delegation.”

Other Channels Hit

In its present state, CCBS charged, “the agreement also con-
tains numerous concessions to Cuba with respect to other classes of channels used in the U. S., particu-
larly those used by Class B and regional stations.” The statement.

EXCESS TAX THREAT
Radio-TV Chart Defense

WITH POST-WAR investments and earnings at stake, the radio-TV industry is forming a battle line to meet an excess profits tax proposal which could later in May kick back on radio-TV’s “growth” period.

The House Ways and Means Committee opens hearings on the issue Wednesday. It will attempt to work out a suitable bill that can be presented to the short-lived 81st Congress. Chairman of the committee is Rep. Robert L. Doughton (D.-N. C.).

Radio-TV already has asked for a hearing. Among applications re-

cived by the House group, which last Friday had not yet announced its agenda nor lists of witnesses to appear, were the following:

Ask for Hearing

NAB, Radio Television Mfrs. Assn., Television Tax Committee, Dr. Allen B. DuMont of Allen B. DuMont Labs., King Broadcasting Co., ABC, the American Broadcasting Co., NBC, United Electrical Radio and Ma-

chine Workers of America.

In the past few weeks, sentiment has been growing among radio-TV leaders that an excess profits levy, if passed after the World War II profits tax, would work undue hardship on segments of the industry. Hardest hit would be firms which invested capital for expansion of such broadcasting services as FM and TV.

General feeling is the tax would cut lop-sided into radio and tele-
vision, many groups feeling radio-TV tax experts arrive at a “base period” average of earnings premised on 1946-47-48-49, the years when many firms were flexing muscles.

These arguments have been placed before Congress’ Joint Com-

mittee on Internal Revenue in closed session in the past fortnight by such spokesmen as RTMA and the Television Tax Committee.

Kennedy Heads Group

The latter group, with John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman, represents owners of a majority of independent TV outlets in the country. Other members of the committee are Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WGBS-TV Miami (president, the Fort Indus-


The telecasters maintain that their industry during the suggested base period failed to mark the black side of the profit ledger. They told the joint committee that not a single one of the 85 independent stations averaged net earnings upon which a base could be reached in determining excess profits.

The station owners point out that FCC’s statistics of December 1949 showed 85 TV Independents with an aggregate capital investment (at cost) of $36.8 million, with a like percentage of loss to the investment at $86.9 million.

RTMA echoed this sentiment a fortnight ago in closed meetings with the joint committee [BROAD-

CASTING, Nov. 6]. RTMA suggested a “fair return” for the expanding TV industry.

Both groups take the position they do not oppose enactment of an excess profits levy but are on rec-

ord as seeking recognition of the hardship such legislation would im-

pose on TV stations. They re-

commend action to alleviate the special problem which exists within the industry.

NAB was working double-time to present a clearly defined position on the tax. The association is ex-

pected to ask for special tax relief under the proposed law.

Mrs. A. Scott Bullitt, chief owner of King Broadcasting Co. (KING-

AM-FM-TV Seattle), had asked the committee to hear her personal views. Dr. DuMont is requesting a hearing as representative of the National Conference of Growth Cos. The conference is made up of firms.

NARBA host to NAB District 4 meeting Nov. 2-3 was Bolo Norton, vice president of Colonial Williams-

tburg, Va. Front row (1 to right) Mrs. Norton and Mrs. Justin Miller. Back row, NAB President Justin Miller and Mr. Norton and Nov. 3 article and picture on pages 19 and 57.

November 13, 1950 * Page 21

BROADCASTING * Telecasting

Official host to NAB District 4 meeting Nov. 2-3 was Bolo Norton, vice president of Colonial Williamsburg, Va. Front row (1 to right): Mrs. Norton and Mrs. Justin Miller. Back row, NAB President Justin Miller and Mr. Norton and Nov. 3 article and picture on pages 19 and 57.
EXCEPT for probably unavoidable difficulties inherent in telecasting a production designed for presentation on a vast stage, the ABC telecast of the Metropolitan Opera premiere last Monday was a rare accomplishment.

The opera itself, Verdi’s “Don Carlo,” emerged handsomely on the television screen. It was only in figuring out what to do with its cameras when the stage was dark that ABC got into trouble.

To describe the arrivals of the social and the celebrated, ABC hired Igor Cassini, the wavy society editor of the New York Journal-American. Mr. Cassini found himself in an embarrassing position. He did not see anyone he knew. Except for those celebrities familiar to everyone, a host of resplendent but unidentified first nighters passed endlessly before the camera.

Between the first and second acts the cameras went backstage in a charming excursion presided over by Margaret Webster, who staged “Don Carlo.” Miss Webster interviewed principals in the opera and described scene shifting activities in a thoroughly enjoyable visit. After the second act the thirtieth camera journeyed to Sherry’s bar, where Tex McCrary and Jinx Falkenburg carried on a series of pointless discussions with several celebrities who were all very happy to be there, thank you. This incident, interesting enough by itself, was further degenerated by three uninsured and giggling women who persisted in forcing their way into close-ups. The visit to Sherry’s was doubly disappointing. Nobody got a drink.

Between the first and second acts and the third and fourth, Deems Taylor conducted an opera quiz with several music authorities. Unfortunately on both occasions, the quiz was given so little time that Mr. Taylor and his panel appeared fleetingly. The suggestion is made that in future telecasts of this kind Mr. Taylor and his kind be given more time and the boring interviews with inarticulate celebrities less.

ABC’s production staff overcame extraordinary handicaps in reducing “Don Carlo” to dimensions that would make sense on a 12-inch screen. Miss Webster mounted the opera on sets that used every available inch of the enormous stage of the Metropolitan.

Problem of Large Cast

As a consequence, some of the scenes in which the whole company was assembled on the stage appeared on the television screen in impossible miniature. These were very much in the minority, however, and the ingenious use of close-ups and medium shots more than compensated for them.

Musically, “Don Carlo” may have been a not entirely satisfactory choice for the premiere performance this season. It is not well known and its score is hardly memorable. The production, however, was splendid enough to revive whatever interest might have been lost by the music. To that extent “Don Carlo” was a better choice for television than it would have been for radio. It had to be seen to be fully appreciated.

Preceding each scene Milton Cross summarized the story line, an effective measure of assistance to those unfamiliar with the opera and with Italian, the language in which it was sung. The camera, in the course of Mr. Cross’ recitals, (Continued on page 51)

Mr. Cross

Mistress of ceremonies, said new radio extravaganza that was really “a simple matter, vision and a king sized bundle with the painful job of satirizing Mr. Benny, got off some remarks that were up to his usual acid standards before he disappeared into the Benny hits. Mr. Allen has discovered why television is called a medium. “It’s because nothing is well done.”

When Mr. Allen had his own radio show, some of the sizzles he produced—notably one with Miss Bankhead spoofing husband and radio programs—were radio classics. The one on Mr. Benny, with Miss Bankhead awkwardly cast as “Portchester,” was just dull.

Disasssociated Acts

A bright moment occurred when Mr. Allen introduced Portland to the throaty-voiced Miss Bankhead.


The finale featured each star singing a George M. Cohan song. Miss Bankhead rendered “Give My Regards to Broadway” in a key that defied reproduction.

Have we forgotten anyone? Oh, yes, Mindy Carson, Frankie Laine and Meredith Willson.

The Big Show was simply a collection of disassociated acts, an expensive vaudeville show. It did not seem an imaginative answer to radio’s present programming problems.
PORTED

BROADCASTING

Philadelphia, Denver, stationed received Creighton Scott Walters contests. Also Republican interviewed nation's capital, Edward S. Taft reporting, Arthur Feldman, director of special events who coordinated the originating points and 168 separate pick-ups.

Governing Board of Mutual's campaign was the task of raising funds to be eased by the Tuesday victories, calling them the best shot-in-the-arm the party has had in many years. With additional funds, the party expects to expand its use of radio and television as the campaign proceeds. Expansion of the GOP House ranks will mean more Republican congressmen and senators will use transcriptions to reach their constituents on a public service basis. In addition, the party expects to be in a position to expand its purchases of time on radio and television.

Radio's Role Lauded

Ed Ingle, director of radio and television for the Republican committee, lauded the role taken by the media in recent weeks.

"I feel radio and television played a very important role in the campaign," he said. "We have candidates who used radio and TV before they went home to start embellishing. Our members in the 81st Congress sent transcriptions back to their districts and states every week, using nearly 500 stations on a public service basis. They became successful.

"We prepared instructions on how to buy time, what to do with it and how to use the microphone. These aids proved invaluable in local appearances on radio and television. They were sent out Aug. 15 so candidates could contact station sales managers and set up commercial schedules.

"Now we're looking forward to a great deal of radio and television activity in the next two years. TV provided a good showing medium alongside the nation's broadcast stations and networks. With the growth of TV coverage we have already taken into consideration its enormous political potential.

"The national committee has already encouraged party leaders throughout the country to make greater use of television. We realize 1962 will find radio and television at all-time peaks.

"In selecting a convention site in 1962 it is wise to consider intensive radio and TV facilities. The 1948 tele-

(Continued on page 28)

CAMPAIGN COSTS

Radio-TV Get Big Slice


At midnight an "election round table" for radio was presided over by Mr. Trout, the latest returns being interspersed with comment and analysis by the various commentators.

McCall Directs NBC-TV

NBC-TV coverage was directed by Francis C. McCall, director of television news and special events. He was assisted by Adolph Schenker, William Garden and Clarence Thoman, with Michael Zeamer directing the telecast. Cameras in Democratic and Republican headquarters in New York showed developments there, with Leon Pearson, James Fleming, and Bob Stanton reporting on them. Similar telecasts were made from Washington, Philadelphia, Cleveland, Cincinnati, Columbus, Chicago and St. Louis by NBC-TV affiliates.

First NBC-TV election reports were by John Cameron Swayze on the Camel News Caravan at 7:45 p.m. Each program thereafter until midnight, included election summaries together with bulletin interruptions.

At midnight NBC-TV devoted itself exclusively to the elections. Telecasts were sponsored on a co-

(Continued on page 96)
NO INDUSTRY has ever grown much to our people,” Gov. Herman broadcasters of NAB District 5 who day at the Hotel Ansay, Atlanta.

Greeting the southeastern broadcasters, Gov. Talmadge said that because of a “hostile press” he had been forced “to rely solely on radio to tell the other side of the story.”

Presiding at the meeting, last of the 17 district sessions started last August, was Allen M. Woodall, WDAK Columbus, Ga., District 5 director.

Four new stations were received into NAB membership. They were WAGA Atlanta; WDWD, Dawson, Ga.; WSFA Montgomery, Ala.; WNDB Dayton Beach, Fla. Atlanta has been one of the weak spots in the NAB structure, with only one member station over a long period.

Speakers at the opening day’s meeting included President Justin Miller, who reported on top-level headquarters activity; Robert K. Richards, public affairs director, who presented the side-Line story of NAB’s operation, a project developed by his department, and Richard P. Doherty, employee-employer relations director, who discussed labor and economic aspects of station operation.

C. Haverlin, president of Broadcast Music Inc., told the story of the strike in saving broadcasters $65 million in copyright fees. Maurice B. Mitchell, vice president and general manager of Associated Program Service and original director of Broadcast Advertising Bureau, gave a 10-minute presentation on radio selling.

NAME ATTEBERRY
Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Colins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee.

He reported for duty Nov. 5, replacing Douglas Kahl who resigned to devote time to his KOKO La Junta, Col.

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kan, which he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Lea, Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night superintend and new editor of WQUA Moline, Ill.

AFRA NEGOTIATIONS
Networks Continue Talks

WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

RADIO’S GROWTH
Lauded by Talmadge
at NAB Dist. 5

MODIFICATION of NPA’s proposal to alter the basis governing future use of basic metals for civilian electronics equipment and an “imminent” order flatly cutting back aluminum by 20% or 30% were strongly indicated late Thursday by government officials.

A second similar order, applying to consumption of copper at the producing level, also was understood to be in preparation.

There were indications that National Production Authority may alter the proposal as presently set as the fiscal year ended last June 30, to embrace more recent months of high production.

The modification may apply to all metals—aluminum, copper, nickel and cobalt—and probably would entail revision of the percentage scale of cutbacks in the light of revised base levels.

NPA authorities previously estimated limitations as ranging up to 20% or 30%, and proposed that set-makers be limited to consumption of a certain percentage of their average uses during a set period [BROADCASTING, Nov. 6, Oct. 30].

Aluminum Order

The “imminent” aluminum order, expected almost momentarily, drew sharp protests from the International Union of Electrical, Radio & Machine Workers. Its chairman, James B. Casey, declared that such orders would lead to “widespread dislocations of both business and employment.”

NPA authorities would not comment on the modification covering proposed base periods to be used as guide-posts by manufacturers, but hinted that the time may be extended into the present fiscal year.

Extension of the base may give manufacturers an additional margin or higher average on which to draw basic metals, in view of production marks set during the Korean crisis, and thus indirectly serve to lessen the impact on communications-electronics output, an NPA authority said.

Manufacturers turned out TV receivers at a new record rate in October, while radio set output for September 1945 doubled that of September 1949. Production of component parts also has jumped in comparison with last year. All four metals are used by manufacturers.

Whether a modification of the order, with a larger base period, would have any immediate effect on set-parts output was a matter of speculation.

Sees Big Orders

On the other hand, Defense Secretary George Marshall told a Business Advisory Council of the Commerce Dept., at a meeting of industrial leaders at Sea Island, Ga., Nov. 5, that military orders will be large enough in the near future to allay fears that civilian cutbacks may bring a temporary recession in early 1951. These orders, he said, would take up any slack in industry caused by the government’s emergency control program.

Secretary Marshall reportedly is drawing up a four-year program of military production to even out the flow of military orders and prevent shutdowns or layoffs.

 Authorities felt layoffs were not a concern in the electronics industries which, generally, are not faced with conversion and other problems besetting other manufacturers.

Manufacturers cited as a major concern of set-makers and other manufacturers, however, is the drain on certain specialists necessitated by military demands and the selective service system.

There also was talk in Washington last week that the government may create an overall planning agency—or possibly a requirements planning committee—to deal with allocations and priorities on the military level, with operation divorced from the Commerce Dept.

The agency, which would be patterned after the War Production Board, would resolve problems of allocations and priorities, wage-price rationing controls, etc. It would hold top priority over all present agencies now handling demands of the military, the ICC, Agriculture Dept. and Commerce Dept. Under such a setup, it is presumed that NPA as a unit or part of its personnel, would be retained.

One NPA authority, far from discounting such a possibility, described it as “inevitable,” but felt such a blueprint would not materialize before spring of 1951.

Agency Roles

The committee plan would be designed to give other agencies a larger role in allocations of machinery and to marshalling facts from the military at the top level. Each agency would outline its own needs. There was speculation that Mr. Harrison would head up any such group, making the decisions which would be subject to review by G. Stuart Synnott, chairman, National Security Resources Board, and mobilization coordinator, and be implemented by the present NPA structure.

Still another proposal, though not actually confirmed, is that involving formation of a War Communications Board along the lines of the successor to the original Defense Communications Board [BROADCASTING, Nov. 6]. Functions of such an organization would serve to alleviate any manpower and material crises which may arise.

NEW BASE PERIOD, CUTS SEEN

AFRA NEGOTIATIONS
Networks Continue Talks

WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

NAME ATTEBERRY
Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Colins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee.

He reported for duty Nov. 5, replacing Douglas Kahl who resigned to devote time to his KOKO La Junta, Col.

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kan, which he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Lea, Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night superintend and new editor of WQUA Moline, Ill.

AFRA NEGOTIATIONS
Networks Continue Talks

WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

NAME ATTEBERRY
Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Colins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee.

He reported for duty Nov. 5, replacing Douglas Kahl who resigned to devote time to his KOKO La Junta, Col.

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kan, which he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Lea, Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night superintend and new editor of WQUA Moline, Ill.

AFRA NEGOTIATIONS
Networks Continue Talks

WITH a potential strike as a backdrop, networks continued negotiations with the American Federation of Radio Artists in New York last week. Although no strike seemed imminent, AFRA negotiators were authorized by the membership a fortnight ago to call a strike at their discretion. AFRA contracts with the networks expired Oct. 31, and with them the requirement by law of 30 days strike notice.

A network spokesman expressed confidence that no strike is in the offing, however, and that progress would be made when the parties meet again today (Monday).

NAME ATTEBERRY
Is Manager of KCOL

ELLIS ATTEBERRY, former manager of WJBC Bloomington, Ill., has been named manager of KCOL Ft. Colins, Col., by Herb Hollister, president of Northern Colorado Broadcasting Co., licensee.

He reported for duty Nov. 5, replacing Douglas Kahl who resigned to devote time to his KOKO La Junta, Col.

Mr. Atteberry became manager of WJBC 17 months ago. He previously had been with KCKN Kan, which he had worked for 17 years, 12 as manager.

Warner C. Tidemann, a former manager of KATE Albert Lea, Minn., has been named manager of WJBC. Two years ago Mr. Tidemann left KATE for the insurance business. For the past several months he has been working as night superintend and new editor of WQUA Moline, Ill.
REVIVAL plans to reorganize NAB into a divisional or semi-federated association is expected this week as the NAB holds its fall session at Washington headquarters.

Though talk has been heard among broadcasters that aural and television functions of the association should be divided, the subject has been confined to informal discussions prior to the NAB District 4 meeting at Williamsburg, Va., Nov. 2-3 [Broadcasting, Nov. 6]. At Williamsburg the topic was brought up and the debate touched off the reorganization talk.

For several years the association has been through the wringer several times as board members have proposed reorganization plans. These discussions culminated during mid-1949 in audio-video divisions when the NAB board accepted the report of a committee headed by Clair R. McCollough, WGAL Lancaster, Pa., at that time a board member. This reorganization eliminated the executive vice presidency.

Then last February the board eliminated the divisional structure and created the office of general manager. William B. Ryan, KFI Los Angeles, was named to this post last April. Mr. Ryan told the Williamsburg meeting he has been studying plans for revival of the divisional structure.

Finance and membership committees of the board will meet today and tomorrow in Washington, with the full board sessions convening Wednesday and adjourning Friday afternoon. John F. Meagher, KYSM Mankato, Minn., is chairman of the membership group, which will take up the budgetary report of General Manager Ryan. Clyde W. Rembert, KRLD Dallas, is chairman of the membership group. His committee will take up the whole membership problem, now less serious as the tide in resignations has turned in favor of additions. The committee will hear first reports of the field trip started less than a fortnight ago by Jack Hardesty, NAB station relations director.

The board will hear reports from the three basic committees set up by the NAB board last summer at Mr. Ryan's suggestion. These committees set the pace for a possible return to divisional thinking in the NAB operation. They represent AM, FM and TV.

Committee chairmen are: AM, Hugh B. Terry, KLZ Denver; TV, Robert W. Sauvageau, WWNO-New Orleans, and FM, Ben Streuse, WWDC-Washington [see summary of committee projects in the Nov. 6 Broadcasting].

A meeting of Washington members of the FM Committee was held last Wednesday to review resolutions drawn up at the committee's August meeting. Attending were Mr. Streuse; Everett Dillard, WASH-FM Washington; Frank U. Fletcher, WARL-FM Arlington, Va.; Ed Sellers, NAB FM director, and Josh Horne, WFMA-FM Rocky Mount, N. C.

The group decided a resolution covering FCC rules on recorded programs was in need of clarification. Legislation should be revised and dropped a proposal calling for board action on FM's place in the Broadcast Advertising Bureau operation because the board already has acted.

Board emphasis will be placed on such matters as promotion of aural radio, policy on entertainment, profit, tax legislation, NARBA, the Wisconsin ruling on giveaways (see story on page 30) and defense activities of radio and television.

**TIME RATES**

**Stolzoff Addresses Mich. Radiomen**

DINNER in honor of NAB President Justin Miller was held a fortnight ago in Columbus, Ga. More than 50 leading local business men attended along with (l to r) Ralph Sayers, mayor of Columbus; Allen M. Woodall, WDKA that city; Judge Miller; Maj. Gen. W. A. Barress, commandant, Fort Benning.

STATION management problems concerning the competition of other advertising media, including television; structure of national and local time rates, and constructive sales technique were outlined Friday at the Michigan Assn. of Broadcasters meeting (see earlier story page 36) by Jerry S. Stolzoff, vice president and radio and television director of the Cramer-Krasselt Agency, Milwaukee. He spoke to members of the group in the Hotel Olds at Lansing on "What I Would Do Today If I Owned a Radio Station."

Predicting that "radio and radio stations may still have their biggest sales and successful stories lying ahead," Mr. Stolzoff nevertheless believes the industry has entered a "new era," to which some stations may not be able to adjust. "Those stations will die; but the future is bright as can be for those who make the adjustment to today's radio picture."

Basic to this adjustment is a comprehension of radio's place among media. Two reasons why radio "in many respects is the most peculiar of all advertising media" are that it is one of the few with "no easy, quick check on circulation" and often does not require a large financial investment. "The duplication and multiplication of radio rating services has been confusing and progressively more expensive," Mr. Stolzoff said. Referring to money invested, he said he knew of several stations costing less than $14,000.

As a radio man, Mr. Stolzoff said he would first "admit that television has a tremendous advertising power, but I would not measure in TV in terms of radio with pictures." Radio men "need to acknowledge radio as a fully grown, completely matured and accepted form of entertainment and as a prime advertising medium." Secondly, radio should consider who its competition is.

**Keep Perspective**

In or out of a TV market, "I would regard television as a competitor, but only as I so regard other radio stations, newspapers and magazines in that market. I would keep in mind TV's weaknesses and its strength."

"But, above all, my belief in the power of radio would be my selling point," he said.

Referring to daytime TV, the speaker called it "dangerous" to look at figures for nighttime TV audiences and assume they can be projected "into those long hours from 8 in the morning until 7 at night." Despite the "tremendous success" of daytime TV, now and in the future, "there still remain many chores to be attended to by the housewife until Americans become completely streamlined. Radio does a splendid job of fitting in this picture—"the background and the foreground for her work day."

Mr. Stolzoff also noted the "fatigue point" in TV. "Million Berle jumps and throws custard pies; a minimum of three people are stabbled to death on Lights Out; 12 acrobats jump up and down, meet one another's shoulders on Super Circus, and machine guns rattle away in the latest film from North Korea. The human body can stand only so much, and the same must be said for the human mind. There comes a point where there is a need to relax during the evening, and our good old friend radio does this." But, he added, "I would be tempted, in the light of high pressure video entertainment, to do those things which radio does best and which television does not do as well."

He suggested "soft, easy-going music, up-to-the-minute news and a studied avoidance of those types of programs which offend television advertisers and networks are doing successfully and in quantity."

Referring to "negative selling" used by many radio men, Mr. Stolzoff cited pitches "based almost entirely on the fact that nobody

(Continued on page 81)
Election Coverage
(Continued from page 23)

operational basis. With maps and charts on the studio walls, results were presented visually with interpretation by Mr. Swaye, Ben Grauer, Robert McCormick, Radcliff Hall and David Brinkley. Switches to important cities were made for other key interpretations. Both NBC and CBS picked up its staff, ABC reported a "record-sweeping round-up." Thomas Velotta, vice president in charge of news and special events, and John T. Madigan, director of news, provided overall supervision.

Regional areas were reported by Erwin D. Canham, Martin Agon- sky, John Edwards, H. R. Baux- hage, Paul Manning and Bob Garred. John B. Kennedy covered the New York mayoral campaign, with side lights by Walter Kiernan and Robert Montgomery. The larger-election scene in New York State was reported by Taylor Grant, Gordon Fraser, Pauline Frederick, George Sololsky, Ted Malone, Don Gardner and Tom Clift.

TV cameras picked up the candidates at their various headquarters. Sen. Taff in Cincinnati, Gov. Dewey in New York, and Gov. Chester Bowles in Connecticut appeared before ABC cameras. ABC-TV also telecast the "City Room" atmosphere of feverish activity at the network's election-reader center with Walter Kiernan explaining what was going on.

WPIX Gimmick

A television reporting gimmick used by WPIX (TV) New York which may find wider use was a moving news tape telecast across the bottom of the picture, permitting the viewers to keep up with the news and at the same time see the moving caption (save for up to 30 words). Used during newscast by KKO-TV in Philadelphia, of its news staff, spliced bulletins into the tape, which was kept six minutes ahead of telecasting. An even better effect was seen in a WPXI projection room, with a tape recorder and operator. The tape was fed automatically through a Bajopistan machine at 60 words per minute and reflected by mirrors to the television camera, adjusted to reading size.

Dumont network and WABD (11) New York began full network coverage to six cities at 11:30 p.m. Using pooled facilities with ABC and WPIX and with national coverage and commentary provided by Newsweek magazine, DuMont provided extensive coverage under the supervision of James Caddigan, director of programming and production; Harry Coyle, manager of the photo department, and Marion Glick, news editor.

WNYC, New York City's municipal station, assisted by 800 vol- unteers at pickup points and continuing its coverage after 10 a.m. outside New York, broadcast city and state returns until 11 a.m. It was assisted not

DILWORTH DRIVE
Puts Platform on Radio-TV

DEMOCRAT candidate for the governorship of Pennsylvania, Richardson Dilworth, went down to defeat before his Republican opponent, John Ball, but he carried his platform right to the people with radio and television.

Prior to the election, Mr. Dilw- orth, a state auditor, employed the talents of Suzanne Roberts, Philadelphia actor, producer, to build radio and TV programs. Video shows were placed on WFIL-TV Philadelphia and WPTZ-WFIL Pittsburgh. He used 15-minute dramatic shows regularly in weeks before the election.

Mr. Dilworth supplemented the shows with filmed spots, which he considered Pennsylvania TV outlets and to homes of interested supporters. It was the first time a political candidate has used musical programs on TV.

The胖子 Roberts, WFIL Radio Network, also produced political dramatic plays and spots for radio and television last year.

Electoral Union staff of 30. Station maintained direct wire lines to key points, including party headquarters. Utilized direct pickups, mobile unit tape reports, telephone reports and featured interviews with Sen. Eugene Mil- kin (R-Col.) and state Republican and Democratic officials. Concluded with radio report by staff.

WJR Detroit—Started returns at 8:30 p.m. Utilized all press serv- ices and direct pickups from Cleve- land and Columbus. Aired special broadcast from headquarters of Gov. Mennen Williams and his op- ponent, Harry F. Kelly, Continuous reports from 10:15 p.m. to 2 a.m. (save 11:15 p.m.) sponsored by E. I. du Pont de Nemours.

WMAR-TV Baltimore—Featured correspondents of Sunpapers' lo- cally plus CBS-TV coverage. Started returns at 10 p.m. and continued returns after 2 a.m. David V. Stickle, director of TV news programs, was coordinator. Used charts to keep Baltimore posted on candidates. Sponsored locally by Wiesner Beer.

WNBW (TV) Washington—John Cameron Swaye, Ben Grauer and Robert McCormick reported locally and saw units for pick- ups from Republican and Demo- cratic Committee headquarters. Gave complete coverage of Mary- land and Virginia elections. Coor- dinated by William McAndrew, general manager. Also NBC-TV cut-ins.

WEEI Boston—Aired five-minute returns beginning at 8:30 p.m., 9:30 p.m., and also 10-11 p.m. and 11:20-12 midnight periods. Twelve-man election re- ports team headed by Charles Ash- ley, chief news editor. Sponsored by Lincoln-Mercruiser Dealers of Greater Boston.

WLAW Lawrence, Mass.—Coop-
erated closely with Boston Record-American. Presented Gov. Paul A. Dever, re-elected, in victory message. Newspapers used news stories on broadcast as advance promotion. Station had pickups from pre-broadcasting spots. Station also aired message by Labor Secretary Maurice Tobin.

WAER (FM) Syracuse, N. Y.—Syracuse U. station recruited 162 election-ward reporters from campus radio and journalism classes. Aired returns and fed local results to WNYC New York. Employed well over 200 people in election coverage.

WFIL Philadelphia—Fed election returns to all stations on the Quaker State Network, including more than 20 stations throughout Pennsylvania. John Cummings and Gerson Lush, political writers of the Philadelphia Inquirer, were interviewed as part of the election program.

WIGB Philadelphia—Stayed on the air until 3 a.m. Station carried interviews with Sen. Francis Myers and Richard Dillworth, Pennsylvania Democratic candidate for governor.

WIP Philadelphia—For a special feature, station had Mary Biddle, director of voter-poll programs, interview the women who were running for office, and the wives of some of the candidates. WIP also had a roundtable program at 9 a.m. Wednesday morning of all staff giving the latest election news.

WPEN Philadelphia—Used a tape recorder to get the reaction of a crowd. People at the election polls were interviewed, as well as in the center city area. Additionally, all Philadelphia radio and TV stations cooperated to give complete coverage of returns in the local, state and national races because of the newspaper strike. Continued service until early hours of the morning. Committee of station personnel, as well as the publishers, also took over the Allegheny County vote-gathering agency—Tri-State News Service. Stations on the air were interviewed, as well as with newsmen from shut-down papers. Results outside county were furnished by AP, UP and INS.

**BATTLEFIELD RADIO**

Producing 'Block' Units

FASTER and more flexible communications will be brought to the battlefield front by a new series of Army Signal Corps radio component units now in production by Raytheon Mfg. Co., Darrold Corp., and several other manufacturers as the Dept. of Army announced Nov. 4. The new units, when connected together in various combinations, produce a variety of completed sets.

Thirty different radio sets can be obtained by varying the combinations on the principle of "building blocks," application of which not only allows the most flexible communications but economy of procurement. Blocks are manufactured separately.

**CARRIED away with nostalgic memories on beginning 20th year of Moon River, station's music-poetry program, WLW Cincinnati announcers remained at the microphone Oct. 27 until 4 a.m. to air congratulatory messages and answer phone calls from listeners. This quartet, identified with the program for many years, consists of (1 to r): Peter Grant, Ken Linn, Bill McCord and Bill Brown. NBC picked up the midnight program, which gave a start to many famous entertainers. Two organists augmented announcers and a battery of telephones were installed. Format of the program, which has remained unchanged throughout the years, is credited by WLW to Ed Byron, producer of Mr. District Attorney.**

**Campaign Costs**

(Continued from page 28)

sion poll taught many lessons and this experience will be put to practical use in 1956. The 1948 job was a frontier crossing.

"Radio provides the only way a member of Congress can talk regularly and directly to his people in their homes, and keep them up to date on what's happening in Washington. Our members regard weekly radio reports to their constituents as important weekly events."

**Party Expenditures**

According to a report filed with the Clerk of the House of Representatives, detailing campaign expenditures, the Democratic National Committee spent $55,391.05 for TV broadcasting and $79,827.67 for radio broadcasting. Negotiations were handled by the Boh Co., New York, which handles the committee account.

The total figure for Chief Executive's only frankly partisan broadcast, coupled with an approximate $40,000 outlay for major addresses of Administration officials on CBS and MBS last month [Broadcasting, Oct. 23,] signified that the national committee had spent between $175,000 and $200,000 for radio and video time before the Congressional election. Additionally, individual Democratic incumbents and aspirants used the media in their own constituent areas.

By contrast, the Republican National Committee's national outlays were limited to $10,400 reportedly expended for Harold Stassen's reply on MBS to the President's speech. This figure was subject to modification for rebates covering stations which did not carry the broadcast. The President's address was carried by the four major radio and television networks

[Broadcasting, Nov. 6].

The GOP was hampered considerably by lack of funds as indicated by a comparison of expenditures since the beginning of the year. The Democratic National Committee spent more in September and October than its counterpart Republican group did since Jan. 1, according to their reports.

A last-minute ABC-MBS regional hookup was arranged Monday night by friends of Sen. Joseph E. McCarthy (R-Wis.). The network is understood to have cost about $20,000. It was directed to states where the GOP had Senatorial contests.

The Republican committee reported a substantial demand for a series of six TV films. Judging by bids for the films, Mr. Ingle said, they provided basis for at least $100,000 in TV time purchases.

The Democratic National Committee reported considerable expenses during the Sept. 1-Nov. 2 period for "services rendered" by WCFM (FM) Washington, cooperative station, and its program director, Sid Slappey. Many recordings were pressed at WCFM, which handled disbursements for Columbia Recording Inc., according to Ken Fry, radio-TV director of the committee.

**WCFM Report**

According to the report, WCFM received checks totaling $6,060.36 for "recording tape, copy, editing, and supplies" during the two months. Disbursements to Mr. Slappey were placed at $51.80.

Other companies which furnished recording or transcription services included NBC New York, $12.71; KXLY Spokane (Symons Broadcasting Co.), $30; KARM Fresno, Calif., $29.95; Pekin Broadcasting Co. (WSV Tauriello), $237.49; Louis Laken, James Beattie Adv. Agency, Washington, $237.49; Evening Star Broadcasting Co. (WMAL-AM-FM-

**TV Washington),** $25.26; Washington Video Productions, $44.16.

Sound Studios Inc., Washington, was paid for work done by both the Democratic and Republican National Committees, according to their periodic reports. Funds were expended for recordings. The Democrats reported outlay of $10,560.41, while the GOP committee revealed expenditure of $6916.


**Radio-TV Expenditures Seen**

It was presumed that a portion of these funds were expended on some radio-TV activities, especially in key pivotal areas.

The committee reported total disbursements of $56,486.90 for the period Sept. 1-Oct. 27 and $120,828.98 for Oct. 28-Nov. 2—during the heat of pre-election activity. Allow for President Truman's single-shot major radio-TV address, the committee reported a bank balance of $177,616.65 as of Nov. 2.

Among the contributions listed by the committee, in the sum of $2,500 on Sept. 6 from Barry Bingham, Louisville Courier-Journal and Louisville Times, licensee of WHAS (WHAS-AM-FM-TV), a subsidiary.

The Republican National Committee has operated in the "red" since Jan. 1, 1950, with expenditures of $207,24 far exceeding total contributions of $70,450. Allowing for outlays up to Nov. 2—a fact which served to divert funds originally slated for radio-television media.

Expenditures purchased by individual candidates was not, of course, known, although GOP officials said that radio-TV funds probably had been cut as much as 90% across the board.

Such coverage as that launched (Continued on page 28)

**NBC's Experts**

WHEN IT comes to predicting election results, NBC doesn't need to consult professional pollsters. It can turn to its own experts in the news department. Some 40 newsman assembled in NBC New York studios Tuesday to handle election coverage conducted a contest among themselves to predict results of national campaigns. Tieing for top honors were Ray Benie and Ned Brooks—who guessed wrong on only three out of all national campaigns.

November 13, 1950 • Page 27
Campaign Cost

(Continued from page 27)

by Sen. Edward Martin (R-Pa.), who camphorated over a statewide network through WJPA Washington-

ton, D.C., and in Illinois, Missouri, Nebraska, Indiana and Iowa, presumably in connection with purchases of some radio and television time on the local levels.

New York Gov. Thomas E. Dewey reportedly spent a substantial sum for radio and TV time in New York last Monday. Sen. Robert Taft (R-

Ohio) also used radio-TV on a large scale in Ohio.

Most of the GOP national commit-
television service was furnished by the Capitol's Joint Senate & House Recording Facility, which was reimbursed with eight checks totaling $9,948.55.

The committee also listed “Audio and Video Productions, Old House Office Bldg.,” for amounts of $216, $273.70, $70— a total of $569.50— for “transcription services and radio broadcasts.” According to the Post, “reductions” in expenditures may be expected if stations are not to be used for “advertisements” in the future.

Mayor Vincent Impellitteri spoke Sunday evening at WMCA New York and also appeared before the

GOP RADIO-TV

Lauded by Party Leaders

RADIO and television were an “enormous factor” in the gubernatorial victory of Gov. Thomas Dewey in New York, Ed Ingle, radio-TV director of the Republi-
can National Committee, told BROADCASTING Thursday.

Mr. Ingle noted that Gov. Dewey earlier had promised to lose more about the “fascinating” medium of television, and added that he cer-
tainly meant television and not radio. He also pointed out that Sen. Robert Taft (R-Ohio) had used broadcast media extensively in his Ohio cam-
paign to reach his constituents, and that other candidates would do well to look into the possibilities of television.

Republican headquarters officials in New York were at pains Tuesday evening that Gov. Dewey's radio-TV marathon had done much to put him over for his third term in the Empire state.

TV cameras of WPIX (TV), the New York News station, Rep. Walter A. Lynch, Gov. Dewey's Demo-
cratic-Liberal opponent, appeared to television with addresses over WOR-TV, WJZ-AM and WCBS-

TV, beginning at noon Monday. Gov. Dewey conducted an 18-hour radio-TV marathon (see separate story).

ceral candidate for mayor, spoke over WNBC and WQXR, while several other Republicans, including two talks, one on WJZ and the other on WOR, with a rebroad-
cast carried by WNBC.

Time purchases were not re-
vealed by New York radio-TV sta-
tions, but it was believed that the expenditures exceeded those of any previous Congressional campaign.

METROPOLITAN GROWTH

Suburbs Greatest

Mr. Peel declared, “The metro-

politan centers of the south appear not to have reached a stage of de-

velopment in which the growth of suburban communities is as marked as elsewhere in the country.

“In 1950, there were 40 standard metropolitan areas with less than half their total population in their central cities. These range from areas centering on such large cities as Philadelphia, Boston, Pittsburgh, and Atlanta, to the relatively small areas surrounding cities of the size of Orlando, Fla.; Asheville, N.C., and Jackson, Mich.

“These standard metropolitan areas lie in 19 states, largely in the northeast and the south, but are most numerous in two states, Pennsylvania and California. In Pennsylvania, 9 out of 13 standard metropolitan areas have more than half their population outside their central cities, and in California 6 out of 8 areas are of this class.

Population Losses

“Of the 168 standard metropolitan areas, 161 gained population between 1940 and 1950, and 7 lost people. The areas with popu-

lation losses were Altoona, Johns-
town, Scranton, and Wilkes-Barre-

Hazelton in Pa.; Duluth, Minn.-Su-

perior, Wis.; Wheeling, W. Va.-

Steubenville, Ohio; St. Joseph, Mo.

“In each of these areas except the Duluth, Minn.-Superior, Wis.

area, the central cities also lost population. Of the 161 standard metropolitan areas that gained population, 90, or slightly more than half, had increases of 20% or more, and 48, or slightly more than a fourth of all standard metropolitan areas, had increases of one-

third or more. One area, that of Albuquerque, N. Mex., with an in-

crease of 110.4% more than doubled.

In the territories and posses-
sions of the United States there are four standard metropolitan areas, none of which has a population as great as half a million. The largest of the four areas is that of San

Juan, P. R., which had a population of 494,956, and is slightly smaller in population than the Memphis, Tenn., standard metropolitan area which ranked 38th in size in continental United States.

“IT WAS Dance-Fitzgerald-Sample Day! Nov. 2 when J. James Neale, vice president and radio director, and Stanley Pulver, timebuyer, D-F-S, were guests at the National Assn of Radio Station Representatives Spot Radio Clinic Luncheon, held at New York's Biltmore Hotel. L to r: Mr. Neale; Fred F. Hugues, George F. Hollingsby Co.; Mr. Pulver, and Thomas Campbell, Braham Co.

(Continued on page 88)
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:

<table>
<thead>
<tr>
<th>Number of Hours Average Iowaan Spends Listening to Radio, Daily</th>
<th>Average (Total Home)</th>
<th>Average Woman Over 18</th>
<th>Average Man Over 18</th>
<th>Average Child 12-18</th>
<th>Average Child 4-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Weekday</td>
<td>13.95</td>
<td>6.67</td>
<td>4.05</td>
<td>2.61</td>
<td>2.91</td>
</tr>
<tr>
<td>Saturday</td>
<td>15.59</td>
<td>6.60</td>
<td>3.80</td>
<td>3.44</td>
<td>3.72</td>
</tr>
<tr>
<td>Sunday</td>
<td>13.52</td>
<td>5.86</td>
<td>4.35</td>
<td>4.41</td>
<td>4.19</td>
</tr>
<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 100,294 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!

48-HOUR DAIRY PROVEN RELIABLE

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

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa’s cities, towns, villages and farms. It is a “must” for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC. National Representatives
Radio Rate Hike

(Continued from page 19)

products and services."

Agreeing with the broadcast claim that rates are reasonable is the spokesman for one of the larger stations in the nation; Allied Stores, operating some two-score major department stores all over the U. S. The Allied executive, Walt H. Dennis, radio-television director of ALLIED STORES BROADCASTING: "In general, radio rates are too low."

TV rates are "very fair" at this time of the development, Mr. Dennis said, with advertisers getting a good value for their television dollar as they reach a high percentage of the available audience.

Mr. Dennis, contended television "will be the greatest advertising and selling force, on a dollar-for-dollar basis, in media history."

Allied is in new money and not diverted from other media (see Dennis story, page 40).

Agreeing with Mr. Dennis on the edge of rate-cutting was Harold Essel, WSJS Winston-Salem, N. C., NAB District 4 director. "Who knows what a rate is these days?"

He asked in condemning such practices.

Views of a score of District 4 broadcasters representing all segments of the industry follow:

Ben Strouse, general manager of WWDC Washington—"We are revising the low end of our local rate card and raising both transit and combination transit-AM rates for local accounts. Such studies show rates are too low."

Keith S. Byerly, sales manager of WBT-AM-TV Charlotte—"Everybody is under-selling. Rates are too low. We recently revised our rate card upward. Rates are too low all through the industry and may go up more. We will issue Rate Card No. 4 for TV Jan. 1, with rates going up as the audience increases."

Edward E. Edgar, sales manager of WGH Newport News, Va.—"We are holding the line on rates. Right now, we feel the market is better and local business than anytime in history, though network business is down. We haven't lost a client to

WHQ, which has been in the Norfolk area six months. The number of AM stations in the area has increased from two in 1944 to nine plus television. We still have a tremendous AM story to tell. There is less big program business but national announcements are down."

Philip P. Allen, manager of WLVA Lynchburg, Va.—"We raised rates two years ago. Something has to be done. National rates have raised their rates several times. What leaves less advertising money for radio."

Nordic Situation

Campbell Armoux, president of WSTAR-AM-TV Norfolk—"We are sold out after 5 p.m. on television. Compared to newspapers, magazines and newspapers, radio rates are down in the mud and always have been. The 50% daytime rate ratio is bad. Daytime radio rates are evidently more than half the nighttime rate. Actually, the daytime rate should be two-thirds the nighttime rate, based on actual circulation and readers, We have a 127 television rate last April, increased it to $250 Aug. 1 and plan another increase Jan. 1. Anyone in a market over 150,000 who doesn't get into television is crazy."

G. Richard Shafto, manager of WSJ Columbus, S. C.—"Rates are in for adjustments. Both the AM and FM rate should be increased. If one justifies higher rates, there is a real need to sell nighttime local advertising though it may necessitate a readjustment downward to encourage advertisers to buy, even in non-TV markets. We're raising daytime rates."

Richard H. Moman, manager of WPTF Raleigh, N. C.—"WPTF raised its rates in October. We may be cutting radio short too long. We increased rates all along the line."

Gaines Kelley, general manager of WFMY-FM-TV Greensboro, N. C.—"Our rates are too low. Broadcasters make their bid take in the last war by not increasing rates commensurate with the service they provided. As a TV operator I'll make that mistake. Our TV rate started at $150 last year and was raised to $200 in July. We have a circulation of around 50,000 and another increase is due Jan. 1. Our FM circulation, too, is increasing. The big problem is to get sets from manufacturers. I feel FM rates are much too high."

Mr. Essex—"Rates in general are OK if stations stick to their cards. Who knows what a rate is these days? WSJS increased local rates less than a year ago. We have no present plans to raise rates."

Doug Freeman, commercial manager of Metropolitan Network, Washington—"Too often broadcasters can't make prices too cheaply, if results are measured against those from other media. The joint sale of facilities of five independent stations in Washington should bring a strengthening possible increase of the entire radio rate structure in this crowded market with its 14 AM, 11 FM and 4 TV stations."

M. L. Wilmer, president of WREL Lexington, Va.—"Our rates are up, more sets have been sold, so we are considering an increase. We have no daily papers in Lexington and future local interest rate increases."

Charles E. Seebeck, sales manager of WTGN Staunton, Va.—"WTRN hasn't raised rates since 1946. The answer is volume business, not higher rates."

Frank U. Fletcher, co-owner of WVAL-AM-FM Arlington, Va.—"The FM director at-large. We are re-evaluating the situation."

Jack Weldon, WWOD Lynchburg, Va.—"Casts are up and we are advertising more. Our rates haven't been raised in four years. It's about time to do something."

Calvin T. Lucus, manager of WRR Richmond—"We should maintain present rates and certainly shouldn't reduce them. Business is fine."

Earl J. Gluck, president of WLLC Roanoke, Va.—"Our rates are continuing upward. We are considering a rate increase."

Arthur W. Gates Jr., general manager of WYVE Wytheville, Va.—"We have just been on the air a little over a year. Our costs are down, plan rate increase."

John W. Harkrader, commercial manager of WDBJ Roanoke, Va.—"Our costs are continuing upward. We are considering a rate increase."

James H. Moore, vice president of WSLS Roanoke, Va.—"We increased our rates late in 1948 and certainly are not going to lower them. A plan of rate increase has been lowered. Stations should study the day-night rate differential. Daytime rates are too low."

E. S. Whittlock, general manager of WRNL Richmond—"We haven't raised rates since 1946, and feel they are low. We have more listeners now."

Joseph Martin, manager of WDSC Dillon, S. C.—"Our rates are in line with the competitive situation. We have had only slight increase in costs in the last four years."

Piehl Names K & E

PIEHL Bros., New York, has named Kenyon & Eckhardt, New York, as its advertising agency for Piehl's Beer. Media plans are currently being formulated.

Elect Tannenbaum

S. A. TANNENBAUM, executive vice president of Weightman Inc. Adv., Philadelphia has been elected president of the agency.
NARBA Fight
(Continued from page 21)
to the Dominican Republic, whose demands for assignments on U. S. clear channels have already been greatly increased during the past week.

CCBS claimed "tragic aspects presented by the concessions" include "that they are not needed by Cuba, cannot be justified by any consideration of fairness or equity, and include major surenders by the U. S. on issues on which the Cubans themselves have previously given in during the course of the protracted negotiations."

The agreement "specifically" recognizes 118 stations for Cuba aside from "others, not specified, which can be established by Cuba pursuant to the agreement's provision," CCBS noted. By comparison with the U. S., it said, "Cuba has far more [stations] than can be justified from the viewpoint of population, area, or any other legitimate standard."

Havana, CCBS noted, already has 29 fulltime stations—"far more than...any other city in...the entire world"—and would have 31 under the agreement.

CCBS Statement
The CCBS statement continued:
The major concessions by the U. S., so far as Cuba is concerned, are (1) recognizing the right of Cuba to violate the so-called 650-mile rule and thus to operate on all U. S. Class 1-A clear channels, (2) recognizing the right of Cuba to operate specific stations on six U. S. Class 1-A channels, and (3) restricting the U. S. from increasing the signal strength of its stations on these channels into rural areas which desperately need stronger signals.

The clear channel group charged that under similar Cuban threats the U. S. yielded "concessions on four of its 1-A channels in violation of the 650-mile rule" and later "surrender" which was "accomplished at a secret midnight session." Cuba, it was noted, never used two of the channels and channel positions, and also assured the U. S. "that the concessions made to Cuba would never be permitted to stand in the way of further increases in power which were permitted by the original agreement."

"By the new agreement," CCBS continued, "the U. S. is to permit Cuba to violate the 650-mile rule on all its 24 Class 1-A channels. Under standard procedures, or as implied in the document, Cuba may establish stations with power up to at least 7.5 kw, and perhaps more, on any of these channels, with only the paper protection of directional antennas—which, as past experience has demonstrated, do not perform as advertised to.

"The number of such channels on which Cuba's rights are specifically recognized is increased from four to six. None of the six U. S. stations may increase its signal in the direction of the Cuban stations. The provisions for policing and investigation of interference have been almost entirely eliminated."

In one example, CCBS said the Imperial Valley region badly needs improved service from KFI, but that KFI would not be permitted in this direction under the proposed agreement because the agreement provides that KFI "must protect the Cuban at all times." Thus excusing any substantial increase of its signal toward Cuba.

CCBS said similar concessions are being made with respect to 1-A stations in Detroit, Chicago, Minneapolis, and New York.

'Surrender' Hit
The statement also contended Cuba "until fairly recently was willing to accept the equivalent of the 650-mile rule and to agree not to assign any station to a U. S. 1-A channel except in four and later five specific instances. 'What caused the U. S. delegation to surrender on issues on which it had already won accord from Cuba is difficult to understand,' CCBS declared.

It was reported that the American Farm Bureau Federation, the National Grange, the National Council of Farmer Cooperatives, and other state and regional farm groups had protested the proposed terms to the State Dept. and FCC. Sen. Irving Ives (R-N. Y.) was said to have protested alleged intrusions on WHAM's rural service, among other Congressional complaints.

Comr. Hyde, in a statement Thursday night, said "CCBS and any other industry group is fully entitled to its own opinions," but that he could not comment in detail on the CCBS statement "until after an opportunity to study it at length is given me"—at time any reply I may make will not affect our negotiations with the other contracting governments.

"In this respect," he continued, "it will be noted that we are still in the process of attempting to iron out substantial differences that continue to exist between the various parties."

Insofar as he felt "free to comment," he observed that "the ultimate on any agreement that can be reached should be signed, is a matter of the gravest import which will be passed upon not only by myself and members of the official delegation, but by the government agencies involved—the FCC and the Dept. of State."

The Senate, Comr. Hyde asserted, "has of course the duty of deciding upon whether any agreement that is signed should be ratified."

"I am confident that, as hereafter due to the final decision to be made by this government will be made by the official delegation and the interested government agencies, the result will be a verdict to the effect that the government's interests are served."

Rite Question
In conclusion, "I would ask myself if there is any real justification for having a national and a local rate, and I certainly would not say it can be justified because newspapers do it."

"The absence of a non-commissionable local rate is one of the requirements that advertising agencies have jumped at to give the local television bandwagon a merry clip."

The oft-repeated argument for the discount of 10%, 15% or 20% for local advertisers seems to be that there is no agency in the picture, the station saves the 15%. I suspect that an honest bookkeeper would discover such stations. They might find that the use of a non-commissionable local rate is expensive in both lost business and increased costs."

Time Rates
(Continued from page 25)
was listening to the competition, or that other stations in the market didn't reach the type of audience wanted, and that even those people listened to other stations weren't particularly influenced by them.

"The advertiser, instead of getting a story on why radio is his best advertising buy, hears which is wrong with other radio stations. Too often his logical conclusion is that none of the stations in the market is any good."

The speaker recommended a positive approach, utilizing other stations in a joint solicitation of "certain advertisers (spending time on selling the advertiser on a particular station and schedule later)," and supporting "the super BAB, or whatever title is ultimately given."

Because "radio has earned its right to be a salaried salesman," I would refuse any inquiry business because I believe it is a bastard radio rate, bearing no legislative principles. I would also question my personal ability to tell some advertisers I sell time on a commission basis and others that I had to sell a flat price.

"If there's anything I do like about P I, it's the fact that it is another proof of radio's ability to deliver the order, to produce results now."

Cough Drop Ads
Firms Comply with FTC Order
UNQUALIFIED use of the name and emblems of the American National Red Cross in advertising cough drops will be discontinued under terms of a stipulation signed by Candy Bros. Mfg. Co., and Universal Match Corp. at a New York hearing, FTC announced last Tuesday.

FTC dismissed the complaint against the firms when they agreed to include in radio commercials and published advertisements a qualifying statement regarding any connection with the Red Cross. Universal Match Corp. controls the candy-makers through stock ownership, according to FTC.

November 13, 1950 • Page 31
WOR's Martha Deane . . .

a great lady of American radio . . .

who believes an open mind

is an open door

SOME FOLKS FAVOR the notion that if you hand a woman a microphone, she'll feed it either lacy froth or gossipy nonsense. Outstanding confounder of that theory is MARTHA DEANE, a great and gracious program conductor, who, every weekday from 10:15 to 11:00 A.M. on WOR, opens the door firmly on the world of ideas. And, incidentally, provides hundreds of thousands of attentive listeners with good company, good talk and good tips about good products.

Warm, intelligent Martha Deane is in reality Marian Young Taylor, wife of an advertising executive and mother of 6½-year-
old twins. Before she took to radio, her experience as women's editor of a major newspaper syndicate gave her the news-know-how which today sparks her entire show—along with the philosophy that women do want to know what's going on beyond the front lawn.

No punch-puller, forthright Martha Deane's apt to sound off on anything from eye-makeup and the latest Broadway show to the rearmament of Germany and the future of the U. N. Her guests (the Martha Deane show is usually half devoted to interviews) range from names like Christian Dior and Robert Montgomery to Harold Stassen and Gardner Cowles. Fashion, book-reviews, recipes, politics... all are Martha's meat, served with good verbal pepper.

Martha Deane's one of radio's greats... acknowledged, respected, loved. Her listeners hang onto her every program. Sponsors clamor to have her sell their products with the typical Deane common-sense sincerity. This year, Martha Deane added to her many laurels by winning, for the third time, the Ohio State University Education by Radio Award as "the best woman commentator."

WOR provides the microphone, Martha Deane says into it what she thinks. The faith and the devotion she inspires in practically all of her listeners; the steadfast loyalty of her sponsors, are additional proof—if proof be needed—that Martha Deane is today one of the great radio voices in America.

WOR agrees with Martha Deane that an open mind is an open door. That is why it is proud to have on its station a woman who, with all conscience and conscientiousness, is trying to help other women be a great force in the preservation of a decent world, as well as providing them with information, relaxation and a sparkling, stimulating daily radio program.

... for the programs you like the best

WOR
‘Gifts’ for Sale
A BOX ad in Philadelphia’s Chestnut Hill Herald might well be described as a signal of our times as well as a stern reminder of the income tax pitfalls that can beset winners of jackpot programs. In the ad statement, a Mrs. Della Burnett of Mt. Airy, Pa., declared that on June 4 she had “Stopped the Music" but that now the income tax had her stopped. Accordingly, she declared she was offering many of the gifts at well below market prices.

WBBM-LONG SUIT
Hearing Continued to Today
DAMAGE SUIT filed by WBBM-CBS Chicago against the W. E. Long Co., Chicago, advertising agency, in Chicago Superior Court was continued from last Monday until today (Monday). Hearing will be held this afternoon at 2 o’clock before Master in Chancery Gerard Conners, after continuance was granted at request of Attorney Arthur M. Sargent, representing WBBM-CBS.

WBBM-CBS gained a temporary injunction against three radio performers, restraining them from doing outside work for the advertising agency, but was refused a similar injunction against W. E. Long Co. Latter move sought to restrain the agency “from soliciting and inducing” station performers from working for it. [BROADCASTING, Oct. 23]. Attorney Loy McIntosh represents W. E. Long.

Recommendations of Master in Chancery Conners will be made to Judge Joseph Graber, on whose behalf he is considering the case.

WWE ELECTIONS
Is Ordered by NLRB
ELECTIONS to determine bargaining representatives for announcer and engineer-technician units at WWE New Orleans were ordered last Wednesday by the National Labor Relations Board. Order stemmed from petitions filed with the board by the New Orleans Local of American Federation of Radio Artists (AFRA). Local 1139 of the International Brotherhood of Electrical Workers (AFL).

WWE Radio Inc., station licensee, sought inclusion of an announcer-librarian, part-time announcer and program director in the AFRA unit. NLRB ordered that only the part-time announcer be included though he is ineligible to vote. The board also overruled the station’s claim that the chief engineer should be considered within the IBEW unit, on grounds he is a supervisor. It applied the same reasoning to the WWEE program director.

MICHIGAN MEET
MAB Studies Sales Tax
MICHIGAN’s 3% state sales tax, election of officers and a cooperative study and work plan for college students were slated as main agenda topics of the Michigan Assoc. of Broadcasters as the group began its second annual meeting in Lansing Friday morning.

Some 150 persons from 40 stations were expected for business sessions and a banquet Friday and a cocktail party and football game Saturday.

The group planned to study effects of the state sales tax, which provides that broadcasters pay 3% on equipment bought out of as well as in Michigan. MAB, cooperating with Michigan State College and the U. of Michigan, also anticipated taking definite action on a proposal by which juniors at both schools who are majoring in radio and/or television would be employed by local stations during summer vacations.

Special Show
A half hour radio show, originating in Hotel Olds, Lansing, the convention site, was planned by Worth Kramer, general manager of WJR Detroit, for Friday evening. About 50 state stations were expected to carry the feature, which traced the history of radio and Michigan’s contributions to the industry.

Saturday’s agenda included a breakfast and a cocktail party-luncheon before the Michigan State U. of Minnesota football game. Stanley Pratt, manager of WSOO Sault Ste. Marie, is president of the association.

GM SHOWS FILM
Reports Highest Earnings
A COLOR film depicting the General Mills story and a personal report on operations from Harry A. Bullis, chairman of the board, was presented to newsmen at a luncheon Oct. 31 held at the Waldorf-Astoria in New York, as part of the General Mills regional stockholders’ meeting (one of 12 held around the country).

The film “Assignment-General Mills” was produced by Apex Films of Hollywood and concerns two college students who do a theme on the company. Bullis told the stockholders that General Mills earned 3.3 cents per dollar of sales last year, and 81 cents of every sales dollar was paid right back for supplies and services, mostly for grain and transportation costs. Net earnings for the company amounted to $13,251,218, the highest in the company’s history, and compare with $11,054,036 for last year.

CFXY Charlestown, P.E.I., has increased power day and night to 5 kw on 690 kc, according to report of radio branch, Dept. of Transport, Ottawa.

HANDSHAKE clinches deal for local Food Banks stores to sponsor daily cash awards show on KVOR Colorado Springs, Colo. Shown (1 to r): Tony Laettcher, Food Bank partner; Jim Russell, KVOR owner-manager; Walt Thieman, Food Bank partner; Miss Jeanette Laettcher; Cecil Seavey, m.c.

PURDUE games on WJOB Hammond, Ind., under sponsorship of local Abrahamson Motor Sales Inc., gets the written approval of Joseph L. Abrahamson, company president. Looking on are Sam J. Abrahamson (r), vice president, and Al Halus, commercial manager of WIND.


FRESNO (Calif.) State College and Fresno high schools games are on KYNO Fresno under sponsorship of Kierulf Co., San Joaquin Valley distributor for Motorola. L to r: Seated, C. T. Nystrom, v. p. and gen. sales mgr. of sponsor; Gene Chennault, KYNO gen. mgr.; standing, Ed Piston, dir., public relations, Fresno State; James Tuttle, Motorola.


NEW MEXICO Military Institute’s grid games on KGFL Roswell, N. M., are arranged by (l to r): Seated, Bill Deane, GE-Goodyear distributor in Roswell; Brig. Gen. Hugh M. Milton II, NMMI pres.; standing, Maj. Ted Hunt, NMMI public relations; W. E. Whitmore, KGFL owner; Buck White, Bill Deane Co.

MONDAY - Friday morning and afternoon KNUJ New Ulm, Minn., is taken for one year by Alois Ebner, pres., local Ebner Bakery. He’s flanked by Walter K. Mickelson, KNUJ owner, and Jane Windom, station women’s director, who presents show featuring barking dog Missie. Standing (1 to r): Wip Robinson III, prog. mgr.; Warren Asher, coml. mgr.; Carrie Bianci, sister and business assoc. of Mr. Ebner.
**Feature of Week**
(Continued from page 10)

tment features Jack Goudner, WEEU disc jockey, on Ladies Choice, a program of carefully
selected music for the afternoon
feminine audience.

Appeal for men is centered in a
program featuring Elmer Davis, ABC network commentator, aired in early evening quarters-hours
across the board.

Whitner's prestige show is Candel-
light and Silver, which previously
had enjoyed long commercial
sponsorship on WEEU and carried
over an appreciable audience.
Whitner's is using this feature
mightly except Friday primarily
as an institutional medium,
utilizing only one direct selling
commercial in mid-program.

Children in the 4-12 age group
are the audience aim of No School
Today, the ABC co-op presentation
each Saturday morning at 5 a.m., which gives the latest on toys and
clothes offered by the depart-
ment store.

Whitner's radio activities are
rounded out with the Sunday Bing Crosby Show and instru-
mental orchestrations by Jerry
Sears, aired 3:30-4 p.m.

C. K. Whitner & Co. is cooper-
at ing fully with the station to put across the beam program
presentation, which it hopes will make it the household word in Reading.

**NEWS DIRECTORS**

**NARND Sets Chicago**

**Speaker Agenda**

LEADING radio-TV industry officials, commentators and newsmen, and officials of the various information branches of the Dept. of Defense and news wire services will headline annual convention of the National Chicago's Sherman Hotel this week.

A business session at 10 a.m. Thursday will open the three-day meeting which will touch on vari-
nous facets of news-gathering in private industry and government
services. Jack Shelley, WHI Des Moines, Iowa, is NARND president.
Business session and election of board of directors will be held Sat-
day.

Heading a Thursday afternoon
panel on radio newsmen and Armed
forces public relations will be
Moderator Cass Keller, NBC-WRC
Washington. Participants will in-
clude Maj. Gen. Floyd Parks, in-
formation chief, Dept. of Army; Brig.
Gen. Sory Smith, public rela-
tions director; Air Force, and Rear Admiral R. F. Hickey, information
chief, U. S. Navy.

The newsmen's relations with
doctors and hospitals will conclude
the afternoon agenda, with Russ
Van Dyke, KRTN Des Moines, sit-
ting in on the panel with medical
representatives.

Wire services role in radio-TV
news will be explored Friday at a
5:30 a.m. meeting of officials com-
prising Seymour Berkson, INS; Oliver Gramlin, AP; Hugh Baillie,
UP, Herbert Moore, Transradio

**TR-Opposed**

New Court Action Starts

OPPONENTS of Transit Radio in the
District of Columbia have asked
an appeal court to reconsider a
decision by a U. S. District Court
last June [BROADCASTING, June 5]
that radio-equipped vehicles do not transgress the law.

At that time, Judge Edward A.
Tamm, of the District Court, ruled
transit service was not "inconsist-
ent with the public convenience,
comfort and safety." The ruling
was based on the Public Utilities
Commission's decision in D. C.
[BROADCASTING, Dec. 28, 1949].

The new case filed on Nov. 4 in the
U. S. Circuit Court of Appeals in
Washington, D. C., by Attorneys
Paul M. Segal and Franklin S. Pol-
lak, acting on behalf of Mr. Pollak
and other Chicago residents, is the First and Fifth Amendments to the
Constitution. It alleges the lower court erred in not finding invasion, threat or violation of those ame-
ments involving free speech and
property laws.

Transit Riders Assn., which
claims membership of streetcar
and bus riders opposed to what it calls "forced listening," is supporting the
suit although not a party in the
action. Claude N. Palmer is presi-
dent of TRA. Transit radio services are provided in the nation's capital by
WWDC-FM Washington.

**Tape Facilities**

Bob Lyle, news director at WLS
Chicago, working with NARND
Regional Director, Don Caldwell,
WMXW, Macon, Ga., and Executive
Secretary Soren H. Munhoff,
WW-TV Omaha, has arranged for
visiting news directors to make
recordings from a broadcast-
ning station at their home stations during the
convention.

Space is being provided in the
Hotel Sherman for two rooms
equipped with a professional engi-
neer and tape recorders, and tape
and acetate discs of the Audio Corp.
and Magnecord.

**Quality PLUS... makes GATES...a MUST**

**GATES 52-CS**

For any modest studio control operation
either oral or video, the new Gates
Studioette is ideal—may be enlarged
upon too, via available accessories for
future expansion.Amazingly complete
in facilities with high level mixing, pro-
gram and monitoring amplifiers and all
big console circuit provisions. Ideal as
part of a master control. The Gates
Studioette is fully described in the
new Gates speech input catalog—yours
for the asking. If its quality, plus
modern design you want—always look
to Gates.

**GATES**

**RADIO COMPANY**

**QUINCY, ILL. U.S.A.**

Warner Bldg., Washington, D.C.,
2700 Folk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Racine International, New York City

**BROADCASTING • Telecasting**
The Union-Sun & Journal Reaches Far Out from Lockport with WUSJ AM-FM

WUSJ AM-FM is owned and operated by the Lockport, N. Y., Union-Sun & Journal, Inc., a daily newspaper that has served the Lockport community for over 128 years. WUSJ is the only full time AM broadcasting station in Niagara County. Its coverage, which includes all of Niagara County, extends into Erie and Orleans Counties, and across Lake Ontario into Canada.

The Truscon Radio Tower extends up 135 feet, with a 42-foot 4-bay FM tower on top, making a total combined height of 177 feet above ground. The power of the AM station is 250 watts and 1340 KC; the FM power is 750 watts and 99.3 MC.

While extreme height is not necessary to achieve the required signal strength, this tower demonstrates one outstanding characteristic of all Truscon Radio Towers—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

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

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
"SELLING radio to New York agencies is not one bit different from selling radio to a merchant on Main St. in Toledo or Bucyrus St. in Lima," Lloyd George Venard, vice president and sales manager, G. L. Taylor Co., said Thursday in a talk at the Ohio State Broadcaster's Sales Meeting at the Neil House in Columbus.

"Give the New York agencies all the information you use to sell locally," he told the Ohio broadcasters. "See to it that it gets to them and into their files. You will get more dollars from them and when you call on them you will get more than a perfunctory hello.

"The New York agencies are important to you, but you Ohio men through whom the New York agencies earn more than $7 million a year in commissions are equally important to you if you conduct yourselves worthy of that importance," Mr. Venard stated.

Explaining that stations should keep agencies supplied with information on promotions creating acceptance constantly and "not-just looking hungry when the agency waves a dollar bill in front of you." Mr. Venard detailed the elementary but frequently overlooked essential information the agency needs to buy time efficiently: Maps, with the source clearly identified; program releases; names of sponsors of programs when ad-jacencies are quoted; "complete, honest reasons" for make-goods, with names of preceding and following programs; complete facts about availabilities, whether announcements, programs or participations; detailed information about merchandising.

Mr. Venard urged the station sales executives to assume that the agency knows what it wants when it asks for a certain type of availability and to reply accordingly. "Don't come back with a lot of chain breaks when the agency has been instructed to buy minutes," he said. "Don't quote participation times when the agency wants minutes or chain breaks. Don't pitch minutes when the agency wants a program unless you can offer a guarantee, in the same type of program for which the agency has been instructed to buy full sponsorship.

"Don't forget that by the time the actual buying is underway the production department of the agency has spent from $10,000 to $50,000 for the production of the commercial. It is unreasonable for you to expect the agency to spend another $10,000 in production just to make chain breaks for your station. They won't do it and you waste teletype money when you make these suggestions."

**MARS ON ABC**

MARS Inc., Chicago candy manufacturer, last week dropped a television show to increase money for radio expenditures. Mars, through Leo Burnett Agency, Chicago, recently dropped its Friday quarter-hour segment of Howdy, Doody on NBC-TV the end of this month, and buy what is estimated as a $1½ million package of shows on ABC. Starting Sunday, Dec. 31, the firm will pick up four network shows, Stop the Music, Sunday 7-9:45 p.m. CST; Inner Sanctum, Monday, 7 to 7:30 p.m. CST; Can You Top This?, Tuesday, 7 to 7:30 p.m. CST, and Bob Barkley, American Agent, Wednesday, 7 to 7:30 p.m. CST.

Shows will be aired on four successive nights on about a 170-station network, almost the full ABC network, including basic stations and special groups. Contracts, set for a minimum of 13 weeks, are expected to run 39 weeks. Products to be advertised are expected to include Milky Way, Almond Bar, Forever Yours, Snickers, Coconut Bar and Three Musketeers.

Periods follow immediately The Lone Ranger on Monday and Wednesday in all time zones. The Thursday show will follow Jack Armstrong of the S.B.I. Mars will continue sponsorship of the Monday and Wednesday programs in quarter-hours on Howdy, Doody on NBC-TV and Falstaff's Fables on ABC-AM, Monday through Friday, 4:45-5 p.m. CST.

**SERIES of 20 concerts by Denver Symphony Orchestra to be carried by KOA Denver, sponsored by First National Bank of Denver.**
FACTS BROUGHT TO LIGHT in a full-color desk-top film presentation. Clients and prospects get graphic and helpful data of the rich market area served by the 50,000-watt voice of WGAR. For example: WGAR reaches 4,391,300 consumers with an annual effective buying income of $6,411,687,000. Such facts highlight the "SIX BILLION DOLLAR PICTURE" of Northern Ohio. GET ALL THE FACTS!

THROUGH THESE PORTALS pass statesmen, leading political figures and outstanding citizens from all over the world to mount the rostrum of the famed Cleveland City Club. For 13 years, celebrated speakers have voiced their opinions, observations and experiences through WGAR's free-speech mike. This is one of the many important public service features broadcast regularly by WGAR.

in Northern Ohio...

WGAR
the SPOT for SPOT RADIO

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

GOOD SERVICE! The Forum Cafeteria, a WGAR advertiser, serves thousands of hungry Clevelanders daily. It is ably managed by Mr. George R. Kaye (left). Mr. Kaye is a member of the Northeastern Ohio, Ohio State, and National Restaurant Associations. He has been with the Forum Cafeterias of America, Inc., since 1931. Pictured with Mr. Kaye is Bob Forker of WGAR who serves this account.

NEWSWORTHY and NOTEWORTHY. WGAR's fully-equipped newsroom receives 300,000 words of copy daily. WGAR, first Cleveland station to broadcast news on a regular basis, sends newsmen on local and national assignments. Such newscasts serve as builders of good will and as sales tools. Give people what they want to hear. Check on available newscasts.

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM
WGAR . . . Cleveland . . . 50,000 watts . . . CBS

November 13, 1950 * Page 39
HIT AD TACTICS

Objections From KNEM, KPRO

IN TWO incidents involving objections to advertising rejections, a representative of a National Guard officer for three spot announcements was revealed last week by William R. Tedrick, general manager of KNEM, Las Vegas, Nevada, Mo., and protest against a free-time appeal by Western Oil & Gas Assn. was made by W. L. Gleeson, president of KPRO Riverside, Calif. Letter of protest was on the grounds the association used pressure tactics and at the same time bought white space in local newspapers.

The National Guard account was rejected by KNEM on the grounds that cost of three announcements “plus the various requirements necessary to obtain payment, do not make it worthwhile to open an account on our books.”

Tedrick Letter

Writing to Stephen G. Bowen of Robert W. Orr & Assoc., New York, Mr. Tedrick said KNEM has always cooperated with the National Guard, locally and nationally. “We have given a large amount of gratis time, both spots and programs, to the National Guard,” he wrote, “but when the time comes that the Guard has money to spend for advertising the bulk of it goes to media that give the Guard nothing.”

Mr. Gleeson informed NAB the oil-gas association “was very insistent” that free time be given to promote Oil Progress Week. A representative of the oil-gas group told KPRO “there the law required the radio stations to carry 20% of its time as public service,” according to Mr. Gleeson. He added that local papers carried advertising paid for by the association.

TAB Meets Dec. 6

TENNESSEE ASSN. OF BROADCASTERS will meet Dec. 6 at the Andrew Jackson Hotel, Nashville, according to P. C. Sowell, WILC Nashville, president of the TAB. Agenda, confined to one day, will be announced later.

IRE ELECTS

Coggeshall is President

IVAN S. COGGESHALL, general traffic manager, Western Union Telegraph Co.’s overseas communications, has been elected president of the Institute of Radio Engineers for 1951, succeeding Raymond F. Guy, manager of radio and allocation engineering for NBC.

Jorgen C. F. Rybner of Copenhagen, professor of telecommunications at the Royal Technical U. of Denmark, was elected vice president of the institute, to succeed Sir Robert Watson-Watt, military radar authority of London.

Directors elected for the next year are:


Offices of secretary, treasurer and editor will be filled at January 1951 meeting of the board of directors.

WESTERN RWG

Elects Kanter Regional V.P.

HAL KANTER was elected Western Regional vice president of Radio Writers Guild at a Nov. 2 meeting. Newly elected to the RWG council for two-year terms were Pauline Hopkins, Milton Merlin (retiring vice president), Don Quinn, Dick Powell, Reuben Ship; for one year, Harry W. Flannery, Phil Leslie, Jack Robinson, Larry Roman, Sherwood Schwartz, Gene Stone.

Starting their second year as council members are the following elected last year to two-year terms: Irvin Ashkenazy, True Boardman, Selma Diamond, Laslo, (retiring vice president), Don Marion was elected national president of the guild.

NATIONAL NIELSEN-RATINGS® TOP RADIO PROGRAMS

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

REGULAR WEEK OCTOBER 1-7, 1950

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
<th>Rating</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK (Averages For All Programs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>19.6</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
<td>18.5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>14.2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Walter Winchell (ABC)</td>
<td>13.3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mrs. and Mrs. North (CBS)</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Alfred Pinkman (CBS)</td>
<td>10.7</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>My Friend Irma (CBS)</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>with William Bendix (CBS)</td>
<td>13.3</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mystery Theatre (CBS)</td>
<td>12.7</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The Man From Andy (CBS)</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The Beat of My Heart (CBS)</td>
<td>13.2</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Arthur Godfrey (NBC) (CBS)</td>
<td>13.3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>Previous</th>
<th>Rating</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>6</td>
<td>21</td>
<td>Arthur Godfrey (Gold Seal) (CBS)</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>20</td>
<td>Big Sister (CBS)</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>17</td>
<td>My True Story (ABC)</td>
</tr>
<tr>
<td>8</td>
<td>7</td>
<td>16</td>
<td>Young Widder Brown (NBC)</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>17</td>
<td>D.A.T., SUNDAY (Average For All Programs)</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>16</td>
<td>True Detective Mysterioso (ABC)</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>15</td>
<td>Shadow (ABC)</td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>14</td>
<td>Godfrey Digest (CBS)</td>
</tr>
</tbody>
</table>

| DAY, SATURDAY (Average For All Programs) | | | |
| 1 | 2 | 3 | 4 |
| 2 | 3 | 4 | 5 |
| 3 | 4 | 5 | 6 |
| 4 | 5 | 6 | 7 |

| WEEKDAY (Average For All Programs) | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" estimate of Total United States Radio Homes.

SOMETHING EVERY SALES MANAGER SHOULD KNOW—

A Station Is Known by the Audience It KEEPS!

A long time ago, KRNT, Des Moines, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stories or—take a look at the latest C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see—

KRNT LEADS IN EVERY TIME PERIOD!

And ... THAT'S Something Every Sales Manager Should Know!

ALUMINUM

RECORD FEELS SHORTAGE

EFFECTS of recent restrictions imposed by the National Production Authority on the allocation of aluminum already are being felt in the sound recording industry, J. Joseph Sameth, vice president in charge of sales for Record Makers to Hollywood, announced last week.

Coincident with NPA's announcement that less quantities of that basic metal would be available for use by record and other manufacturers [Broadcasting, Nov. 6], an advance of 23% in base cost of record blanks was made effective, Mr. Sameth said. A similar increase in cost of recordings on aluminum base blanks is imminent, he added.
TAX BAIT

Borton Alerts Advertisers

SPEAKING before the Canton Advertising Club, Elon G. Borton, president of the Advertising Federation of America, last week warned advertisers that the defense situation may provide excuses for "new regulations restricting and possibly taxing advertising."

"Laws and bureau regulations about advertising have increased in recent years," said Mr. Borton. As an illustration of the danger, he cited the initiative measure on the ballot in Oregon to prevent promotional advertising of liquor; the present study by the Congressional Joint Committee on Internal Revenue Taxation of tax deductions for advertising budgets, and the proposal of the House Lobby Investigating Committee that institutional advertising be classified as lobbying and taken out of the tax deductible category.

He further urged advertising people to inform legislators and government officials of the place advertising holds in our economy. Mr. Borton continued: "Also, the large expenditure for advertising is a tempting subject for taxation in this period when extra tax revenue is being sought everywhere. Already there are many indirect taxes on it. If one state should pass a direct tax on advertising, the other 47 would probably follow suit quickly. The danger is greater than many of us think."

ORCHID CORSAGE from WISH Milwaukee went to each woman attending a banquet at the Midwest Inter-City Conference of the Women's Advertising Clubs. Frances Haggerty (r), of the WISH sales staff, presents a corsage to Mrs. John Murphy, president of the Women's Advertising Club of Milwaukee. Graham Patterson, chairman of the board of Advertising Federation of America, smiles his approval.

Swift on NBC

SWIFT & Co., Chicago, for Jewel shortening and salad oil, will sponsor the Red Foley Show, quarter-hour, five-a-week feature, on an NBC 48-station southern network from Nov. 27 for 52 weeks. Show will originate at WSM Nashville, 9:30 to 9:45 a.m. CST daily. Agency is J. Walter Thompson Co., Chicago.

THE SINS OF AMERICAN RADIO

Prove Topic for Radio Moscow

THOSE American radio listeners who do not possess shortwave sets may be enlightened to know that "the American radio is a network of shameless slanders and warmongering" and that 85% of all U. S. broadcasting stations are grouped in four networks controlled by trusts, with strict allegiance to "Washington politicians."

At least that's the line currently being put out by Radio Moscow in broadcasts beamed to Rumania and other European nations as monitored by the U. S. government monitoring service.

The Voice of the USSR also attacked the Voice of America and called Herbert Howard "juggling figures relating to the living standard of the American workers. Radio Moscow continued:

The Voice of America supports the warmongering policy of the United States and offers the microphone to all traitors, war criminals... The Voice is the base of the warmongering policy of Wall Street. It is under the direct control of the State Dept. and is financed by great industrialists...

Radio Moscow also told European listeners that Al Jolson, the American "Negro" entertainer, forsook the people's democracy for the American dollar. Meanwhile State Dept. officials, declaiming to comment on the Russian propaganda, were nulling the identity of "Herbert Howard."

PUBLIC RELATIONS

APRA Meet Opens Today

ANNUAL meeting of the American Public Relations Assn. starts today (Monday) and runs through Tuesday, meeting at the Willard Hotel, Washington. Distribution of awards to various organizations for outstanding achievement in 1949-1950 in public relations will highlight the program.

Topic for discussion at today's luncheon will be "Is The Language of Business Understood?" Subject of the final panel discussion will be "How Good Is Government Public Relations?" with both government and the public represented. Speaking for government will be Francis Russell, director, Office of Public Affairs, U. S. Dept. of State, and representing the public side will be Theodore F. Koop, director of news, CBS Washington.

Drew Pearson, columnist and radio commentator, will present a special award of a silver anvil to Howard U., Washington, for outstanding achievement in the field of international relations.
New steel mills are being rushed to completion... still others are being planned. Existing mills are being improved, as steel companies review their plans to make sure they are ready to meet the new demands of re-armament and growing civilian needs.

If you need some of the many, many things made from steel that make American life so comfortable, be patient.

Right now, steel supplies seem shorter than they really are. The steel industry is bigger than you think. Look carefully at the chart for proof of that. Competition has made it big and strong, taught it to lick every problem by breaking production records.

**AMERICA'S STEEL INDUSTRY**

Greatest Industry, Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.
We Ask That "Fares" Play Fair

Judge Cunningham was telling about a taxi ride he took over to the County Seat last week. The cab was all littered with cigarette butts, plus candy and gum wrappers. This annoyed the Judge and he spoke to the driver about it.

To his surprise the cabman answered right back. "Don't blame me," he said. "Fast as I clear this taxi out, the fares just mess it up again. I like a clean cab as well as anybody, but a man has to have some co-operation!"

Judge figures the fellow was in the right, and maybe we ought to do a little campaigning with the public. I agree with him—that's why I'm writing this article.

From where I sit, it's important for us to remember the fellow who's going to get in the cab after we leave it. Because he pays the same as we do, he's got the same right to a clean, comfortable ride—just as he has the same right to enjoy the beverage of his choice (be it coffee, beer, lemonade, or what have you).

Strictly Business

(Continued from page 16)

Albert young in to make a radio show click, aiding in copy composition, often directing and even assisting in the operation of the show itself.

That is when Frank strode side-by-side with Oakite's pioneering in radio entertainment and advertising. He recalls one of Oakite's first programs at WABC New York (now WCBS) broadcast 9:30 a.m. every Friday. The orchestra was known as the Oakite "Red Wings" (changed to "Oakidettes"). The show ran the "entire gamut of every kind of conceivable broadcast . . . dramatized with musical accompaniment, everything from a corn husking bee in Iowa, to a train-robbery drama in Cheyenne . . . to our 'long-haired' effort of dramatizing the Passion Play on Good Friday."

No challenge was too great in those days, Frank continues, "we even did 'Custer's Last Stand,' without any actors except a couple of the boys from Oakite and some of the pageboys in Columbia (CBS)."

Frank also was a radio enter- tainer. He and Hugh Walton, now a leading CBS announcer, used to harmonize on the shows while Frank played accompaniment on a ukulele "which might even precede the early efforts of Arthur Godfrey."

Over the years, Oakite has sponsored, according to Frank's files, such varied programs as poetic readings, chamber music, dramatiza-tions, musical shows, reportorial programs, news shows, band music and home economy.

Martha Deane Sponsor

He points to Oakite as the advertiser who first backed Mary Margaret McBride on WOR New York, when she was known as "Martha Deane." Oakite's radio record embraces regional network shows, home economy shows and a series of radio spot announcements, to name a few.

Oakite's trademark on the air has been "Okey," who, like the nationally known "Johnny" voice of Philip Morris, talks confidentially to housewives about the product. This personal approach, Frank observes, has proved itself by the avalanche of mail pulled.

With television becoming the broadcaster's greatest art, Frank says Oakite, of course, has been keeping pace. The firm sponsored "The Big Idea" for its first 26 weeks on WCAU-TV Philadelphia, par-ticipated in "Market Melodies Show on WJZ-TV New York and "The Kitchen Clinic" on WEJS TV (TV) Cleveland.

Frank's formal education was re- ceived at the High School of Com- merce and Columbia College in New York City. His first business experience was at Ingersoll Rand Co.'s A. S. Cameron Steam Pump Works Division. Early in his career, he was merchandising man-

From where I sit
by Joe Marsh

Copyright, 1950, United States Brewers Foundation
Blaw-Knox is building

MORE RINGSIDE SEATS

for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers... Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
HIGHER RATINGS*

YOU NAME IT

RA

TINGS*

21.7

AVE

Louisville

Tuesdays 6:30 p. m.

WQW Omaha

Sundays 1:30 p. m.

WJR Detroit

Tuesdays 7:30 p. m.

BOSTON BLACKIE

GUY LOMBARDO

WAYNE KING

21.7

16.8

19.1

1/4 HOUR SHOWS

MR. AND MRS.

MEET THE MENJOUS Starring Adolphe and Verree Teasdale Menjou.

EASY ACES Perennial favorites, Goodman and Jane Ace in their brand of comedy.

MUSICALS

SHOWTIME FROM HOLLYWOOD With Freddy Martin and his saxophone and The Martin Men.

PLEASURE PARADE With Vincent Lopez and The Modernaires.

THE BARRY WOOD SHOW With Margaret Whiting, The Mel and Henry Sylvern and his Orchestra.

SINCERELY KENNY BAKER With Buddy Cole and his Men of Korn Kobblers America's most humorous band, with Alan Korn.

SONGS OF GOOD CHEER With Laurence Elliott, Willard Selinsky, Orchestra Conductor.

WESTERN VARIETY

OLD CORRAL With Pappy Cheshire, Sally Foster, Merle Travis and The Bunk House Quartette.

MYSTERY

MANHUNT An exciting mystery thriller.

SOAP OPERAS

DEAREST MOTHER, CAREER OF ALICE BLAIR, FOF

Three popular soap operas.

SPORTS

ONE FOR THE BOOK Delightful 5 minute sports stories.

Can be combined for 15 minute show.

EASIER SALES***

NOW ON MORE STATIONS FOR MORE SPONSORS THAN ANY PROGRAM PRODUCER!
ENEWALS**  EASIER SALES***

AS IT!

1/2 HOUR SHOWS

WESTERN ADVENTURE
★ CISCO KID  O. Henry’s creation. Each a separate episode. Exciting western adventure. The top-rated “kid” program, coast to coast.
★ LIGHTNING JIM  Exciting western adventure. Each episode complete.

DRAMA
★ FAVORITE STORY  Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY
★ PHILO VANCE  Scientific sleuthing portrayed by Jackson Beck and star cast.

MUSICAL
★ THE GUY LOMBARDO SHOW  With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.
★ THE WAYNE KING SHOW  With the Waltz King and his incomparable music. Narrated by Franklin MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

ZIV SHOW TO FIT YOUR NEEDS!

FOR DETAILS, WRITE, WIRE OR PHONE...
WITH the off-year elections over, a new tax-minded Congress will shortly convene. It will be goaded by the Administration to wring every possible dollar out of industry—and individuals—to pay the stupendous cost of total armament, and so priced that no hand with- in our austerity-ridden alleys. The broadcast media expect to be taxed along with all other pursuits. But they must be alerted against inequitable burdens.

Some already are upon us. Take the excise taxes on radio, and now TV receiving sets, which were thrown into the "luxury" category. Turn to the Civil Defense Plan and you find the broadcast media classified as the "nerv system." Luxury indeed!

Those, however, are over the legislative hill. What's ahead? Notice was served last session of legislative proposals for license fees on stations to defray the cost of their administration by government. During radio's 30 years, this proposal has been advanced at least 30 times. It has been licked because of its obvious discrimination against companies which pay taxes at all established levels and get no more out of government than other industries or pursuits paying no special impose.

Excess profits taxes, or war profits taxes, which are certain to be legislated at the next session, also stand close scrutiny by the radio-TV media, just under threat from the economic corner until this year. They cer- tainly are entitled to consideration in revenue legislation which would be desired to syphon off only those profits earned as a result of the emergency conditions.

At the NAB District 4 meeting in William- burg, a fortnight ago, cognizance was taken of both the franchise and the excess profits tax projects. It's a job that can be done par- tially by the NAB and the RTMA, which also is at work. But it's also a task for all broad- casters and telecasters, who should acquaint their congressional delegations with the facts—now, and on the front porch before the next session begins.

Crosby Cropper

JOHN CROSBY has stepped out of his principal character as radio-television critic of the New York Herald-Tribune and, by composing a damning essay on radio's "Seven Deadly Sins" (Life, Nov. 6), has damaged his reputa- tion for distinguishing criticism.

Mr. Crosby is himself guilty of some of the sins that he attributes to radio. Provincialism, for example.

"Radio became a tsogoloyner," he writes, be- cause its production centers were in New York and Hollywood, "two of the least character- istic cities in the country." Yet his article is written from a New Yorker's point of view.

Throughout the piece he treats radio in the past tense and habitus that seems inexorable even in a writer working in New York, where television has had its most vigor- ous growth.

To illustrate his sweeping assertion that advertisers dominate radio, Mr. Crosby cites a Lazarsfeld study that showed only half of American women liked soap operas.

"While giving up the rather astonishing taste of the 50% of women who like soap opera," Mr. Crosby writes, "the advertiser failed utterly to put anything on the air to appeal to the 50% of women who hated it."

Mr. Crosby must know better than this, if he does as much listening as he claims to.

Mr. Crosby's whole approach to radio in his Life article is that of a man who, passing a news stand on which a large number of con- fession, detective and spy story magazines in displayed, concludes that the entire magazine industry panders to the drooling boxes among the populace. You have to look for what you want on radio, just as you do in magazines, newspapers, the stage, movies or any other medium of entertainment or information.

Many of the high spots of radio's history as a medium of information and entertainment were ably outlined last week in CBS' "The Sound of Your Life" [Broadcasting, Nov. 3]. Appropriately enough it was dis- tributed to thousands in radio and related fields at almost the same time that Mr. Cros- by's article appeared on the magazine stands.

Not everything in Mr. Crosby's article is unwise. Ara Adams, who is editor of this week's article, indeed, a full of frivalities. The essential feature of the piece to which we object is that it exaggerates the frivalities and forgets the very great strength of the biggest medium of mass communications.

NAB: Cross-roads Crossed

THE "FISCAL YEAR" of the NAB wound up last week with the completion of the last of 17 district meetings. The board of directors meets this week to appraise the results, balance the books, and chart the course ahead.

Just a few months ago, the NAB was at the cross-roads. There were serious questions whether it would survive.

All that has changed. William B. Ryan, a practical broadcaster fresh from combined AM-TV operations on the West Coast, took over May 1 as general manager. His approach was sound. All his association, after all, was a business. He had no preconceived notions about protocol or precedent. Washington's rarified atmosphere did not awe him.

He moulded the NAB staff into a smoother machine. He has kept within somewhat di- minished budget limits. He has worked well with President Justin Miller, who has gained a freer hand on policy.

This completes what might be described as the first phase of NAB's renaissance. Promises made at district meetings must be fulfilled. Foremost are Broadcast Advertising Bureau and Broadcast Audience Measurement.

And there's the ever-present Washington waterfront job—a wartime assignment in these ex- cited days. There's nothing more funda- mental than the protection of the media that constitute the broadcasting arts—aural and visual—against the onslaughts of those who would dilute their freedom. A few weeks ago, President Truman referred to these media as "audible journalism," entitled to freedom on parity with the press.

The NAB board that meets in Washington this week will face less pressure than con- firmed it prior to the district meetings. Phase 1 can be recorded as "well done." From this point it's a matter of activating the blue- prints, as well as keeping the association's organizational structure tuned to the needs of its AM, TV and FM segments.

By AWFREY QUINCY

IN Metropolitan New York where television receiver saturation is highest, a survey of paying customers at Rockaway Park showed that radio advertising had pulled 40 customers for every one attracted by television. Must be that all the TV families are patrons of Coney Island.

The Korean war has taken a turn for the worse, but don't worry kids. If the going gets too tough, we can always put in Hapalong Casidy.

When talent starts passing judgment on the merits of color TV we are reminded of some of the wonderful program and sales ideas we've had from our engineers.

BROADCASTING  •  Telecasting

Page 48 • November 13, 1950

WILLIAM STEWART GRANT

JUST 10 years ago this month a new firm name appeared in radio circles on the West Coast. It was the W. S. Grant Co. Inc., a name known today across the country as one of the largest radio representative firms in the nation, operating exclusively in secondary mar- kets. In the short decade of its life the firm has accumulated more than 40 independent station accounts, leaving behind many older established firms in the highly competitive representative field.

The man behind this success story is Will- iam Stewart Grant, a quiet, mild, modest man of 48, who gave up a successful and promising career in the newspaper business to embark on a new career in radio, a field in which he had no previous experience and very little acquaintance. The move was not entirely of his own choosing.

In 1949, at 37, Mr. Grant was business manager of the Meroed (Calif.) Sun-Star. Behind him were 20 years of newspaper work. He had climbed to his executive position through the various departments of numerous publications across the country. The owner of the newspapers, Hugh McClung, also was owner of four California radio stations—KYOS Merced, KHSI Chico, KVCV Redding and KMYC Marysville—and he was concerned over the light schedule telecasting for these stations were receiving from advertisers outside their re- (Continued on page 58)
"Early Birds" get the Buyers

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201 SYA185
SY.AVA101 DL PD=AV NEW YORK NY 3 1229P=
RALPH W NIMMONS=STATION WFAA
1122 JACKSON ST DAL=

HORRIFIED TO LEARN NO AVAILABILITIES FOR CHAP STICK IN EARLY BIRDS. YOU DID SUCH A GREAT JOB FOR US LAST YEAR WE WERE COUNTING ON YOU. SCHEDULE THREE A WEEK TWENTY TWO WEEKS STARTING OCTOBER SIXTEENTH. PETRY ADVISED BACK IN JUNE TO PUT THROUGH CONTRACT SOON AS YOU COULD ACCEPT. PLEASE GIVE THIS YOUR PERSONAL ATTENTION NOW AND OPEN UP FOR ME=

PAUL G GUMBINNER L C GUMBINNER ADV AGENCY INC 9 EAST 41
ST NEW YORK 17=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRON CONCERNING ITS SERVICE

Radio Service of the DALLAS MORNING NEWS
Martin B. Campbell, General Manager

Represented Nationally by EDWARD PETRY & CO., INC.
Cars keep rolling off line when parts “fly” to the job

Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Express to coast. Delivered 5 a.m. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 50-lb. carton: $24.56.

You get door-to-door service included in the low rate. This makes the world’s fastest transportation method convenient and easy to use. Specify it regularly to keep customer service high—and high-cost inventories low.

Only Air Express gives you all these advantages:
World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air, air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

The Traffic System Problem

RADIO stations have long considered their traffic departments among their prime problems. How, broadcasting executives wonder, can a simplified, at-a-glance and yet complete system be devised which will immediately answer mandatory questions regarding announcement and program availabilities?

WIS Columbia, S. C. on NBC has found a solution to its trouble pertaining to the highly complicated and vital traffic department situation.

It all came about when, in 1943, Managing Director J. Dudley Saumenig—a veteran of the broadcasting business since 1927—determined that someone should perfect an “ideal” traffic system to offer an assist in this important role of the radio industry. Results were completed in 1944 and have seen no major change since that time.

Utilizing the Remington-Rand Visible Kardex system with special printed colors, Mr. Saumenig’s system allows solutions to the following long-standing traffic department problems in a simplified manner:

(1) Any trained employee may see at a glance the entire picture of the week’s operations, with announcement and program availabilities all visible.
(2) The unique system of color signals and tabs indicates every traffic and sales operation; shows the source of all commercial and sustaining programs and announcements; notifies the viewer of all expiration, indicates all advanced reservations and sales by date; and allows the viewer to immediately recognize all open time including segments in participating periods.
(3) A companion Kardex system allows for easy and correct scheduling of transcription tracks, as well as copy instructions by numbers on dates authorized, etc.
(4) The unusual flexibility of the system allows the individual portable trays to be lifted from their rack for typing schedules and other necessary purposes. The seven individual trays each contain 85 packets using the standard 8x5 Kardex cards. These packets rest in a rack at a 30-degree angle. Thus the rack is 6½ inches long by 28 inches deep, and may be used on a standard 60-inch desk.
(5) The upper non-visible part of the log cards are specially printed forms, containing all information necessary pertaining to a program or announcement in a readily accessible, easy-to-read manner by merely lifting the packet.
(6) Conveniently installed beside the telephone and teletype outlets in the WIS traffic department, the system allows immediate confirmation of telephone or teletype inquiries regarding availabilities, program information and the like, as well as indicating program conflicts.

Mr. Saumenig estimates that his station log and traffic system saves its original cost twice each year, considering the time and effort saved by closely coordinating the system with other traffic department activities.

Last June Mr. Saumenig was invited by Free & Peters Inc., pioneer radio station representative, to illustrate and explain the intriguingly planned system as a part of an F&P sales clinic conducted at Chicago’s Edgewater Beach Hotel. The 75 broadcasters in attendance were high in their praise of the easy-to-read method of traffic procedure, Mr. Saumenig reports.

Canadian Clinic

First Canadian Television Clinic is to be held by Academy of Radio Arts, Dec. 7-9 at the Royal York Hotel, Toronto. A number of leading specialists from U. S. television stations will present first-hand insight into the many problems of telecasting, from engineering to performing. Clinic will take the form of addresses and round table discussions, and will be directed by Lorne Greene, well known Canadian announcer and director of the Academy of Radio Arts.

Page 50 * November 13, 1950

Broadcasting * Telecasting
For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill— you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar’s nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.
RAYMOND S. GREEN, general manager WPLN (FM) Philadelphia, elected vice president Franklin Broadcasting Co. Will continue as manager. WILLIAM DAVISON named sales manager and PAUL GOODYEAR program director.

STEVE MADDEN, general manager KPBS Olathe, Kan., resigns. Will open own agency at 112½ E. Park, Olathe.

EDDIE PHELAN, announcer-promotion man WJXN Jackson, Miss., to WVM Vicksburg, Miss., as assistant manager. BOB HALLGREN to WJXN sales and promotion staff.

CHARLES E. KENNEDY appointed station manager WANE Fort Wayne, Ind. Was with WTHI Terre Haute, Ind., as sales manager.

EDNA G. PERKINS, KLAC Hollywood, named executive secretary of Television Broadcasters of Southern California.

ARTHUR H. SHERIN Jr., director TV sales Avery-Knodel Co., N. Y., to account executive in TV division Edward Petry & Co. Inc., N. Y.

WILLIAM F. FAIRBANKS, NBC research and sales promotion-advertising departments, to ABC as account executive in radio sales.

KOME Tulsa appoints John E. Pearson Co., New York, as its national representative.

TED WEBBE, sales manager and industrial relations director WPTO New Brunswick, N. J., resigns. Future plans unannounced.

ALFRED J. HARDING, account executive CBS Radio Sales, N. Y., appointed account executive with CBS-TV network sales department, effective Nov. 20.

WKST New Castle, Pa., appoints Robert Meeker Assoc., N. Y., as station representative.

SAMUEL H. BENNETT, vice president in-charge of sales KMBC-KFRM Kansas City, Mo., resigns. Future plans have not been announced.

CLIFFORD H. GLICK appointed sales manager WEAT Lake Worth, Fla. Was with sales departments NBC, MBS and WNEW New York.

MARVIN CONN to KFGO Fargo, N. D., as account executive and sports-caster.

MARY SUTHERLAND, resigned as member CBC board of governors, to manager CHUB Nanaimo, B. C.

MORRIS LUCOW, to sales staff CHUM Toronto, replacing WALTER MUYLO, resigned.

GENE STRACK to sales staff WXWL Indianapolis. Was assistant to director national public relations for American Legion.

ERNEST B. BEATIE, sales manager KULA Honolulu, to KGYW Vallejo, Calif., as sales representative.

AL MOREY, program director WBBM Chicago since March 1949, named director of program sales. Will direct department of four writers who will create, develop and sell new show ideas.

ROBERT M. WILLIAMS, with Philadelphia Inquirer in Detroit, to Harrison, Righter & Parsons Inc., Chicago office, as account executive.

ED KASPER and JACK CROSSCUP to Taylor Co., Chicago, station representative firm, as salesman. Mr. Kasper worked in radio department Montgomery, Ward & Co., Mr. Crosscup has been selling publicity service, both in Chicago.

GLENN R. THAYER appointed general manager WONW Defiance, Ohio. Was with WANE Fort Wayne, Ind., as manager.

PERSONALS...

EARL BRADLEY, salesman WKRC-TV Cincinnati, father of a girl.

E. L. BUSSELL, director general of programs CBC Toronto, made Indian chief by Kiowa Tribe of Oklahoma.

THEODORE C. STREIBERT, president WOR-AM-FM-TV New York, made honorary sheriff of New York City.


J. D. JONES JR., general manager KTAT Frederick, Okla., commissioned honorary colonel on staff of Governor of Oklahoma.

JOHN L. BOOTH, president Booth Radio and Television Stations Inc., Detroit, father of boy, John L. Booth 2d.

GRAEME ZINER, vice president Radio Virginia, WXGI Richmond, Va., to serve on state Civilian Defense board in publicity department.

LINCOLN W. MILLER, executive vice president KKA Seattle, elected to board of governors Washington State Press Club.

FRED F. CHITTY, general manager KVAN Vancouver, Wash., elected vice president from third congressional district.

GEORGE WHITNEY, manager KPI Los Angeles, named radio chairman Los Angeles County March of Dimes campaign.

JOSEPH GARVEY, manager WJOL Joliet, Ill., father of boy, John Thomas.

JERRY VERNON, head of TV network sales at ABC Central Division, and MARV MOORHEAD, former secretary to ABC Central Division Vice President John H. Norton Jr., married Nov. 4.

REXALL CONTRACT TO TAKE 'AMOS 'N ANDY' CONTRACT for Rexall sponsorship of the CBS Amos 'n Andy show Sunday 7:30-8 p.m., to start Jan. 7, is still in the verbal stage [Broadcasting, Nov. 6] but is expected to be put into writing at an early date and will extend only to the end of the present season, June 10, with no options. The drug chain would take up the last 26 weeks of the current Lever Bros. contract which went into effect Oct. 1.

At the present time the firm is planning no summer show for the coming season. Rexall agency is BBDO, Los Angeles.
What The Advertising Council* is doing
to explain America to Americans!

What! explain America to Americans? Yes, strangely enough, the truth is that altogether too many Americans don't really know what makes this great country of ours tick.

And that's a danger. For, through ignorance, Americans may permit the undermining or destruction of the economic system which has made this country the envy of all others.

Can anything be done about it? Several years ago leaders of the AAAA and ANA decided "Yes". As a result, The Advertising Council's "Economic Education Program" was born. Its objective is to "give all Americans the knowledge that is needed to appreciate our system and the determination to make it better."

After two years of preparation, this program was launched in November, 1948, and still is in operation. One of the biggest and most successful of all Advertising Council programs, it has been endorsed by representatives of management, labor and the public. It was planned with the guidance of and has received the approval of distinguished citizens from all walks in life.

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

The success of this important program depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space and time donations, will mean a lot toward a better understanding of the American economic system. For full information write to: The Advertising Council, Inc., 25 West 45th Street, New York 19, N.Y.

Published in the public interest by

Broadcasting
The Newsmagazine of Radio and Television

*A non-profit organization formed to utilize advertising in the public good
ALAN COURTNEY, director public service and guest relations NBC-Hollywood, named radio-television contact L. A. Area Servicemen’s Organizations, new coordinating committee of civic groups for arranging entertainment for members of Armed Forces visiting L. A.

HOWARD JOYCE, WGRD Grand Rapids, Mich., to announcing staff WHTC Holland, Mich.

LOIS FREDERICK, traffic manager WOGI East Liverpool, Ohio, to women's director. JEAN LEWIS replaces her as traffic manager.

TOM DONAHUE, WINX Washington, to WIBG Philadelphia as announcer.

FRED MEINKEN, head librarian music department WGN Chicago, retired. Had been with station 25 years. Mr. and Mrs. Meinken have moved to San Diego.

HARRY GRIER, veteran radio announcer, to KATL Houston doing 30-minute six-day-a-week show.

VIRGIL BOOTH, WKEW Buffalo, to announcing staff WBEN-AM-TV same city.

ROBERT RICH named WBEN program director replacing GEORGE TORGE, who will devote all of his time to television.

BOB MAVAY, graduate UCLA and Hal Styles School of Radio and Television, Beverly Hills, Calif., to KGPH Staff, Ariz.

MARY B. CAMACHO to traffic department KICO Calexico, Calif.

DICK BROWN and JAMES DUNN to announcing staff WOSS Amsterdam, N.Y. Mr. Brown was with KIS Denver and WPEN Philadelphia; Mr. Dunn had been with WHW and WSBT Rutland, Vt.

CLYDE McMILLAN named music director WXLS Indianapolis.

BILL HEALION, floor manager WBKQ (TV) Chicago, father of girl, Candice.

MOLLY LOW, Hal Styles School of Radio and Television, Beverly Hills, Calif., starts two-hour nightly record show on KGFJ Los Angeles.

HARRY KOPLAND, in-producer CBS Meet the Missus, father of girl, Carol Louise.

EUGENE B. DODSON, promotion manager WKY-AM-TV Oklahoma City, elected member board of directors Oklahoma City Gridiron Club.

STEVE BOWAN, special events director CKY Winnipeg, Man., hospitalized after being hurt in radio football league game between CKY and CBW Winnipeg.

ROBERT WEAVER, student U. of Miami, to staff announcer WTVJ (TV) Miami, Fla.

BOB MORRISON, disc jockey-announcer KPD-AM-FM Wichita, Kan., to announce duty with Armed Forces.

DON MORELAND joins Don McNeil's TV Club (Wed. on ABC-TV) as vocalist.

JERRY WARREN, radio writer, actor, and announcer, to WBBM Chicago as host of Saturday Night Party.

RICK LIFYENDahl, ABC Chicago sales service department, leaves Nov. 27 for service with a Navy intelligence unit.

ROBERT E. ROGERS, Hollywood comedy show (fsm) film work, to WPAA-TV Dallas as film technician for station's film production unit, under direction of VICTOR L. DUNCAN.

JAY SEIBEL, program manager WWOQ Lynchburg, Va., resigns. Plans to enter radio-TV work in Los Angeles.

DON JARVIS, production manager, succeeds him at WWOQ.

RICHARD V. THIRIOT, spacebuyer KGFJ Denver, to KSL-TV Salt Lake City as film editor.

JIMMY SCRIBNER, of transcribed Uncle Remus radio series, signed by Progressive Broadcasting System for new quarter-hour children's program series to be aired Sat. 16:30-16:45 p.m. PST.

FRISCILLA ELLIS and RICHARD DUMONT to ABC Central Division promotion staff. Miss Ellis worked at Chicago Sun-Times, and Mr. Dumont was transferred from mail room.

MORT GRANAS leaves Columbia Pacific Network staff to join U. S. Army Far Eastern Command.

HAPPY JONES, disc jockey WTPJ Charleston, W. Va., to WPXJ Clarksburg, W. Va.

GENE CHARBONNEAU, former announcer CKRC Winnipeg, Man., and CFRP. Plim Plon, Man., to program staff CKY Winnipeg.

ROBERT J. McBride Jr., announcer, special events, promotion and news director WPIM Alexandria, Va., to WGGG Newport News, Va., as promotion director.

MARY SKARA to KFGO Fargo, N. D., to conduct daily women's program. Also does newspaper shopping column.

EUGENE JONES, who with twin brother, Charles, provided newsreel photographic coverage of Korean War for NBC-TV, awarded Purple Heart Medal on The Kate Smith Hour over NBC-TV Nov. 2.

RICK WEAPER to WIOU Kokomo, Ind., as sports director. Was with WCAY Norfolk, Va., and WCGM Gulfport, Miss.

RAY SPICHEL, Pittsburgh newspaperman, to WSBY Beaver Falls, Pa., on temporary basis in news department. He will be with station "at least" for duration of Pittsburgh newspaper strike.

CHARLES W. (Bill) RUFF, staff announcer and copy writer KYON Napa, Calif., to KOLO Reno, Nev., as news editor.

JACK LONGENECKER, to WOHI East Liverpool, Ohio, as news director replacing HOWARD BACK.

In a pre-Christmas $2 million dollar promotion campaign, launched by American insurance dealers and manufacturers, at least half of the amount is being spent in radio and television. More than three-quarters of the $1 million budget will be allocated to the spot radio list.

The group is sponsoring the gigantic campaign to offset the effect of a new federal tax and credit restrictions.

Media plans call for the use of spots on more than 250 radio stations and extensive use of newspapers as well as television market areas.

In addition the agency, Rutherfurd & Ryan, New York, has cut a record for the group of an especially written song, "I Want a Television Set for Christmas," sung by Mindy Carson, which is being distributed to more than 20,000 dealers, distributors, disc jockeys, etc.

SCHOOL FILMS

WQAM Distributes Newsreel

THROUGH the cooperation of WQAM Miami and the Miami Herald, Florida schools are receiving current up-to-the-minute newscasts of world and national events as a regular educational feature.

The newsreel is the monthly issue of the "News Magazine of the Screen," a timely dramatic, informative and factual presentation of news events, and goes to the classroom at no cost to the school. Film has a scheduled release date for each of the nine months of the school year, and each copy is distributed throughout the schools of Florida under a specially devised plan that will assure speedy circulation and the greatest possible audience.

More than 20 copies of each issue are being made available by the Miami Herald and WQAM for use within the Florida school system. Some copies also will be available for use by various civic groups throughout the state to be shown at noon and evening meetings.

Hollinger to KPOA

FIN HOLLINGER, manager of KIST Santa Barbara, Calif., for the past three and one-half years, joins KPOA Honolulu as general manager effective the first of this year. Before joining KIST in 1947, Mr. Hollinger was for over five years manager of KDB Santa Barbara, and prior to that was commercial manager of WHLD Niagara Falls, N. Y.
RISEING EARLY... 6,000 Jam KRNT Dawn Show

People have been known to get up with the chickens and all-night radio parties are not exactly new but KRNT Des Moines, Iowa, "pulled" some 6,000 fans right out of their beds and drew them to its Don Bell anniversary "daybreak" show at 6 a.m.

For the second straight year KRNT jam-packed its huge theatre for a three-hour party jamboree consisting of audience participation stunts, skits, musical numbers, etc. To top it off, the station served 6,000 doughnuts and 186 gallons of coffee. Occasion was Mr. Bell's fourth anniversary at KRNT where he has become a top-rated disc jockey and one of Iowa's most popular radio personalities.

The Bell anniversary is one of KRNT's biggest promotions and requires services of 40 people to stage the event. Station held a similar program last year and drew 4,500 spectators to the KRNT Theatre.

Mr. Bell also received transcribed salutes and wired congratulations from ABC network stars, and additionally was saluted on three network shows — Johnny Olsen's Luncheon Club, Don McNeill's Breakfast Club and John Reed King's Chance of a Lifetime.

They say...

"When [sports] attendance falls off, as it has been, they blame it on television and they tell you that if you don't think television hurts the gate take a look at the receipts of the Louis-Charles fight... Television killed the gate for that fight, they tell you.

"So, we'll tell them something, that is: Television saved the gate of the Louis-Charles fight. The only reason the television and radio rights were sold was that the advance sale of tickets was so small that the promoters faced a loss and the $140,000 they received for the rights carried them over the financial hump."

From Sports column in The Detroit News

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NOW! HARTFORD GETS MOST VOTES AS NO. 1 TEST CITY FOR THE U. S. A. *

* According to Sales Management Survey (Nov. 10th Issue)

Broadcasting • Telecasting

THE FIRST CHOICE OF RADIO ENGINEERS

HIGH FIDELITY, LOW COST

Only Magnecord offers you such high fidelity at such low cost. Magnecord frequency response: 50-15 kc ± 2 db. Signal-to-noise ratio: 50 db. Harmonic distortion less than 2%. Meets N.A.B. standards. More radio engineers use Magnecorders than all professional tape recorders combined!

GREATEST FLEXIBILITY

Mount a Magnecord in a rack of console cabinet for delayed studio or network shows. Slip it into its really portable cases for remotes. Add to your Magnecord equipment as you need it — combine Magnecorders to suit every purpose.

MORE FEATURES

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

Write for NEW CATALOG

MAGNECORDER, INC., Dept. B-11 360 North Michigan Avenue, Chicago 1, Ill. Send me latest catalog of Magnecord Equipment.

Name.................................................

Company...........................................

Address.............................................

City................................................. Zone........ State.......
JAMES J. CASSIDY, public relations director, Crosley Broadcasting Corp. (WLW - WLWT), Cincinnati, to Hill & Knowlton Inc., N.Y., public relations consultant. First joined Crosley in 1938; has served as writer, special events director and war correspondent. was named head of Crosley's public relations department in 1940.

RAYMOND K. MANEVAL, supervisor radio program research at NBC, to Scheinman Research Corp., N.Y., as director of commercial testing.

ED STERLING, CBS Hollywood stage-hand, now with National Guard producing and directing radio programs for Camp Cooke 40th Infantry Division, promoted to corporal.

RCA International Division moves to RCA Bldg., 30 Rockefeller Plaza, N.Y., Telephone, Judson 6-3800.

ETTINGER Co., formerly Margaret Ettinger & Co., public relations and industrial counselor, moves to new offices at 745 Fifth Ave., N.Y., Telephone, Murray Hill 8-6882.

BETTY ANN HUDSON, freelance publicist, to Osarari-Steffen L.A. (radio-TV package), as publicity director.

RICHARD N. CHINDBLOM, head production supervision, Bray Studios, N.Y., named head of slide film production, Transfilm Inc., N.Y.


ASTATIC Corp., Conneaut, Ohio (photograph equipment), appoints Maury E. Bettis Co., manufacturers' representative, to serve as sales representative in Missouri, Kansas, Nebraska and Iowa.

Technical...

NORMAN BEAN, RCA Victor TV research, to WTVJ (TV) Miami, Fla., as assistant to technical director, MURRAY ZISSER, Musak Corp., Miami, to control room operator. WARREN BOLLING, Allied Radio Corp., to control room operator. JOHN DULIN, graduate U. of Miami, to control room operator. KENNETH LITRELL and DAVID UGENT, to control room operators. STUART BAIRD reassigned assistant film director. SHANNON WATTS, Southern Television Productions, to camera and production assistant. WALTER C. CROSBY to transmission operators.

JOHN C. ADAMS, lead chief engineer, WON Atlanta, Ga., to WIBC Indianapolis, in same capacity.

RICHARD E. HILL, WOR, Lake Worth, Fla., to WSFS - AM-780 Owings, Va., as engineer.

HUBERT C. KEET, GENE A. POTEET and JOHN JANOW to TV engineering staff NBC Chicago.

ROBERT RAINERT appointed TV technical director, succeeding THOMAS J. BOWLES, who entered Army. JOHN J. NATALIE, video control engineer, appointed technical director.


TELEVISION ENGINEERS Inc., Chicago, opens new south side office at 311 E. 79th St., Chicago.

NEW OFFICERS were elected at the 10th (Southwest) District convention of Advertising Federation of America at Amarillo, Tex. [Broadcasting, Nov. 6].

Mr. Cassidy

KSWM JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND...

$285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its fifth year of service. KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President.

Nationally Represented by WILLIAM G. RAMBEAU CO.

Page 56 * November 13, 1950
FIRST district meeting appearance was made at Williamsburg, Va., by William B. Ryan, NAB general manager. In group (1 to r): E. J. Gluck, WOSC Charlotte, N. C.; Mr. Ryan; Ben Strouse, WWDC Washington and Frank U. Fletcher, WARI, Arlington, Va.; NAB FM directors; Gaines Kelley, WMFY-TV Greensboro, N. C.; Ed Selkirk, NAB; J. Frank Jarman, WDNC Durham, N. C.

NAB District 4 Registration
See separate story this issue

NAB District 4 delegates at Williamsburg, Va., reception (l to r): Philip P. Allen, WLVA Lynchburg, Va.; Frederick L. Allman, WSAY Harrisburg, Va.; Mrs. Allman; Cecil B. Haskins, WWNC Asheville, N. C.; Mrs. Caro B. Keys, WFL Farmville, Va.; Graeme Zimmer, WRGB Richmond; Mrs. Horace E. Henderson; Horace E. Henderson, U. S. Jr. Chamber of Commerce; Charles A. Batson, NAB.


STAY ON TOP

With KFSD

The Station First in Audience, Coverage, Power Year After Year in San Diego, California

Chart is based on share of audience -- total rated time periods -- from Hope Reports

Myers resigns

Leaves NBC for Low Firm

ROBERT P. MYERS, assistant general attorney for NBC, has resigned from the network to become a member of the law firm of Lillicke, Geary & McHose, in charge of its Hollywood office, effective Dec. 15.

Mr. Myers joined the legal staff of NBC in 1954, after serving for six years with RCA Communications, RCA International Division, RCA Victor Division and RKO. In his legal capacity, he took part in many of the successful negotiations between the networks and ASCAP and recently was chairman of the TV committee which is negotiating a new contract agreement with the music industry.

Considered one of the leading legal authorities in radio on copyrights, Mr. Myers is a member and former chairman of the copyright committee of the Assn. of Bar of the City of New York and a member of the American Bar Assn. committee on copyrights.

Sponsors Scout Troop

SPONSORSHIP of local Boy Scout Troop 570 was recently undertaken by WNAX Yankton-Sioux City in an effort to combat juvenile delinquency in Yankton. The project is the responsibility of nine WNAX staff members. Formal presentation ceremonies were Dec. 10 when the troop received its charter and flag from WNAX. The troop number 570 has been the dial spot of the station for the past 27 years.

BROADCASTING • Telecasting November 13, 1950 • Page 57
Respects
(Continued from page 18)

dieplcic areas. He turned to his newspaper business manager to help him out and asked Mr. Grant to represent the four radio stations.

Mr. Grant pointed to his lack of experience in the radio business. Mr. McClung pointed to his successes and experience generally in the advertising and business field. Still Mr. McClung hesitated. Reluctant to abandon a career built over two decades, he hesitated almost a year. But finally, on the continued urging of his employer, he agreed to represent the stations on an independent basis, as a radio representative unassociated with the newspaper or radio stations directly.

In November 1940, he opened his radio representative firm, W. S. Grant Co., Inc., with offices in San Francisco. Almost immediately Mr. McClung began to get increased advertising accounts for his stations. And almost as fast the name of W. S. Grant and his ability to get results spread through California, and then through Oregon and Washington and other Western states. Owners of other small stations began to approach Mr. Grant to request that he represent them. Almost all of his earlier accounts came to him this way, unsolicited. Gradually the number of stations grew; sometimes three or four were added a year, some years they came in faster.

He had no “secret” for success, no special “pitch” to offer prospective accounts. His firm was built merely on a steady, conscientious approach that somehow (he himself is at a loss to explain how) got results. Today he handles approximately a million-dollar worth of business annually for his more than 40 small independent stations. He believes his firm represents more stations than any other firm confined entirely to secondary markets. He has offices in Los Angeles, New York and Chicago, as well as San Francisco. The San Francisco office still is headquarters for the firm and the bulk of his stations are concentrated on the West Coast.

Born in Washington
William Stewart Grant was born on June 23, 1902, in Washington, D. C. His father was a government worker. He was reared in the Capital and attended Washington Central High School. He began earning his way early in life, working at various part-time jobs after school hours and during vacations. At 18 he started his newspaper career in the mechanical department of the Washington Post. Subsequently he also worked as a pressman and in the circulation department of the same newspaper.

Then, in the newspaper tradition of the day, he began wandering around the country. For the next seven years he learned his trade in a number of widely separated newspaper offices—the New Orleans Item, Kniterbocker Press, Inland Empire Times, Baltimore Sun and the San Francisco Call-Bulletin. In 1927 he became advertising manager of the San Jose (Calif.) News. He moved to Mr. McClung’s Merced Sun-Star in 1936 as business manager, having by that time accumulated journeyman ratings in almost every department of newspaper work.

In 1940, when Mr. Grant opened his representative firm with the four McClung stations (he still represents the same four stations today though KYMC Marysville is now owned by Horace E. Thomas), secondary markets were to a great extent ignored by national radio advertisers. Mr. Grant pioneered national spot business for the small markets of the West. He approached the job of selling national advertisers on the use of his stations as he would approach any customer with any other commodity he had to sell. He had a market to sell. He presented the advertisers with facts and figures on the populations and buying power in his markets. He showed them that these markets were not being reached to best advantage and showed how his radio stations could do the job.

Simple Philosophy
In Mr. Grant’s modest review of the growth and success of his firm, it was as simple as that. He’s never used high pressure techniques; never been a glad-hand or back slapper, and he’s never been a joiner. Unlike most businessmen who see club and civic associations as a necessary part of their business in securing contacts, Mr. Grant has never joined anything. He holds memberships in not a single club, lodge, social, civic or fraternal group. He does attend advertising club luncheons on occasion, when an interesting program is presented, but he is not an advertising club member.

Outside of working hours he prefers to spend his time quietly at home with his family—his wife, Phyllis Ann, and his son, George Young Grant. George Young, 16 and a student at Burlingame High School near San Francisco, is a son by a former marriage. He married his present wife in 1939.

He tried ranching as an avocation for awhile, on some farmland in Sonoma County, North of San Francisco, but after the places turned sour, he gave it up. Now he spends most of his free hours at his home in Burlingame, listening to good music, reading and enjoying his family. He also likes to dance and ride horses, both of which he does frequently.

Like everyone else in the radio and advertising business Mr. Grant has almost as great a deal about television and its possible effects on advertising expenditures in other media. For his particular field he’s heard a lot about TV; in fact, he welcomes it as an increment to radio advertising in secondary markets.

What effect television will have on other media in major markets, he won’t hazard to say. But as advertisers enter television on an ever greater scale in the major markets, he says, they are going to notice more and more that they are missing the secondary markets where there is no television and won’t be any television for some time to come. To reach these secondary markets they will have to turn more and more to radio.

It will take constant promotion and some educating of both advertisers and advertising agencies with the importance of outlying areas as they build their new budgets around a TV campaign, Mr. Grant says. But he tackled just such a job of promotion and education when he first started representing secondary market stations 10 years ago. And with the new TV outlook and the possibility of new business it holds for his markets, he feels confident that a little more of the same now will continue to bring results in ever increasing quantities.

Frank Hodek
FUNERAL services for Frank Hodek, former NBC Hollywood music director who died Nov. 2 following a heart attack, were held Nov. 5 at Blessed Sacrament Church, Hollywood. Interment was in Holy Cross Cemetery. Well known as a pianist-composer, Mr. Hodek was a one time conductor of the Omaha Symphony Orchestra. He is survived by his widow and two daughters.

KGST, Fresno, Calif., joins Liberty Broadcasting System as 41st West Coast affiliate.

Why buy 2 or more... do I big sales job on "Radio Baltimore"

Contact EDWARD F. FAY, CO.

BROADCASTING • Telecasting
IN THIS ISSUE:

Initial Color Court Showdown Today
Page 61

Daytime Network Shows Draw More Sponsors
Page 61

"Rumpus Room" Sells Sauce Arturo
Page 63

Latest Set Count By Markets
Page 68

YOUR 9 YEAR RADIO FAVORITE ON WRC WASHINGTON...

B I L L  H E R S O N

NOW ON

WNBW

Nine years as Washington's favorite radio personality assures you of a large and established audience for BILL HERSON's new Monday through Friday television show. HERSON-IN-PERSON (2:00-3:00 p.m. Mon. thru Fri.) has the same appeal for audience and advertisers that has made BILL HERSON Washington's number 1 salesman. It's Live—It's Lively—It's New!!

Live demonstrations or film commercials at $50 each. For further information contact your nearest NBC Spot Sales Office, or the WNBW Sales Department at REpublic 4000.

WNBW • CHANNEL 4 • NBC TELEVISION IN WASHINGTON, D.C.
Plain talk
to a sales-minded ad manager
to an ad-minded sales-manager

The new KATE SMITH SHOW—costs you less than ½¢ per sale
demonstration inside the home
—costs you less per thousand women viewers
than the average full page ad noted in leading
women's magazines
—reaches over 10 times more homes than the average daytime
woman's program

THE KATE SMITH SHOW
on NBC Television

(Source: The U. S. Television
Audience, American Research Bureau,
October 1-8, 1950)
COLOR BATTLE TO COURT

THE COLOR television battle moved ahead on multiple fronts last week, with the basic legal phases—RCA's suit against FCC approval of the CBS color system—headed for at least an initial showdown in Chicago's Federal District Court tomorrow (Tuesday).

In a surprise move Pilot Radio Corp., which is seeking to intervene in the suit on the side of RCA, subpoenaed color TV correspondents of Sen. Ed C. Johnson (D-Colo.) with FCC and CBS, as part of the court proceedings.

Pilot President Isidore Goldberg issued a statement saying Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee and an ardent color advocate, has "evidenced far more than a legislative interest in the controversy," and that his interest "and its influence on the Commission should be fully disclosed in the public interest."

Sen. Johnson promptly dispatched telegrams to FCC Chairman Wayne Coy and CBS President Frank Stanton saying "I hope that every shred of correspondence between me and the FCC and the CBS will be made a matter of public record. I have nothing to hide and I have nothing to cover up. I am sure that any correspondence will only go to show that my sole interest has been to see that the public is not denied color television."

"In addition," he said, "I believe it would be well for Pilot Radio Corp. to make full disclosures of meetings, correspondence and understandings between them and other TV manufacturers in relation to color television."

Pilot Gets Court Order

Pilot attorneys, Munchin & Smith of New York, obtained a court order for the subpoenas, which were served Wednesday on CBS and FCC representatives in Chicago. They are returnable tomorrow—date of the hearing on the RCA suit.

The hearing will be conducted by a three-judge court and will cover RCA's request for a temporary injunction to stay the scheduled Nov. 20 effectiveness of the FCC color order and an FCC counter-motion for dismissal of the suit and for summary judgment upholding the color decision, along with Pilot's petition to intervene in the case.

Judge J. Earle Major of the Court of Appeals and District Judges Philip Sullivan and Walter LaBuy have been named to hear the suit, which was brought by NBC and RCA Victor Distributing Corp. as well as RCA, their parent corporation [TELECASTING, Nov. 6].

In a letter pointedly critical of FCC, RCA told the Commission it would be unable to provide samples of its tri-color tubes to CBS "until we have completed our research work" (story page 62).

Columbia's color plans call for the launching of a series of public demonstrations in New York starting at 11 a.m. Tuesday. The shows—five a day, at 11 a.m., 12 noon, and 1, 4 and 6 p.m. Monday through Saturday—will be held at 401 Fifth Ave., with space for several hundred viewers. Admission and the sponsors, more than one million which CBS arranged to distribute from four New York hotels, its own headquarters, and the demonstration.

By midafternoon of the first day that tickets were made available, the entire batch for the first week's shows were spoken for.

CBS passed out 12,226 tickets—capacity for the week—by midafternoon Thursday, and before the day was over had been obliged to turn down several thousand requests, spokesmen said.

Extended Showings

CBS said showings will be continued indefinitely, with programs—some broadcast and some sent by closed circuit—to be received on ten color receivers installed on the street floor of the building. Demonstration programs will originate in Studio 3, on the 21st floor of the network's headquarters building, utilizing a standard black-and-white TV camera converted for color pick-ups.

Demonstration programs will include a variety of subject matter selected "to show the scope, appeal and effectiveness of color TV as a broadcast service for the home," CBS explained. They will be broadcast under the network's experimental license for colorcasting until Nov. 20, effective date of the FCC authorization for commercial operation.

On that date—barring a stay order from the courts—CBS will inaugurate network program service of a regular schedule of color programs for broadcast in other cities as well as in New York. The network has not announced what (Continued on page 94)

WEEKDAY daytime network television is actively catching on with national sponsors, with at least three major advertisers starting early in January to join the seven already sponsoring daytime TV.

Many agencies are recommending daytime television to their clients so that they can pre-empt the time.

Among the national advertisers to take to daytime is Quaker Oats Co., Chicago, through its agency, Sherman & Co. Quaker also continues to sponsor its Gabby Hayes Show, a Martin Stone production, on Sundays 5:10-5:30 p.m. and its Zee Parade, 4:30-5 p.m. Sundays, both on NBC-TV.

General Mills, through BBDO, New York starts Jan. 2 sponsorship of its Betty Crocker Program on Sundays and Thursdays, on CBS-TV.

Another sponsor as yet undisclosed expects to sponsor a television version of Bride and Groom, three quarter-hours weekly. Program is a Masterson, Reddy & Nelson package. Agency and sponsor are currently negotiating with CBS and NBC for time.

Another show, It's in the Bag, a gigantic merchandising program featuring Wynn Elliott as emcee and the Four Jesters with a grocery store backdrop revealing the sponsor's products on the shelves, will be launched Thursday, Nov. 16, on the DuMont Network. Program will run five half hours weekly, 1:30-2 p.m. To promote the program will be by complimentary tickets carrying the program and sponsor's names, will be distributed to grocery stores to be given to customers free of charge. Several large soap and food manufacturers are understood to be ready to underwrite the program.

General Foods Added

Of the nine daytime sponsors already on the air General Foods is the latest to launch into TV with its Bert Parks Show, three times weekly, 3:30-4 p.m. on NBC-TV, through Young & Rubicam, New York.

Others are International Latex, sponsoring Ilka Chase, on CBS-TV through Foote, Cone & Belding, New York, 3:30-4 p.m., Mondays and Fridays.

Procter & Gamble Co., Cincinnati, through Benton & Bowles is sponsoring its First Hundred Years on CBS-TV 2:30-2:45 p.m., Monday through Friday.

Sterling Drug sponsors Dennis James on the DuMont Network, 1:15-2 p.m., Monday through Friday, through Dancer-Fitzgerald-Sample, New York.

American Home Products Corp., and five others are sponsoring the participation Kate Smith Show, Thursdays, 4:15-4:30 p.m. on NBC-TV.

Owens-Corning Fiberglas Corp., through Fuller, Smith & Ross sponsors Vancity Fair, Tuesdays, 4:30-5 p.m. on CBS-TV.

Thirteen advertisers are sponsoring Homemakers Exchange Monday through Friday, on CBS-TV, 4:4-4:30 p.m.

Such advertisers as Lever Brothers, Libby, McNell & Libby, etc., are also to be proceeding program formats for early starting dates on daytime video.

November 13, 1950 • Page 61
**ALLOCATIONS**

By LARRY CHRISTOPHER

FCC's VHF-UHF television allocation hearing—the giant key to eventual lifting of the Commission's two-year freeze on new station construction—lumbered into the homestretch last week and appeared headed for possible consideration of final specific city-by-city allocation bids in December.

Even though planning to meet only the latter part of this week, FCC hopes to complete all cross examination on general allocation issues by Feb. 27. The Commission will hear presentation in behalf of the reservation of channels for educational purposes. This will require one or two weeks according to present estimates.

Then, after arriving at least upon "implied" conclusions respecting fundamental general policy, FCC last week indicated the Commission would get underway on reviewing specific allocations. This phase will require about a month, was estimated, which means FCC cannot make a decision until after the new year.

There was no estimate on how long it will take FCC to arrive at even "implied" conclusions respecting such fundamentals as usability of the UHF and basic propagation factors to be considered in determining station spacing, of which is critical to establishing an allocation pattern before specific requests can be considered.

The date on lifting the freeze therefor falls well into 1961 by anybody's guess. Informed sources consider mid-61 very optimistic since even after the decision on allocation the Commission has promised a delay of 120 days before it will be allowed for the filing of new applications before the freeze is lifted.

Hearing Highlights

Held Wednesday afternoon, Thursday and Friday, before Acting Chairman E. M. Webster, last week's hearing included:

- Observation that UHF service area should be substantially greater than the present NBC in report on its Bridgeport project [Teletcasting, Oct. 30], based on interpretation of data by FCC's E. W. Allen.
- Airing of Consultant Engineers Paul A. deMars' attack on qualifications of Kenneth A. Norton, National Bureau of Standards radio propagation authority, and indication Mr. deMars no longer wishes to testify. Allen also questions to head the Ad Hoc Committee of government and industry experts which has sought to solve basic engineering problems [Teletcasting, Oct. 23].

The brief Wednesday session, also heard by Comrs. George E. Sterling and Robert F. Jones, covered further testimony by Donald Fink, member and ex-chairman of the Joint Technical Advisory Committee, and two Radio-Television Mfrs. Assn. witnesses, Daniel E. Andrus, President, and John F. Bell of Zenith Radio Corp.

Mr. Fink returned to present data requested earlier by Comrs. Sterling and Paul A. deMars. A TAC witness said he surveyed 20 stations listed by FCC as holding special temporary authorizations for offset carrier operation and received 18 replies. Of these he said 17 were employing offset while the 18th stated it was part of an offset chain but it was not necessary for it to employ the technique.

Results of such operation were termed "generally satisfactory" by 16 stations, Mr. Fink related, while one reported was "unsatisfactory" and another was "in progress" since it had not been operating long enough.

None of the stations reporting gave any quantitative data, he said. Mr. deMars' discerning quality standpoint there was "noticeable improvement" through increased coverage or fewer complaints of interference. One felt as much as 10 miles was added to coverage, Mr. Fink recalled. Cost of offset operation was termed "reasonable" by 17 stations, citing $100 to $200 as full expense for making changes in the crystal control.

Mr. Fink introduced a report by the Continental Broadcasting Corp. on offset operation which said improvement was 10 db better than operating in absolute synchronism. The BC report had been submitted last spring to the International Radio Consultant Committee whose deliberations included TV standards. He indicated British and U.S. experience on offset operation is similar.

Receiver Selectivity

On the subject of receiver selectivity as it relates to co-channel and adjacent channel interference, Mr. Fink observed there appears to be no difference in retail pricing of sets which handle ghosts those which do not. He indicated the cost involved is small compared to other factors of cost.

As for the use of FM for video carriers, which now function upon the AM band, Mr. Fink said his experience has shown FM is not suitable for public telecasting. He said the National Television Systems Committee considered FM for this purpose in 1940-41 but tests and experience have ruled it out because of multipart effect on picture synchronization.

FCC Silent on R.C.A. Refusal

On subject of receiver image rejection capabilities, Mr. Fink urged FCC not to allocate on the basis of either extremely poor or good sets since a burden would be imposed on FCC to do location on one hand and the public on the other through excessive cost. He believed JTAC would approve standardizing the intermediate frequency of the high-end allocations area but personally did not feel this would deter manufacturing progress on IF.

Mr. Harnett, former Hazeltine chief engineer and now assistant manager of the GE receiver engineering department, reviewed technical data presented at recent NTSC panel meetings on oscillator radiation and image rejection. Similarly, Mr. Bell, Zenith engineer, presented technical data on military electronics development, appeared in his own behalf to offer general allocation views. He has petitioned FCC to assign a metropolitan UHF channel to LaPorte and Mr. deMars, as well, to his native area. He contended Home News Pub. Co., New Brunswick, N. J., misinterpreted his opposition to (Continued on page 88)
Women televiewers of WABD (TV) New York, the DuMont Network's flagship station, are returning to classrooms to learn attractive new dishes and some new uses for old established food products.

And in trade circles, Johnny Olsen's noontime show for Premier Pool Products, demonstrating the intricacies of practical home economics, has been stirring an enviable "rumpus" as a practical selling force.

It took Premier (Francis Leggett & Co.) a mere three months to promote one of its products, Sauce Arturo, to the point of "exhaustion"—the kind advertisers dream about but only sporadically experience in an exhaustively competitive field. Johnny Olsen's Rumpus Room created a "rumpus" on a product which originally was deemed sufficient to meet a year's demand.

This completely naive estimate was evolved long before Premier had occasion to reckon with the demonstrative abilities of television—and before a former motion picture advertising and producing executive decided that something new should be added to Premier's media schedule.

Late last fall Sidney E. Alexander, Premier's account executive with Peck Advertising Agency, was so impressed with the rapid rise in video set ownership in the firm's service area that he weighed the possibility of adding television to the advertising program of Francis Leggett & Co.

For Premier, a foremost eastern food wholesaler for some 80 years, Mr. Alexander's suggestion that its advertising was ultra conservative and needed some "showmanship" may understandably have come in the nature of a shock.

"But it became apparent very quickly that video could not only provide that quality but that, in addition, it was a practical selling medium," Mr. Alexander recalls. "So we set to work to 'isolate' its several potentialities and to develop activities designed to utilize each one in our promotional program."

**Housewives Share Compliments with TV**

TV-minded housewives who proudly purr at dinnerable accomplishments on their culinary accomplishments and confess "I saw it on television," merely profess the aspiration of sponsor and agency alike.

"We went into television to tell a product story for Sauce Arturo and decided that the best way to use the medium was to show the housewife how she could use it to prepare many attractive and wholesome dishes," Mr. Alexander explains.

Underscoring the problem of getting the campaign successfully launched was the recognizable need for obtaining a program and personality that would hold a women's audience. Happily for the fair sex and advertiser, the agency chose Johnny Olsen and his Rumpus Room, an already established feature on DuMont Network, which had—and still has—an excellent rating. It's telecast daily 12:30 p.m. (EST)

**Commercials Also Con Entertain**

Realizing that it would take showmanship to hold Mr. Olsen's audience while Premier did its selling, Mr. Alexander evolved his commercials with elements of entertainment and information. Seeking a cartoon character to drive home Sauce Arturo's selling points, Mr. Alexander gave life to "Premier Pete" and put him through a series of activities, on film, to emphasize qualities of the sauce.

Pete is shown holding a giant, lighted match under a can of sauce to stress that it is "complete—just heat and eat!" On another strip, he is filmed in a Sherlock Holmes outfit to emphasize Premier's care in selecting fine-quality vegetables.

Announcer Don Russell reads the copy to amplify the film presentation.

"Television's unique advantage is its capacity to demonstrate a product in use," Mr. Alexander points out. "To us that means showing women how to use Sauce Arturo successfully—not only in spaghetti but in many other dishes. . . . We decided to utilize the subjective camera technique . . . let the camera take the place of the housewife . . . give her a sense of actually preparing the day's dish herself."

After devoting a great deal of care to choice of recipes—they must be "easy-to-fix," economical and simple to understand—the Peck agency copywriters prepare a simple narration, highlighting each important step and the product's selling points. To add credibility to the showing, the demonstrator displays the dish after it has been cooked.

Actual rehearsals and the program itself represent a pains-taking project to the minute detail—from the demonstrator and announcer down to the

(Continued on page 85)
SET SHIPMENTS

THE television manufacturing industry shipped 845,000 TV sets during the month of August, according to estimates by county computed by Radio-Television Mfrs. Assn. Shipments for the first eight months of 1950 totaled 3,052,000 sets. Figures apply to the entire industry.

County-by-county shipments follow:

<table>
<thead>
<tr>
<th>State and County</th>
<th>Month</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA Jefferson</td>
<td>4,065</td>
<td>9,741</td>
</tr>
<tr>
<td>ARIZONA Maricopa</td>
<td>935</td>
<td>2,327</td>
</tr>
<tr>
<td>CALIFORNIA Alameda</td>
<td>4,728</td>
<td>22,887</td>
</tr>
<tr>
<td>Corona</td>
<td>2,087</td>
<td>10,536</td>
</tr>
<tr>
<td>Costa</td>
<td>25,345</td>
<td>262,436</td>
</tr>
<tr>
<td>Orange</td>
<td>1,483</td>
<td>13,090</td>
</tr>
<tr>
<td>Sacramento</td>
<td>246</td>
<td>1,977</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>4,657</td>
<td>23,962</td>
</tr>
<tr>
<td>San Diego</td>
<td>3,558</td>
<td>32,790</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1,348</td>
<td>5,487</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>2,720</td>
<td>7,038</td>
</tr>
<tr>
<td>San Diego</td>
<td>1,348</td>
<td>5,487</td>
</tr>
<tr>
<td>Solano</td>
<td>689</td>
<td>2,077</td>
</tr>
<tr>
<td>CONNECTICUT Fairfield</td>
<td>6,644</td>
<td>22,359</td>
</tr>
<tr>
<td>Hartford</td>
<td>4,407</td>
<td>17,044</td>
</tr>
<tr>
<td>New Haven</td>
<td>6,488</td>
<td>27,885</td>
</tr>
<tr>
<td>New London</td>
<td>327</td>
<td>1,350</td>
</tr>
<tr>
<td>DELAWARE New Castle</td>
<td>3,477</td>
<td>13,556</td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td>11,503</td>
<td>60,447</td>
</tr>
<tr>
<td>FLORIDA Dade</td>
<td>2,236</td>
<td>10,345</td>
</tr>
<tr>
<td>Dade</td>
<td>1,082</td>
<td>3,606</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>307</td>
<td>694</td>
</tr>
<tr>
<td>Pinellas</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>GEOGRAPHY DelMar</td>
<td>974</td>
<td>4,428</td>
</tr>
<tr>
<td>Fulton</td>
<td>6,717</td>
<td>32,304</td>
</tr>
<tr>
<td>ILLINOIS Cook</td>
<td>65,490</td>
<td>288,057</td>
</tr>
<tr>
<td>Cook</td>
<td>39</td>
<td>245</td>
</tr>
<tr>
<td>Kane</td>
<td>12</td>
<td>61</td>
</tr>
<tr>
<td>Madison</td>
<td>746</td>
<td>5,296</td>
</tr>
<tr>
<td>McHenry</td>
<td>34</td>
<td>199</td>
</tr>
<tr>
<td>Peoria</td>
<td>49</td>
<td>1,105</td>
</tr>
<tr>
<td>Rock Island</td>
<td>965</td>
<td>3,103</td>
</tr>
<tr>
<td>St. Clair</td>
<td>1,018</td>
<td>5,607</td>
</tr>
<tr>
<td>Tazewell</td>
<td>23</td>
<td>137</td>
</tr>
<tr>
<td>INDIANA Delaware</td>
<td>213</td>
<td>1,223</td>
</tr>
<tr>
<td>Lake</td>
<td>2,912</td>
<td>15,930</td>
</tr>
<tr>
<td>Madison</td>
<td>1,102</td>
<td>5,314</td>
</tr>
<tr>
<td>Marion</td>
<td>9,404</td>
<td>27,567</td>
</tr>
<tr>
<td>IOWA Clinton</td>
<td>158</td>
<td>392</td>
</tr>
<tr>
<td>Des Moines</td>
<td>714</td>
<td>4,170</td>
</tr>
<tr>
<td>Dubuque</td>
<td>374</td>
<td>1,958</td>
</tr>
<tr>
<td>Scott</td>
<td>1,408</td>
<td>2,924</td>
</tr>
<tr>
<td>KANSAS Wyandotte</td>
<td>1,876</td>
<td>4,294</td>
</tr>
<tr>
<td>KENTUCKY Campbell</td>
<td>750</td>
<td>3,830</td>
</tr>
<tr>
<td>Jefferson</td>
<td>5,421</td>
<td>12,235</td>
</tr>
<tr>
<td>Kenton</td>
<td>2,175</td>
<td>7,044</td>
</tr>
<tr>
<td>LOUISIANA Orleans</td>
<td>3,067</td>
<td>19,732</td>
</tr>
<tr>
<td>MARYLAND Baltimore City</td>
<td>51,534</td>
<td>264,875</td>
</tr>
<tr>
<td>Baltimore County</td>
<td>5,083</td>
<td>26,075</td>
</tr>
<tr>
<td>Montgomery</td>
<td>1,168</td>
<td>5,291</td>
</tr>
<tr>
<td>Prince Georges</td>
<td>271</td>
<td>1,169</td>
</tr>
<tr>
<td>MASSACHUSETTS Bristol</td>
<td>816</td>
<td>4,004</td>
</tr>
<tr>
<td>Berkshire</td>
<td>3,440</td>
<td>14,846</td>
</tr>
<tr>
<td>Essex</td>
<td>5,519</td>
<td>29,576</td>
</tr>
<tr>
<td>Hampden</td>
<td>1,092</td>
<td>7,796</td>
</tr>
<tr>
<td>Middlesex</td>
<td>2,726</td>
<td>45,985</td>
</tr>
<tr>
<td>Norfolk</td>
<td>2,737</td>
<td>15,049</td>
</tr>
<tr>
<td>Plymouth</td>
<td>1,129</td>
<td>5,905</td>
</tr>
<tr>
<td>Suffolk</td>
<td>20,413</td>
<td>92,759</td>
</tr>
<tr>
<td>Tolland</td>
<td>3,108</td>
<td>14,170</td>
</tr>
<tr>
<td>MICHIGAN Calhoun</td>
<td>665</td>
<td>2,484</td>
</tr>
<tr>
<td>Cass</td>
<td>1,094</td>
<td>3,256</td>
</tr>
<tr>
<td>Ingham</td>
<td>726</td>
<td>4,675</td>
</tr>
<tr>
<td>Jackson</td>
<td>345</td>
<td>2,276</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>1,282</td>
<td>5,196</td>
</tr>
<tr>
<td>Kent</td>
<td>3,024</td>
<td>10,272</td>
</tr>
<tr>
<td>Lapeer</td>
<td>1,255</td>
<td>5,055</td>
</tr>
<tr>
<td>Macomb</td>
<td>456</td>
<td>1,766</td>
</tr>
<tr>
<td>Muskegon</td>
<td>954</td>
<td>3,884</td>
</tr>
<tr>
<td>Oakland</td>
<td>528</td>
<td>1,780</td>
</tr>
<tr>
<td>Saginaw</td>
<td>262</td>
<td>887</td>
</tr>
<tr>
<td>Washtenaw</td>
<td>1,609</td>
<td>4,638</td>
</tr>
<tr>
<td>Wayne</td>
<td>37,221</td>
<td>151,413</td>
</tr>
</tbody>
</table>

* Adjusted to reflect reduction of 42,289 units representing correction applicable to the month of July.

HAWAIIAN orchid-strung lei valued at $400 was presented to Mrs. Gloria Beasley by Ed McMahon (r), star of WCAU-TV Philadelphia's Strictly for the Girls, as Colleen took over sponsorship of Thursday presentation of the five-weekly show Nov. 3. Sponsor was represented in person by John Wear (l), appliance sales manager of Graybar Electric Co., and Fred Margolick, Cooler Co. district manager. Breakfast club program is on telecast 9:15-10 a.m. Mon.-Fri., over WCAU-TV.

Color Battle to Court

(Continued from page 61)
In San Francisco Bay Area Television:

THE BIG NAMES OF SHOW BUSINESS

PUT MORE EYES ON KRON TV SPOTS

Where the big shows draw the big audience — on KRON-TV — that's where SPOTS do their best selling. Yes, your “A” spot schedules get top attention on San Francisco's "Clear Sweep" station...

You can have live television in 61 markets!

Live programs are what make live television. It's not half so important how people see a show—"live" or on television recordings (TVR)—the vital point is what they see. Some advertisers today are staying out of television because they're afraid they can't get into enough markets. Others are accepting inferior programs just because they are able to get cable time for them. Neither way is very smart.

Because there's abundant proof a good program on TVR can do a superb job for an advertiser. Take the records of four top-rated CBS shows you see graphed across the page. These ratings were won in cable cities, where both "live" and TVR are regularly seen. And in each case listed here, the TVR broadcasts of the shows not only won big ratings, but actually bigger ratings than the same shows in cities where they're seen "live"!

<table>
<thead>
<tr>
<th>Show</th>
<th>Live</th>
<th>TVR</th>
</tr>
</thead>
<tbody>
<tr>
<td>GODFREY &amp; HIS FRIENDS</td>
<td>55.0</td>
<td>56.3</td>
</tr>
<tr>
<td>THIS IS SHOW BUSINESS</td>
<td>26.7</td>
<td>39.0</td>
</tr>
<tr>
<td>TOAST OF THE TOWN</td>
<td>51.3</td>
<td>58.9</td>
</tr>
<tr>
<td>THE FRED WARING SHOW</td>
<td>18.9</td>
<td>42.3</td>
</tr>
</tbody>
</table>

To reach the optimum television market... to pro-rate costs to cover as wide an area as possible, the wise advertiser will take his show wherever there's a market he wants to hit. He'll do it with both live and TVR. And the wisest will pick a CBS show to do it with... on the record, it's a better guarantee his show will really go places.

CBS television
HIGHER percentage of craftsmen and skilled laborers own television sets than members of any other occupation group, and more than 11 in every 100 families in the lowest quarter of the economic strata have sets in their homes.

This data was reported last week in Chicago by Samuel G. Barton, president of Industrial Surveys Co., independent market research firm. Figures were based on a survey of the company's National Consumer Panel, nationwide group of 4,500 representative families distributed according to population concentration, Mr. Barton said.

Next in line to craftsmen and skilled laborers when it comes to set ownership are clerical, sales and service personnel, and professional men and women executives. Although 11 of every 100 of the "important families" own sets, only 24 in every 100 of the top quarter income homes have receivers.

Other findings reported were: The sets are owned by 17.9% of all American families. With about 40.3 million families in the U. S., this means there are 7,213,700 families owning television sets.

More than half, or 55.3% of these sets are in homes of people living in the Northeastern states; more than one-fourth, 26.5%, by families in the Central section.

More than one out of every three Northeastern families has a video set, and about one in seven North Central families.

Almost three out of four families owning a set, or 72.9%, live in cities of 500,000 population or more; and four out of 10, or 40.2%, of these urban families have a set.

Almost 16% of all U. S. families whose main source of income is welfare have a grade school education or less own sets, compared with less than 17% who have a college degree.

About 9% of all families having four or five members own sets, but little more than a tenth of the one and two-member families own them.

Mr. Barton said his company is also preparing reports to show the volume of product and brand purchases by families continuously exposed to television. This data will be compared with purchases by non-TV families.

** WOR-TV October Billings Reach New Peak

October billings for WOR-TV New York reached a new peak in the station's history, according to Robert C. Mayo, sales director. He said that nighttime hours were 78% sold out; that weekly billings had risen 57% and that the number of advertisers doubled since Aug. 1.

"Eighty-eight percent of our business is in national spot contracts," Mr. Mayo said, "and there has been 95% renewal of contracts since Aug. 1. The other 5% represented seasonal advertisers." WOR-TV went on the air Oct. 5, 1949.

---

** Tele-Que Ratings Extended to San Francisco

EXTRACTION to San Francisco of the Coffin, Cooper & Clay Inc. Tele-Que ratings, currently covering only the Los Angeles area, was announced last week by Joseph H. Coffin, president of the television audience research firm. Expansion of the service, to start in early December, was taken because of the increased number of requests for audience analysis data in San Francisco similar to the firm's Los Angeles service, Mr. Coffin said.

Survey will be taken the first seven days of each month and cover all telecasting between 9 a.m. and midnight. A sample of 500 set owners in the area will be covered by personal interview. Results will be reported at the end of each month. Separate reports will be issued for San Francisco and Los Angeles with single ratings available for programs in both cities.

Robert Sceyt, field manager for Coffin, Cooper & Clay, Los Angeles, will head the new office.

** Benny TV Debut

GETS 76.6% OF AUDIENCE

DEBUT OF Jack Benny on Oct. 28 over CBS-TV registered a rating of 41.5 and a share of 45.8 among the nation's 76.6 million television sets, according to a ten-city survey by C. E. Hooper Inc., released last week.

Opposite the Benny show, the next highest rating was 81 and a share of audience of 14.55.

---

** Weekly Television Summary— November 13, 1960, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOS-TV</td>
<td>5,000</td>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>52,399</td>
</tr>
<tr>
<td>Anchorage</td>
<td>11,349</td>
<td>21,346</td>
<td>Lexington</td>
<td>WTEN-TV</td>
<td>40,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>27,450</td>
<td>Miami</td>
<td>WTVI</td>
<td>2,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBAL-TV</td>
<td>27,000</td>
<td>New Orleans</td>
<td>WAGA-TV</td>
<td>160,700</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WMBF-TV</td>
<td>26,000</td>
<td>New York</td>
<td>WEDU-TV</td>
<td>109,700</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WBRC-TV</td>
<td>11,000</td>
<td>Norfolk</td>
<td>WNEP-TV</td>
<td>87,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WNYT, WNAC-TV</td>
<td>10,400</td>
<td>North Carolina</td>
<td>WSMV-TV</td>
<td>70,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN-TV</td>
<td>7,000</td>
<td>Pittsburgh</td>
<td>WHTA-TV</td>
<td>65,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WSH-H, WSH-F</td>
<td>6,000</td>
<td>Providence</td>
<td>WJAR-TV</td>
<td>63,743</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPG-TV, WERI-TV</td>
<td>5,700</td>
<td>Orlando</td>
<td>WOR-TV</td>
<td>59,800</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WEXL</td>
<td>349,319</td>
<td>Oklahoma City</td>
<td>WDPG-TV</td>
<td>50,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSN-TV, WLWC, WTVN</td>
<td>95,000</td>
<td>Philadelphia</td>
<td>WCAU-WTV, WPHL-WPTZ</td>
<td>495,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-T, WABP-T</td>
<td>82,799</td>
<td>Richmond</td>
<td>WTVI</td>
<td>45,534</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WDDC-TV, KDFW, KRLD-T, WABP-T</td>
<td>52,399</td>
<td>Rochester</td>
<td>WTVF</td>
<td>44,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KWDB, WJTV, WWJ</td>
<td>160,000</td>
<td>Sacramento</td>
<td>KRON, KTVI, Kazioni, KBOI, KVTI, KAIT</td>
<td>41,350</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>Include Davenport, Moline, Rock Isle, E. Moline</td>
<td>106,000</td>
<td>Salt Lake City</td>
<td>KDYL, KSL, KSL</td>
<td>31,500</td>
</tr>
<tr>
<td>Dayton</td>
<td>WJWO, WLDW</td>
<td>60,000</td>
<td>San Antonio</td>
<td>KENS, WOAI</td>
<td>22,200</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK, WWJ, WJTV, WXYZ-T</td>
<td>320,359</td>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>58,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WICU</td>
<td>41,250</td>
<td>San Francisco</td>
<td>KCST, KPX, KRON-TV</td>
<td>93,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>54,200</td>
<td>39,900</td>
<td>Rock Island</td>
<td>WSTF</td>
<td>44,600</td>
</tr>
<tr>
<td>Dallas</td>
<td>WTXA-TV, KRLD-T, W6P-6, WABP-T</td>
<td>82,544</td>
<td>Minneapolis</td>
<td>WABC, WMIN</td>
<td>39,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WLAV-TV</td>
<td>56,311</td>
<td>Portland, Ore</td>
<td>WATR, WTV</td>
<td>54,633</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WGBA, WFRV</td>
<td>36,268</td>
<td>Pittsburgh</td>
<td>WBAL-TV</td>
<td>49,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>47,970</td>
<td>Providence</td>
<td>WJAR, WJAN</td>
<td>40,000</td>
</tr>
<tr>
<td>Huntington</td>
<td>WCVG-TV</td>
<td>47,540</td>
<td>Sacramento</td>
<td>KTLA, KFMB</td>
<td>36,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WSIZ-TV</td>
<td>57,500</td>
<td>Salt Lake</td>
<td>KTVL</td>
<td>26,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>W3MG-M, WMQB-TV</td>
<td>71,000</td>
<td>Seattle</td>
<td>KING-TV</td>
<td>45,200</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WMRR-TV</td>
<td>30,808</td>
<td>St. Louis</td>
<td>KTVI</td>
<td>36,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAC-TV</td>
<td>45,570</td>
<td>Syracuse</td>
<td>WRGB</td>
<td>26,000</td>
</tr>
<tr>
<td>Oakland</td>
<td>KTVS-TV</td>
<td>69,000</td>
<td>Toledo</td>
<td>WTVN, WFTL</td>
<td>34,875</td>
</tr>
<tr>
<td>Pensacola</td>
<td>WPTZ</td>
<td>26,000</td>
<td>Tulsa</td>
<td>KOKT</td>
<td>22,200</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>31,000</td>
<td>Washington</td>
<td>WJTV</td>
<td>188,585</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WBCA, WFTL, WPTZ</td>
<td>21,346</td>
<td>Woburn</td>
<td>WMAL, WNEB, WTOP-TV, WTTG</td>
<td>46,749</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WPMN</td>
<td>160,600</td>
<td>Wilmington</td>
<td>WTDEW</td>
<td>46,749</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>106,800</td>
<td>Woburn</td>
<td>WMAL, WNEB, WTOP-TV, WTTG</td>
<td>46,749</td>
</tr>
</tbody>
</table>

* Lancaster and contiguous areas.

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
WSAZ-TV
Channel 5
West Virginia's only television station delivers EXCLUSIVE coverage of the rich* Huntington-Charleston market


ABC - CBS - DTN - NBC
Represented Nationally by
THE KATZ AGENCY

November 13, 1950 • Page 69
DEWEY'S VICTORY STAND
Climaxes Campaign With 18-Hour Radio-TV Event

An 18-HOUR performance by radio, TV and telephone from the studios of WOR-TV New York was the pioneering twist with which Gov. Thomas E. Dewey climaxd his campaign for a third term last Monday.

Beginning at 6 a.m., the Governor made 14 appearances before his departure that midnight. Eleven of them lasted 15 minutes, two 30 minutes, and one 45 minutes. Some of them were simulcast over WMCA New York, and one over NBC. In addition there were quarter-hours on state networks of MBS and ABC, and on WABD (TV) New York. Gov. Dewey spent $15,000 for his AM-TV marathon.

Answers Phones
When off the air, Mr. Dewey answered queries telephoned into him via one of 50 telephones rigged for the occasion. Several times he brought his wife before the cameras to answer queries about the campaign, and the draft status of their sons. Why hadn't the Governor campaigned in "such a human way" in the 1948 presidential campaign? one woman questioner wanted to know. Mr. Dewey said that he had "had to read from prepared.

WDTV(TV) ADDS
Names 14 New Staff Members
FOURTEEN staff additions at WDTV (TV) Pittsburgh have been announced by General Manager Donald A. Stewart.

Jack Tolen, formerly with Twin City Television Labs., Minneapolis, has been assigned to the WDTV administrative department. Added to the promotion and publicity department are Gertrude H. Lieblich, former UP staff writer, and Morris M. Siman. Joseph W. Beck of McKeeverport, Pa., has been named staff artist. New members of the technical staff arc John W. Berninger, Edward J. Young, Robert L. Markle, Frederick Wood and Victor Brazen.

Five additions to the office staff are Mary Jackson, Helen Krizmanich, Jean Steuber, Thomas Seger, and Ralph Cunningham.

PACKAGE FIRM
Marshall Productions Formed
MARSHALL Productions Inc. has been formed in Chicago by Ed Marshall, former sales manager of WRSB Cleveland and previously associated with WABD Detroit. Mr. Marshall is president of the firm, and Mrs. Nancy Mifver, who was "Nancy Gre" on WTMJ Milwaukee for 18 years, is secretary.

Company will package radio and television shows, one of which will be the half-hour radio program, "Nancy Mifver," featuring Mrs. Mifven, a noted commentator on travel, industry, foods and women's apparel. Marshall Productions is located at 105 W. Adams St., Chicago.

Tube Loan (Continued from page 62)
"...ed the basic defect" of the CBS system, which he described as its incompatibility with present standards.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting," he told the Commission. He said RCA offered on July 31 and again on Oct. 4 to show FCC its improvements in the color tube, but that the first offer was ignored and the second rejected.

"Now after your decision has been made you write us that you are 'pleased to note the progress' we have made," he said.

He said FCC's letter to RCA incorperated "identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand."

This promoter of the system you adapted swore under oath that they had developed a color tube," he asserted. "Later they admitted that they had failed in their attempt to build one."

NEW all-driven-element antenna announced by Technical Appliance Corp., Sherburne, N. Y.
Eye Witness reports from a fiery furnace!

A new television development which adds to industry's efficiency

No. II in a series outlining high points in television history

Photograph and painting from the RCA collection

Compact industrial television system—developed at RCA Laboratories—lets industrial engineers and research scientists see the unseeable in safety.

- Something's wrong in a big blast furnace, and it is too hot for engineers to approach in safety. But now, with the Vidicon camera of an RCA Industrial Television System focused on the flames, the furnace can be studied closely and carefully on a television receiver.

- One of the great advantages of this system—other than its contributions to industrial safety—is its ability to save both time and money. No longer need engineers "shut-down" machines or processes to observe them. Normal operations can continue without waste of time, while the Vidicon System gathers information.

  Key to the success of the Vidicon System is a tiny television camera—small enough to hold in one hand—and relatively inexpensive. The camera's "eye" is the sensitive Vidicon tube developed by scientists at RCA Laboratories. The only other equipment needed is the Vidicon camera's suitcase-size portable control cabinet, which operates on ordinary household electric current, and with any television receiver—on which to view the pictures.

  Adaptable to many uses, RCA's Vidicon camera could easily be lowered deep under water to watch divers at their dangerous work—or stand watch on atomic piles, to keep scientists and workers secure from radiation. And this RCA Industrial Television System can also easily be arranged for 3-dimension pictures ... real as life!
**BETWEEN COMMERCIALS**

BY KAY MULVHILL

**PREVIEW screening of Snader Telescriptions, series of 3 to 3½-minute musical films for video, is conducted in Chicago for agency and trade people by Louis D. Snader, president of the California firm. L to r: Theodore F. Shaker, Katz; Mr. Snader; Maurice L. Lipsky, Music Corp. of America; James R. Hoel, Katz; J. R. Fishburn and Bruce Bryant, Edward Petry & Co.**

**TBA CLINIC**

Thomas Named Chairman Of Dec. 8 Meet

EUGENE THOMAS, manager of operations of WOR-TV New York, has been appointed chairman of the Television Clinic to be conducted Dec. 8 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. in conjunction with the annual TBA membership meeting. Attendance is expected to exceed that of over 400 at the last TBA clinic (Teletext, Feb. 19). Mr. Clinic, to start at 10:30 a.m., will be based on the theme "Keeping Pace With Television's Growth" and will include seven topic sessions, to run consecutively in the same room (the Starlight Room)—not concurrently in different rooms as at previous TBA clinics. The clinic sessions will run from 10:30 a.m. to 12:30 p.m. and from 2:30 to 5:30 p.m., with a two-hour luncheon session which will include both a headline speaker and entertainment.

Topics to be covered by the clinic sessions, according to present plans which are necessarily tentative until acceptances have been received from the invited speakers, include:

- **(1)** Programming, which will embrace such sub-topics as "The Daytime Television Audience," "Video Network Problems," "Opportunities in Multi-Station and Single-Station Markets," "Ways of Reducing Expenses" and "Catering to Local Audiences."

- **(2)** Recent developments on television research.

- **(3)** TV sales, comprising discussions of "Keeping Sales Volumes Above of Expectations" and "The Dilemma of Sponsor and Agency."

- **(4)** Effects of the proposed excess profits tax on TV broadcasters.

- **(5)** Negotiations with ASCAP for per-program licenses for TV broadcasters.

- **(6)** TV as an educational tool.

- **(7)** Color television, with a three-member panel discussing the impact of colorcasting on the broadcaster, viewer and performer.

**Storage Tube**

STORAGE tube which he claims will eliminate flicker and lines of present TV reception has been announced by Philo F. Farnsworth, vice president and director of research of Gafarnarts-Farnsworth Corp. He described it as the "biggest single development in television in the past 5 or 10 years." The new "memory tube," which permits flashing of completed images on the TV screen at the rate of every 40th of a second, will be available commercially within a maximum of two years, according to Mr. Farnsworth stated. The tube "remembers" the components of an image until it is completed, then flashes it upon the screen. In existing TV, the picture is formed line by line.

**MECK RECEIVERS**

To Take Any Type Color

JOHN S. MECK, president of John Meck Industries, video set maker, changed his mind last week about the CBS color television system and announced he is shipping sets which accommodate units for any type of color reception. Mr. Meck reported that all Meck sets built since Nov. 1 have incorporated "special design and circuit features" to be used with Meck "Add-a-Color" units for the CBS system. The sets will be available "as soon as production schedules permit."

In addition, sets will be equipped to handle any electronic system of color TV, which "may later be approved," he said. Prices remain the same, and color attachments can be added "at moderate cost."

"Our engineering department has not had enough time to determine that the CBS system is practical, though it may not be the ultimate in color transmission. We believe all manufacturers should let the public have a chance to decide what type of television it wants."

Meck dealers and distributors are being offered kits to equip receivers built by the firm before Nov. 1, so that "Add-a-Color" units can be added when desired. These units will match to the TV receiver. "Add-a-Color" attachments get their power from the TV set, and the video signal from the set's tuning and amplifying circuits.

Meck is active in the television industry to stop sniping at a constructive effort by CBS to advance the science, Mr. Meck asserted. "We will match our kits with the technical details of the CBS system or method used to publicize it, but a unified effort to let the public determine its own interest in the CBS system will be for the good of the industry and for the public. I believe all manufacturers should make auxiliary color units available. I also believe CBS, which has so much to gain if its method succeeds, should help some of the manufacturers of components absorb tooling costs on necessary mechanical parts..."

**CAAB MEET**

Geta Reports on Color

CBS Affiliates Advisory Board, at its second 1950 meeting last Thursday and Friday in New York, heard reports from top CBS executives on such provocative subjects as color television and the FCC's action on the FCC's proposal to limit program stations may take from television networks.

The CAAB saw a demonstration of color television, conducted by Adnan Murphy, vice president and general executive, and Dr. Peter Goldmark, vice president in charge of engineering development.

Louis A. Hausman, vice president in charge of advertising and sales promotion, gave a report on the trade promotion plans that were announced several weeks ago (Broadcasting, Oct. 30).
INDIANS ON TV
In '51 for Leisy Brewing

IN A MOVE that contradicts the cry from some quarters that television is hurting major league baseball attendance, the Cleveland Indians have come out solidly for the visual medium by authorizing telecasts of all 77 home games of the club during the 1951 season. In an announcement last week from WDEL (TV), Cleveland, which will carry the games, it was also indicated that some of the out-of-town games will also be telecast although full details of the broadcast plans have not been completed.

The games will be sponsored by the Leisy Brewing Co. Bernard London will do production and direction. The telecasts will not be simulcast as they were in 1950, however, an announcer for television has not yet been selected.

WDTV STUDIOS
Opening Is Nov. 19

WDTV (TV) Pittsburgh has set Nov. 19 as target date for opening of new studios in the Chamber of Commerce Bldg. Donald A. Stewart, general manager, has announced. A heavy schedule of local shows will be telecast "live" when the studios are completed. WDtv is owned and operated by Allen B. DuMont Labs Inc.

Construction has proceeded at a brisk rate, although the Pittsburgh newspaper strike slowed down work on the facilities for about two weeks, according to Mr. Stewart. Several local department stores turned to the DuMont TV outlet for help when their daily advertising space was unavailable in printed media. Station put its uncompleted studios at stores' disposal and helped advertise and display their merchandise by TV.

Studios will be 51 ft. by 48 ft. and were designed by W. T. Myer, architect for Allen B. DuMont Labs Inc. The new studio will be on the second floor of the Chamber of Commerce Bldg. Station formerly occupied space in the Clark Bldg. Studio facilities include two image orthicon cameras, one iconoscope film camera for use with 16mm film projectors, two microphone booms and dual video and audio facilities for rehearsals during air periods. Station operates on Channel 13 (60-66 me) with 8.3 kw aural power and 16.6 kw visual.

Firm Plans TV

INTRODUCTION of Chlorophyll deodorant has been so successful that Lester Amster, president of the Pearson Pharmacal Co., has laid plans for an extensive advertising campaign. A sizable television schedule, newspapers and magazines will be used. Harry B. Cohen, New York, is the agency.

Fairchild Synchronous Disc Recorders

Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33 1/3 rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 339-K for the small budget studio, Unit 339-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup).
NBC-TV PROJECT

Hollywood Expansion
Cited by McConnell

AN ACCELERATED program to telecasting from Hollywood upon completion of the coaxial cable, estimated at about January 1952, was announced by Joseph H. McConnell, NBC president, last Thursday at a news conference when he introduced several NBC programs originate from Hollywood.

Mr. McConnell said NBC is making plans for the day when Hollywood will occupy the same leading position in TV which it now holds in radio and motion pictures. In programming for TV, NBC plans to "work hand in hand with the motion picture studios, just as we have for so many years in radio." He pointed out many highly successful TV programs are being filmed in Hollywood, including You Bet Your Life starring Groucho Marx, Fire Island Theatre, Stars Over Hollywood, The Hank McCune Show and Smilin' Ed McConnell.

Whether NBC will buy existing Hollywood facilities for its TV expansion or purchase property for new construction depends upon studies now being made, according to Mr. McConnell. He pointed out that in order to service the existing coaxial network for television it had been necessary to expand in an unprecedented way, to take over the Center Theatre in New York, in addition to three other legitimate houses. He further declared that in a national emergency television would be as vital a means of communication as any other network and that eventual facilities equal to those at the other end of the nationwide network would be essential to the Hollywood operation.

HELPED BY TV
Notre Dame Lauds Gridcasts

TELECASTS of Notre Dame football games have made millions of friends for the university, which will carry its games on TV again next season if the National Collegiate Athletic Assn. approves. This was revealed in Chicago Tuesday by Edward Krause, athletic director of Notre Dame, who addressed the Chicago Quarter Back Club.

Notre Dame has been helped also "by other than the football phase" of telecasting, Mr. Krause said. "In a 20-minute period before the start of each televised game both Notre Dame and the visiting school can emphasize their educational facilities, in which football is only a small part."

The speaker said the NCAA, which has stipulated one year as the limit on video commitments, will probably act on the matter of telecasting college games at its meeting in Dallas in January. Mr. Krause said if this NCAA grants an extension for continued telecasting, Notre Dame will telecast its games again in 1951.

ATLAS FILM CORPORATION

ESTABLISHED 1910

CREATORS AND PRODUCERS
OF
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTRIN 8-6620

Page 74 • November 13, 1950

NEW TV CHAIN
GPL Announces Unit

A COMPACT and simplified image orthicon camera chain was announced last week by General Precision Laboratory Inc., Pleasantville, N. Y. A single GPL chain consists of four basic elements, the image orthicon camera, camera control unit, synchronizing pulse generator and camera power unit. The equipment for a chain can be carried in a station wagon, according to the company.

The camera itself weighs 75 pounds. The camera is driven and can be controlled only from the back of the camera but also from the camera control unit. GPL said fast focusing was possible because of coordinated turret control. GPL reported it had been working on design of the new chain for three years.

ACHIEVEMENT plaque for "outstanding contributions in the field of public service" has been awarded WPTZ (TV) Philadelphia by the city's Chamber of Commerce. Clement V. Conale, executive director, C. of C. in Philadelphia, presented award to Roland V. Tooke, WPTZ assistant general manager, on station's Public Invited program, Nov. 1.

SPONSOR'S Rock of Gibraltar symbol on CBS-TV Prudential Family Playhouse is discussed by (l to r): Donald Davis, program prod. dir.; S. W. Tooie, Prudential vice pres.; H. E. Edel, company's radio adv. mgr.; H. L. McConnell, pres. of Calkins & Holden, Carlcock, McClymont & Smith; H. M. Kennedy, dir. of adv., Prudential.

JIM MORAN (left), who spends $400,000 yearly on Chicago television, and Hal Barken, account executive at Malcolm-Howard Agency, watch 22,000 persons pour into Mr. Moran's new half-million dollar Courtesy Motors Service Center. Event was also telecast on WGN-TV's Courtesy Theatre.

COLUMBUS Day was marked on Spanish Varieties, language program now in its second year on KEYL (TV), San Antonio. Gathered are (l to r): Manuel Leal, show m.c. and mgr. of KIWW, San Antonio AM outlet; Pedro de Llacs, pres. of XESE-TV, being built at Matamoras, Mexico; Mort Dank, prod.-dir. of KEYL.

IT'S family day and homemaking for this trio of a WLW and WLWT (TV) party during the National Assn. of Food Chains convention in Cincinnati. They are (l to r): K. T. Murphy, commentator, Crosley Bcast. Corp., who met his second cousin, NBC Star Dennis Day, and Breckenridge Jones, vice pres. of Colgate-Palmolive-Co.

GETTING together in studies of WFMY-TV Greensboro, N. C., after program featuring Vaughn Monroe are (standing, l to r): Gaines Kelley, station gen. mgr.; Gomer R. Leach, WFMY-TV prog. dir.; Mr. Monroe, seated is Ernie Johnson, Mr. Monroe's pianist.

A KPIX San Francisco highlight is the "cue receiver," worn by Vernon Appleby (l), floor director, for inventor Allan Kees, KPIX assistant eng. dir. Portable radio operated set, attached to belt, eliminating headset and extensive wiring, contacts floor director with control booth.
LIKELYHOOD that motion picture exhibitors will begin shortly to seek entrance into the TV broadcasting field on a substantial scale was foreseen last week following the Theatre Owners of America's convention in Houston.

In sessions dominated by television, TOA for the first time affirmatively recognized the existence of broadcast or "home" television as a major entertainment medium, and recommended that exhibitors interest themselves in it as well as in theatre television.

The preamble of a television resolution adopted by the convention declared:

Motion picture entertainment in the theatre has been, and always will be, we believe, the finest entertainment available to the public.

The development of television services—both theatre and home television—will bring new forms of entertainment and information to the public, and thus advance the public's appreciation and enjoyment of all entertainment. We feel there is a definite place for television in the home and the theatre, and other service of television in the theatre which will bring additional benefits to the public.

Theatre owners should investigate.

COOKING SHOW
WTMJ-TV Cites Success

THANKS to television, Milwaukee is more conscious of economical home cooking than ever before. Credit for this awareness is claimed by WTMJ-TV Milwaukee through its What's New in the Home program with Breta Griem and Connie Davies.

WTMJ-TV points out that since the program was first telecast 18 months ago, its popularity with viewers and advertisers alike has resulted in expansion of The Milwaukee Journal station's programming in several ways. Mrs. Griem, a home economics consultant for more than 30 years, has given up her private practice to become a fulltime member of the station's staff.

In addition, the Monday-Friday show has been increased from a half hour to 45 minutes and a new one-hour program, Breta Griem's Kitchen, is being started Saturday mornings to give youngsters cooking pointers. Promotion of What's New in the Home includes sale of a series of 24 cook books at grocery stores throughout the Milwaukee area. The books, along with a cover and binder, the complete set of books makes up an encyclopedia of cooking.

TOA Finds Trend

"need not be unfavorable," and that "the two industries can be mutually helpful." He noted that in non-TV areas "the box office is off just about as much as it is in television areas," and that the same is true in non-TV Canada.

"To my mind," he said, "motion picture exhibitors should use television rather than shy away from it."

He predicted TV broadcasting will reach the break-even point by the end of 1950, with profits for almost all TV broadcasters by 1951.

See Greater Urgency

FCC's approval of a color TV system, Mr. Wolfson said, makes it even more urgent that theatre television equipment with high fidelity color be made commercially available. He said he was confident that theatre-TV equipment with color pictures comparable to those of Technicolor will be available in the near future.

He described Zenith's Phonevision as "the flying saucer" of the television industry and predicted it will fade away.

Mr. Cohn reviewed general television developments within the past year, and went into detail on FCC's as yet undecided question of adopting a "uniform policy" toward applicants who have violated antitrust, income tax and other non-radio laws.

He noted that this question has been expanded to include the question of concentration of control over the media of mass communications—which would include exhibitors as well as newspapers, etc.

Mr. Cohn expressed confidence, however, that no hard-and-fast rule would be adopted by FCC to bar any particular type of business from radio and TV operation.

He predicted that color TV will arrive within five years of the industry's start in that field, whereas the development of color movies took 20 years.

Mr. Bailey discussed the technical phases of issues raised by FCC for the forthcoming theatre TV hearing, and Mr. Halpern outlined his views on principal questions regarding plans for establishing a theatre television service.

'TV Tinkers'

CURRENT issue of Better Homes & Gardens carries an article entitled "Look Out for the Television Tinkers," based on shady dealings of some TV dealers and repairmen. The article cites several cases that have been reported to the Better Business Bureau. It also carries suggestions by the Better Business Bureau and the Television Installation Service Assn. for the protection of prospective buyers.
KTTV Calls Second Meeting

Representatives from 10 television stations are expected to attend a second meeting to discuss a television film syndicate, called for Nov. 20 by Norman Chandler, president of KTTV (TV) Los Angeles and Los Angeles Times. Meeting will be held at the Ambassador West, Chicago.

Although most of those attending represent newspaper-owned stations, any syndicate formed would not be restricted to such stations, as was casually planned, it was reported. First meeting was held this summer in Hollywood.

With recent purchase of the former Nassour motion picture lot in Hollywood, KTTV now has facilities for producing film programs. Those expected to attend the Nov. 20 meet:

Ken Lance, WPIX New York; Frank Schiffer, WGN-TV Chicago; Charles Voedt, WCAU-TV Philadelphia; Leonard Retansch, WSBI-TV Atlanta; Charles Thieler, KRKN-TV San Francisco; P.A. Sugg, WKY-TV Oklahoma City; John Reiff, KSLD-TV Dallas; Richard Bole, WIBG-TV Philadelphia; Charles Davenport, WSBU-TV Louisville; Charles Chandler and Harrison Dunnham, manager, will attend from KTTV.

WSM-TV Joins CBS

WSM-TV Nashville, has become the 61st CBS TV affiliate, Herbert V. Alkerberg, network vice president in charge of station relations, announced last week. A new contract superseding the existing arrangement since Oct. 1, whereby the station carried certain of the network's programs, he said. WSM-TV is owned and operated by WSM Inc, Nashville, and is connected by private microwave relay to Louisville, Ky. Station also is a DuMont TV Network affiliate.

Bloomington Relay

WTTV (TV) Bloomington, Ind.'s relay between Cincinnati and Bloomington is expected to be completed this month, barring bad weather, the station has reported. Unique feature of the relay, it was explained, is that it will pick up the regular broadcast signals of Cincinnati TV stations and beam them to WTTV.

CUBAN

President Carlos Prioz, TV is owned and operated by the Reinsurance Corporation of New York, at Havana, Cuba's first TV station[[https://www.broadcasting.com/]]

film report

Herbert S. Laufman & Co., Chicago, will release two of firm's video package shows on film shortly. One features Dr. George Crane, owner of syndicated newspaper feature, "The Worry Clinic," while other stars Golf Professional Johnny Revolta in series on how to improve golf. This is first film activity of company... Half-hour television series "Piano by Eye," starring Frankie Carle teaching piano by new identification method, now under production by Jerry Fairbanks Inc., Hollywood. Series to total 10 films scheduled for national release this winter... "Romance of the Ages," 15-minute television film series featuring Manly P. Hall, head of Philosophical Research Society, Los Angeles, in little-known stories about historical and legendary figures, under production by Davenport Productions. Series will total 52. Ned Davenport is producer-director. Firm has offices at 418 S. Robertson Blvd., Los Angeles. Phone: Crestview 6-2057...

Cate & McGlove, Hollywood, is producing for United Airlines series of 12-one minute TV film spots, six 20-second and six 10-second chain breaks. Film also is producing series of one-minute and 30-second TV film shorts on Hawaii to promote U.A.'s direct flight to Hawaii. Agency: N.W. Ayer & Son, Hollywood... Series of 29 TV films on behalf of March of Dimes campaign shared by John Swallow, Hollywood, for distribution to TV stations for use during March of Dimes drive Jan. 15-31. Films, shot in 35mm to be reduced to 16mm, feature such talent as Calloway, Pinky Lee, Frank Fontaine, Ray Anthony, Diana Lynn, Tom Harmon, Robert Stack and others... Academy Film Productions, Chicago, has just completed TV commercials for Kalamazoo Stove & Furnace Co., through Fulton-Morrissey Agency; Chicken Bones candy, Phil Gordon Agency; and Saugatuck and Scot's Saugatuck vacation spots, through Rocklin Irving; Community Motors, Leo P. Bott Jr. Agency; spots with Willis Shore for the Dodge Dealers of Chicago, through Ruthrauff & Ryan, and an animated cartoon for Rival Dog Food, Charles Silver Agency... Jerry Fairbanks Inc., Hollywood, expects two new series at offices at 6000 Sunset Blvd. Lenard Kester, artist, joins firm as art director of animation department; Walter Grady as head lighting technician... Paul Phillips, Fairbanks West Coast sales manager, joins Ray Patin Productions, Los Angeles as sales manager... Wallace Stark, mural and portrait painter, signed by Counseya Productions, Hollywood, as art director for series of 52 TV shorts firm is doing for Bing Crosby Enterprises, Los Angeles...

Swank Films, Dayton, Ohio, move to new quarters at 627 Salem Ave. Telephone TA. 4192... Kasco Mills Inc., Toledo, has introduced its "Melody Mutts," to televiewers through series of one-minute film commercials produced by Paul Hance Productions, New York. The "Melody Mutts," an all-dog aggregation, consist of a seven piece orchestra, a trio and "Snoopy" the announcer. Clark & Rickerd Inc., Detroit, is the Kasco dog food agency... Jerry Fairbanks Inc., Hollywood, has applied first use of Multicam system in color photography with filming of special TV feature for Dodge Div., Chrysler Motor Corp. Most releases of film, which will introduce next year's auto models, will be in black-and-white with special color prints to be distributed to stations scheduling color telecasts.

Subscription of two first-in-operation television stations in South America, Tupi TV in Rio de Janeiro and Uni-TV in Manaus, Brazil, to INS-Telecens daily TV newsmore service announced by firm... INS service now extends to 15 foreign countries.

TV AIDS DEAF

Columnist writes WSB-TV

TELEVISION is to the deaf what radio is to the blind in making available sports, international and other events for their enjoyment, according to Morgan Blake, Atlanta Journal columnlist, in an open letter to John M. Butler Jr., general manager WSB-AM-FM-TV Atlanta.

Mr. Blake pointed out that programs, such as "Charade Parade over WSB-TV, offer the deaf unusual fare. Quiz programs also open up new vistas for those who cannot hear, the columnist wrote.

However, Mr. Blake continued, the deaf would receive enjoyment "10 times more" if a way could be found to flash a few words of explanation on TV programs—such as questions and answers on quiz programs—to help deaf people's appreciation.
TALENT SHOW

KSTP-TV Minneapolis, amateur show, 6-6:30 p.m. Sat., sponsored by Stokely-Van Camp Inc. (food products); agency, Gardner Adv., St. Louis. Viewers vote for contestants by sending labels from sponsor's products, with each label counting 10 points and post cards counting one. Each week label from special Stokely product will count 25 points. Winner will receive a prize and chance to participate in championship contest held every seventh week for grand cash award.

SCHOOL PROGRAMS

WRR Dallas, The Texas School Of The Air, series in two volumes “Music Is Yours” and “Your Story Parade” for elementary and junior high grades. First program covers signatures of orchestras and singing voices and is produced and directed by staff members and students of U. of Texas. Second show features dramatized productions of children stories. Script by Wesley Davis, U. Houston. Programs beamed to schoolrooms and auditoriums.

SEVEN-ELEVEN

KNBC San Francisco sending promotion piece to trade. Red and white folder shows two dice on front and is entitled “Where can you roll 7 or 11 every time?” Inside copy points out that San Francisco rates seventh in metropolitan area and 11th in population for a city in 1950 census.

SAFETY PROGRAM

WFIL Philadelphia, What's News. In cooperation with school and safety agencies of city, broadcast beamed to classrooms asked students to observe safety and good conduct rules. Appeal made by municipal, law enforcement, school and traffic authorities. Program is classified as required listening in schoolrooms.

EXCLUSIVE BROADCAST

WMBG Richmond, Va., broadcast official observance of opening of National Pharmacy Week. Occasion marked opening of 18th century apothecary shop in Williamsburg, Va. Special events staff covered event which was broadcast exclusively in Virginia.

ADD MORE RADIOS

ALL stations in Worcester, Mass., Nov. 8, began promoting radio with spots and information given on disc jockey and other chatter programs. Campaign theme is: “Radio... Like Windows... Should Brighten Every Room in Your Home.” Promotion is to run two months with stations promoting outstanding programs, entertainment and informational services offered by radio. It will also point out how inexpensive radio is and how helpful radio is.

HOG AUCTION

WOC-TV Davenport, Iowa, hog auction, one hour weekly. Show originates from livestock pavilion on Mississippi Valley Fairground. Before auction begins, auctioneer gives talk -with charts explaining types of hogs that are to be sold along with prices offered by packers. Viewers can see hog and prices being offered by bidders. Audience also is offered opportunity to bid by telephone.

BIRTHDAY CAKES

CKVL Verdun, Que., sent birthday cakes with candies to advertisers and agency executives in Montreal and Toronto on station’s fourth anniversary. Cakes were shipped by air from Montreal to Toronto, and delivered with lighted candles by telegraph messengers.

TOWN MEETING

WOL Washington, Jr. Town Meeting of the Air, started Wed., Nov. 8. Features students from all District of Columbia high schools. Program patterned after America’s Town Meeting of the Air. Students chosen by speech and debate departments of various schools. Each broadcast will originate from school selected. Dr. Hobart Corning, superintendent of schools for the District, acted as moderator for first program.

LATE SHOW PROMOTION

WJW Cleveland sending to trade promotion piece entitled “UP LATE!” Cover in light and dark blue with contrasting lettering. Piece points up six late programs offered on station. Cover is reproduced from series of car cards used in greater Cleveland area. Piece opens in middle displaying large call letter inside. Copy points to覆盖 claiming by station and urges advertisers to use these shows to sell late audience.

MAILING PIECE

WEAM Arlington, Va., sending mail piece to advertisers and agencies. On front black letters against white background declare: “$1,000 If You Know This Man!” with arrow pointing to inside. Inside is reprint of Strictly Business column [Broadcasting, Aug. 21], featuring Don Cooke, of Don Cooke Inc. Copy adds that first new client to WEAM to call Don Cooke will be given $1,000 in radio time.

TRUTH FOR TODAY

WMBL Chicago, Truth for Today, Sun. 3-4 p.m., sponsored by Moody Bible Institute, Chicago. Dr. William Culbertson, WMBL, is weekly regular featured speaker. Special music and hymns are presented by Institute along with mixed德拉 groups formed of students and radio personnel. Guests include special instrumental and vocal groups.

COVER GIRL ON WGH

WGH Newport News, Va., capitalized on appearance of local Nor- folk girl on cover of current Ladies’ Home Journal. With almost perfect timing, Pat Leech, the cover girl, was interviewed on Conversation Time by Mildred Alexander, WGH women’s director, just as magazines were hitting newspapers. Both program and appearance of magazine were given advance publicity by newspapers and by station. The Journal placed spots on station which were aired following interview.

EASTERN OFFICE

ANDREW Corp., Chicago, sending trade promotion piece announcing opening of Eastern District office at 18A Georgian Court, Bergenfield, N. J. Piece features picture of District Manager Karl Sterne along with some background material about him.

November 13, 1950 * Page 77
November 2 Applications

FCC actions

November 3 Decisions

November 6 Applications

November 7 Decisions

SECURE DIRECTORY

WDL

Panama City, Fla.

Maqcorder

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Stefling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 15 years"

For immediate service phone

P. O. Box 7037 Kansas City, Mo.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Experience/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1329 Wisconsin Ave., N. W. Washington, D. C. ADams 2414</td>
<td>(202)</td>
<td>- 2414</td>
</tr>
<tr>
<td>Commercial Radio</td>
<td>Everett L. Dillard, Gen. Mgr. INTERNATIONAL BLDG. 1319</td>
<td>(202)</td>
<td>- 1319</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering MUNSEY BLDG.</td>
<td>(202)</td>
<td>- 1319</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
<td></td>
<td>- 8215</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C. 1605 Connecticut Ave. Dallas, Texas</td>
<td>(202)</td>
<td>- 1605 Connecticut Ave. Dallas, Texas 1605</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W. STERLING 7932 WASHINGTON, D. C.</td>
<td>(202)</td>
<td>- 7932</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
<td>(202)</td>
<td>- 1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W. STERLING 7932 WASHINGTON, D. C.</td>
<td>(202)</td>
<td>- 7932</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 6108</td>
<td>(202)</td>
<td>- 6108</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Post, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.</td>
<td>(202)</td>
<td>- 3883</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST. AR 4-8721 ARLINGTON, TEXAS</td>
<td>(202)</td>
<td>- 1100 W. ABBAM ST. AR 4-8721 ARLINGTON, TEXAS 1100</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER 4125 Monroe Street TOLEDO 13, OHIO</td>
<td>(202)</td>
<td>- 4125 Monroe Street TOLEDO 13, OHIO 4125</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646 Washington, D. C.</td>
<td>(202)</td>
<td>- 6646</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 820 12th St., N. W. EX. 8073 Washington, D. C.</td>
<td>(202)</td>
<td>- 8073</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant 5551 1833 M STREET, N. W.</td>
<td>(202)</td>
<td>- 1833 M STREET, N. W. 5551</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road—Riverside 7-2133 Riverside, Ill. (A Chicago suburb)</td>
<td>(202)</td>
<td>- 7-2133</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION 1 Le Fevre Lane, New Rochelle, N. Y. New Rochelle 6-1620</td>
<td>(202)</td>
<td>- 1620</td>
</tr>
</tbody>
</table>

*Member AFCCE*
Classified Advertisements

Available in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum
All other classifications 25¢ per word—$4.00 minimum • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to Broadcasting, 870 National Press Bldg., Washington, D.C.

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly reserves any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for successful 5 kw outlet located in small town. Fine opportunity for growth.

Wanted: Manager. Must be strong, well-rounded and able to handle the business. Excellent opportunity for growth. Surrounding area ideal. Write qualifications, work history, references, and letter. Box 958G, BROADCASTING.

Help Wanted (Cont’d)

Staff announcer, good commercial man, permanent position. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 987G, BROADCASTING.

Capable manager to organize productive sales force. Immediate, large upturn. Write qualifications, work history, references, and letter. Box 957G, BROADCASTING.

Wanted: Manager for new daytime, one kw station. Excellent pay. Excellent opportunity. Reply with resume and references. Box 956G, BROADCASTING.

Situations Wanted

Managerial

Staff announcer, good commercial man, permanent position, future for eligible, experienced, ambitious. Excellent pay. Write with resume and references. Box 955G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upturn. Writing qualifications, work history, references, and letter. Box 956G, BROADCASTING.

Wanted: Manager for new daytime, one kw station. Excellent pay. Excellent opportunity. Reply with resume and references. Box 955G, BROADCASTING.

Situations Wanted (Cont’d)

Nine years all phases will assure promotion with profit. Present employer: $8,000.00. Write with resume and references. Box 954G, BROADCASTING.

Commercial manager who gets results. Twenty years experience, AM and FM. Will go to any part of country. This is opportunity to get a competent, dependable man who can assume full responsibility. Excellent location. Box 949G, BROADCASTING.

Well known California executive with 12 years experience desires change. Will go to any part of country. This is opportunity to get a competent, dependable man who can assume full responsibility. Excellent location. Box 949G, BROADCASTING.

Manager, experienced engineer and announcer. Career position. Good opportunity for growth. Excellent pay. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 948G, BROADCASTING.

Manager, experienced chief engineer and announcer. Car necessary. Excellent pay. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 947G, BROADCASTING.

Wanted: Engineer for new station. Excellent pay. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 946G, BROADCASTING.

Expanding station. Excellent pay. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 945G, BROADCASTING.

Immediate opening for manager. Excellent pay. Must have experience at major AM station. Variety program experience. Excellent pay. Write with resume and references. Box 944G, BROADCASTING.

Contact Herschell Lewis.

Announcers

Deep south 5000 watt NBC affiliate in exciting southeast area desires experienced announcer. Good pay. Good benefits. Write with resume and references. Box 986G, BROADCASTING.

Announcer wanted by Pennsylvania outlet for full time position. Good pay. Good benefits. Write with resume and references. Box 985G, BROADCASTING.

Immediate opening for announcer with first class license. Excellent pay. Write with resume and references. Box 984G, BROADCASTING.

Good opportunity in metropolitan Michigan market for sparking "man on street" announcer. Excellent pay. Good benefits. Write with resume and references. Box 983G, BROADCASTING.

Immediate opening for announcer with first class license. Excellent pay. Good benefits. Write with resume and references. Box 982G, BROADCASTING.

Situations Wanted (Cont’d)

Manager

Manager over 18 years experience needs position. Will work full time or part time. Box 587G, BROADCASTING.

Manager, extensive independent and network experience including college graduate, now heading 1 kw net affiliated station. Excellent back- ground and record will stand any challenge. Highest industry references. Heavy on production, light on news. Solid, radio business man. Excellent record of college and public relations. Seeking challenging market. Box 586G, BROADCASTING.

Management opportunity. Know radio. No bull. Experience continuous four states. Will work full time or part time. Box 585G, BROADCASTING.

Commercial manager, 36 years old, college and law degrees. Two years radio experience. Needs position in large market. Box 584G, BROADCASTING.

Sports announcer with ticket. Presented employed sports, special events and pictures on tape. Capable of running stable station with organized baseball and/or heavy sports programming in West coast only. Solid references. Details in letter. Box 583G, BROADCASTING.

Announcer, veteran, single, 28, Excellent background. Radio school and college with 3 years experience. Can handle any type program. Custom console. Box 582G, BROADCASTING.


Announcer, 28, two years experience. Will work any play-by-play sport. Excellent in basketball and baseball, station sports director. Top. Best of references. Box 580G, BROADCASTING.

Announcer, veteran, 30, five years experience. Will work any play-by-play sport. Excellent in football, basketball, baseball and track. Station sports director. Top. Best of references. Box 579G, BROADCASTING.

Basketball, football, baseball, play-by-play, news. Variety experience. Excellent references. Reply with resume and references. Box 578G, BROADCASTING.

Announcer, young, college and law degrees. Two years radio experience. Needs position in large market. Box 577G, BROADCASTING.

Announcer, veteran, single, 26, 10 years experience. Will work any play-by-play sport. Excellent in basketball and baseball, station sports director. Top. Best of references. Box 576G, BROADCASTING.

Announcer, veteran, single, 27, 12 years experience. Will work any play-by-play sport. Excellent in football, basketball and baseball, station sports director. Top. Best of references. Box 575G, BROADCASTING.

Basketball, football, baseball, play-by-play, news. Variety experience. Excellent references. Reply with resume and references. Box 574G, BROADCASTING.

Sports announcer with ticket. Presented employed sports, special events and pictures on tape. Can handle any play-by-play sport. Excellent in football, basketball, baseball and track. Station sports director. Top. Best of references. Box 573G, BROADCASTING.
Announcer, writer, Veteran, not in reserve. Excellent news story telling. Thorough knowledge of last and popular music. Have program ideas that are certain to pay. Have done radio writing, college background, looking for a chance to show ability in a future. Box 899G, BROADCASTING.

Double dealing? So are we. Two trained, experienced people, previously working for a major network radio. Employed this past year with WLYB, New York. Chief announcer, now seeking larger market offer, new presentation, new audience. Music! From Gilbodine to Groucho! Audience research, new ideas, all phases of programming. Married vet A-1 reference. A double deal for any staff! Box 971G, BROADCASTING.

Combination man, strong on sports play-by-play, fully experienced, hold first class license. Box 972G, BROADCASTING.

Announcer: Thoroughly trained in all phases of radio broadcasting. Have complete knowledge of the console. Sales, DJ, news, sports, promotions, complete offer. Anywhere. Box 974G, BROADCASTING.

Two and half years experience all departments. Announcer to program director. Box 980G, BROADCASTING.

Announcer-DJ, 31 years experience. Three and half years with Illinois collegiate. Now with WGY. Prefer morning, late night, all DJ stint, 24 hours. Loyal listener, traffic PD experience. Three and half years announcing for major network. Box 981G, BROADCASTING.


Announcers, writers, all board trained and capable. Pathfinder School of Radio, Kansas City, Mo. Phone Har- son 9473.

Announcer-engineer, 31 years experience. 24 years as station director. Presently employed in large market. Prefer middlewest or Florida. Best reference. Box 1150, Shadrock, Texas, Phone 678-V.

Engineering

18 years 1st telegraphist, 1st phone li- cense, last five years 1 Kw broadcast, looking for something better, anywhere U.S. Box 706G, BROADCASTING.

Engineer, experience includes 5 years consulting, highly skilled in directional antenna design and performance. Previous experience includes several years experience in transmitter engineering. Box 812G, BROADCASTING.

First phone, married, vet, low draft status, presently working one kw, Des Moines, IA. Progressive organization with opportun- ity to learn. Will go to east. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. Good all around engineer. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Chief engineer, experienced all phases of broadcast construction, have made two complete installations. Box 399G, Established station. Best references. Farm, age 21, Box 286G, BROADCASTING.

Engineer, five years experience opera- tion and maintenance of all type equipment and studio equipment. Want permanent position. Box 397G, Brooklyn, one child. Box 871G, BROADCASTING.

First phone, age 22, single, have car. Drug store experience, experienced in Army training in high power equip- ment. Enrolled in technical college course, 6 months experience. Free to travel. Will go to any part of the country. Box 882G, BROADCASTING.

Engineer, 21 years broadcast experi- ence, graduate leading radio school, age 21, E-5 by end of present term. Box 883G, BROADCASTING.

Engineer, first phone, experienced, FM transmitter design and construction. Have car. Box 905G, BROADCASTING.

Experienced engineer. Constructed and working for 1000 watt. Remote and maintenance. Box 822G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience. Ham over 2 years. Permanent position. No combo. Available immediately. Box 950G, BROADCASTING.

Married, vet, eighteen months experi- ence. Three and half years experience. Announcer - DJ, phases. Ideal position. More first class license. Box 947G, BROADCASTING.

Engineer employed now; six years experience. More permanent position and operation of AM; FM and TV studio and maintenance. Box 950G, BROADCASTING.

Announcer, thirty and half years experience. Ready for TV. Don't need or want permanent position with progressive sta- tion. Prefer New York. Box 947G, BROADCASTING.

Announcer-experienced studio, phasing and ENG. In TV. Address references, taped audition. Box 950G, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in programming. Position includes multi element directionalities. Ready for TV. First contact. Box 950G, BROADCASTING.

Announcer, phone first, complete offer first contact. Box 971G, BROADCASTING.

First class phone license, will accept job anywhere. Belmont Peters, 173 Ray- mond, Staten Island 16, N.Y.

Production Programming, others

Announcer-program director. Seek larger outlet with room for advance- ment. Now employed local N.Y. area station. H.P.A. National, N.Y. answered. Box 980G, BROADCASTING.

Program director, announcer. Youth- ful, married, draft exempt. Box 981G, BROADCASTING.

Looking for someone with unqualified recommendation of employers? I've got it, but am as high as can go present po- sition. However, interested in complete station operation except engineering. Little college but do have more than usual on小白 to be. Box 982G, N.Y. Married. College graduate. Prefer- ring Miami, Fla., and northern New York. Box 984G, BROADCASTING.

Program director, available soon, Let's talk about the future. Good production and ideas. Good background. State salary offered. Box 987G, BROADCASTING.

Program director, capable, versatile, responsible. Background includes extensive practical experience. Good record of employment past 5 years. Box 988G, BROADCASTING.

Program director, salesman, announce- ment. Six years radio all depart- ment experience. College gradu- ation, married, permanent. Box 990G, BROADCASTING.

Newman, Mature, experienced, fully qualified in all phases. Own minitape. Box 985G, BROADCASTING.

Television

Managerial

Television executive, experienced in designing, building, staffing and making programs. Your offer. Box 969G, BROADCASTING.

For Sale

For sale, 5 kw composite AM trans- mitter, Doherty circuit, originally West- ern Electric. In excellent operating condition, January 1. Two 343A, two 312E, four 312E. Combine with latest offer. Box 960G, BROADCASTING.

Winchinger tower, 260 feet, heavy type construction. Some Photographs and details contact KSST, Davenport, Iowa.

For sale, one G.E. dual channel con- sole, excellent condition, contact KTRN, Nichols, Iowa, Texas.

Nations Wanted

Announcer, 31 years experience. Seeking permanent position. No combo. Available immediately. WFTO, Kin- ston, N.C.

For sale—Truckom tower (172 feet), Western High transmitter, su- nny 1,000 W parts; available because we're increased power. Jim Healey, WOKO, Albany, N.Y.


For sale—one 8 kv RCA transmitter 833A finals and modules. John Pomeroy, c/o WILS, Lansing, Mich.

Situations Wanted (Cont'd)

Composite tower, 4-leg cross membered square 205' guyed. Less inspectors, available immediately. WPFL, Kin- ston, N.C.

Sold: Six—Truckom tower (172 feet), Western High transmitter, sunny 1,000 W; available because we're increased power. Jim Healey, WOKO, Albany, N.Y.

For sale—Westinghouse tower (1275 feet), Western High transmitter, sunny 1,000 W; available because we've increased power. Jim Healey, WOKO, Albany, N.Y.


Equipment, etc.

FM frequency modulation monitor, special. Box 975G, BROADCASTING.

One insulated self supporting tower approx- imately 100 feet high. WILP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Used RCA 76 or Western Electric 53 or whatever. Two tunable. Urgent. Speaks Radio. Walnut Avenue North, Butler University, Indianapolis.

Situations Wanted

Announcer

NEWCASTER—3½ years experience, currently employed 5000 kw. Desires change. Journalism university graduate. 27, single, draft exempt. Box 925G, BROADCASTING.

Technical

TECHNICAL DIRECTOR

Available

Electrical engineer recently employed as technical director NY metropolitan area AM station. His background includes combined AM-AM or AM operation plac- ing additional emphasis on per- formance of various properties. Strong technical and marketing background. Engineer for WNY in Buffalo, WBY in Syracuse, WNDR in Mobile, and WIP in Philadelphia. Box 910G, BROADCASTING.

Miscellaneous

NOW CUSTOM JINGLES! Proven sales results at a cost you can af- ford. Created by some of America's most famous jingles and top hit songs. Need we say more? RICHARD McDOWELL, PRO- DUCER, BOX 7261, HOLLYWOOD, California.

Donates Transmitter

COMPLETE TV transmitter unit has been donated by the Capehart- Farnsworth Corp., to Indiana Technical College, Fort Wayne, Fred D. Wilson, Captain's president, an- nounced last week. The college's president, A. T. Keene, said the equipment would be operated with an experimental signal in the school only for use in educational and training purposes. Mr. Keene added that the transmitter will enable the school to equip a larger number of students to enter the TV engineering, manufacturing, broadcasting and servicing.

International First

I NTERNATIONAL television “first” is reported from abroad where a 1 hour and 50 minute pro- gram was telecast from Calais in France to London, a distance of about 86 miles. The event, occurring exactly one year after the first submarine cable was laid across the channel, was marked with ex- change of greetings from the Mayor of Calais to the Mayor of Dover. Some 360,000 televi- sion audience in London watched the historic program. Transmitted from a tower in the Calais town hall, signals were received in Dover and microwaved another 20 miles where a VHF link carried the waves 18 miles further to a London location and thence to Alexandra Palace in the English capital.

Seminar Talks Held

FIRST Annual Regional Televi- sion Seminar will be held in Buf- falo, N.Y., in mid-March, it was decided by the group’s Steering Com- mittee. Seminar is sponsored by WAAAM (TV) Baltimore in co- operation with the U.S. Office of Education. John’s Hopkins U., American U. and Temple U. The first seminar will cover “Careers Opportunities in the Television.” Speaker, well known to the indus- try, is to be selected.

Crosley Grant

EXPERIMENTAL UHF television station on 529-535 mc was granted by FCC Nov. 3 under special temporary authority to Crosley Broadcasting Corp. for the pur- pose of testing UHF receiving equipment. To be located at the transmitter site of WLWT (TV) Cincinnati, the UHF station will operate in the 520-530 w power. Only test pattern or mono- scope pictures may be aired.

November 13, 1950 • Page 81
FARMSTEAD IMPROVEMENT

WNAX Three-Year Project Has Gala Climax

CLIMAX of WNAX Yankton’s three-year Farmstead Improvement Program, most ambitious public service promotion in the station’s history of nearly a quarter of a century, drew a capacity crowd of 6,000 to the Sioux City Municipal Auditorium Saturday night, Oct. 28. Hundreds were turned away from the hall.

During a widely advertised Midwest Farmer Day, WNAX staged three events in Sioux City, which it claims as a primary listening area and where it maintains studios.

In the afternoon, an estimated 2,000 farmers and their families, from five states, were guests at a two-hour show at the Municipal Auditorium, featuring the WNAX Missouri Valley Barn Dance, which has had a high program rating in the region for many years.

In the evening, a banquet for winners in the Farmstead Improvement competition was held at the Warner Hotel, with Robert R. Tincher, vice president and general manager of WNAX, as toastmaster. Several national legislators, and officials of five states and of Sioux City were at the head table. At night, the windup event was highlighted by the award of farm and home utility prizes worth $10,000 to this year’s state winners in the Farmstead contest, as well as to two-year and three-year-over-all regional winners. The program was embelished with entertainment by ABC’s Breakfast Club performers — Paty Lee, Johnny Desmond, Aunt Fanny (Fran Allison), Sam Cowling, and Eddie Ballantine plus a brief recital by the two-time national champion Sioux Falls American Legion Chorus.

The WNAX Farmstead Improvement contest, conducted annually since the summer of 1947 in cooperation with the Agricultural Extension Services of North and South Dakota, Nebraska, Iowa, and Minnesota, drew entries from 1,691 farm families in 243 counties of the five states. The program was designed by WNAX to raise the standard of farm living in the midwest by promoting actual improvements to farm homes, yards, and farm buildings.

The project was terminated with this year’s awards because, in the opinion of Chris Mack, WNAX farm service director, “farmers have so raised their standards in this region that there is little or no room for further improvement.”

With the Oct. 28 awards, WNAX increased to $40,000 the total of merchandise given to winning contestants over the three-year period. In addition to state and county prizes each year, WNAX wound up the promotion with the two-year and three-year-over-all improvement awards of $2,000 and $3,000 in merchandise, respectively. To determine these regional winners, the station recently chartered two air-planes and sent a blue-ribbon judging committee to two farms in each of the five states. One judge was selected from each state. WNAX lined up an imposing list of manufacturers who furnished prizes for the Farmstead Improvement contest in return for promotion during the three-year period.

Speakers at the Saturday night performance included some of the nation’s best known personalities, including U.S. Sen. Carl Mundt and Gov. George Mickleston of South Dakota, U.S. Representatives Karl Stefan of Nebraska, Charles Hoeven of Iowa, Francis Case of South Dakota, Nebraska’s Secretary of Agriculture Rufus M. Howard, and Mayor Dan J. Conley of Sioux City.

Mundt Praise

“WNAX is an institution of which we are very proud,” said Sen. Mundt. “I have seen with my own eyes the results of this fine program of encouragement. This is a great manifestation of the American spirit in action.”

Rep. Stefan said: “In the early days of radio when WNAX was one of the first on the air, little did I believe that radio would participate in great programs like this. I congratulate the station on what it has done.”

Gov. Mickleston termed the project “one of the most worthwhile in the history of the Midwest.”

Smith Buys Ritter Co.

FRED SMITH, president of Fred Smith & Co., New York public relations and business consultants, has purchased Philip Ritter Co., 50-year-old New York advertising agency. The company, which will be known as Philip Ritter Co., a division of Fred Smith Inc. Philip Ritter III, who was president, will become associated with the Smith organization.
NEW FIRE has been built under the horse race programming issue
by the petition of WTUX Wilming-
ton, Del., for reconsideration of
FCC's decision denying license
renewal to the station (BOCASTING,
Oct. 16, Nov. 6).

The WTUX petition charged that:
- FCC erred in concluding the sta-
tion's owners were not ready to
provide programming to be of aid to illegal gam-
ing.
- "Important new" evidence relating
to the question of intent on the part of
the station owners had been disclosed
by "deliberately false statements" of
Andrew J. Kavanaugh, Wilmingto-
director of public safety, before a Senate
gambling investigation committee.
- The Commission ruling constitutes
program dictatorship and invalidates
the Constitution as well as FCC's rules and
the Administrative Procedure Act.
- The hearing record shows other
stations were hiring horse race shows
"of an equal or higher degree of value
to bookmakers" than WTUX but FCC
unjustly acted only against WTUX while
renewing licenses of others.

Prepared by Thomas W. Wilson
and John P. Rea, Lohes &
Albertson, WTUX counsel, the
petition said it is "most important,
"in considering the question of
the intent of owners Gordon K.
MacIntosh and Howard R. Robinson,
that FCC "understand the
situation as it existed in Wilm-
tont" during the period in question.

The petition asserted that until May
1949 the owners of WTUX thought Mr.
Kavanaugh "was a part of a local plan
to eliminate the competition between
WTUX "from the local radio picture."
It pointed out that as a city official Mr.
Kavanaugh should have first come
directly to WTUX with his complaint
rather than resort to the "previously
underhanded method" of going first
to FCC.

Started in 1947
WTUX began the 1980 Sports
Parade program, which included
racing information, in the fall of
1947, the petition noted, but it was
not until three days after Arm-
strong Daily reported com-
mencement of the program in
October 1948 that Mr.
Kavanaugh filed his complaint.

Armstrong publishes a daily
racing paper.

The petition said WTUX later
learned of Mr. Kavanaugh's past
differences with Moe Annenberg,
whom he also owned Arm-
strong, and it was this "strong re-
sentment and evident bad feeling"
"which seemed to be the real rea-
on" why Mr. Kavanaugh filed his
complaint.

WTUX stated that during this period
WAMS Wilmingon, owned by "sev-
eral local businessmen," was also
broadcasting horse race programs in
"approximately the same manner as
WTUX" and Meacclorh and
"were extremely pressed as to why this
complaint had been lodged against
their station only and not also
against WAMS."

WTUX and Mr. Kavanaugh of the
WAMS programs, the petition said,
and was told a "similar complaint"
would be lodged "immediately."

WTUX said that when this was never
done, it was considered clear con-
firmation of "suspection that Kananan-
g was a tool of local interests and that
his charges were without founda-
tion."

"Absolutely False!"

FCC was told Mr. Kavanaugh
made four separate accusations in
his petition to the FCC, only one
was correct—that WTUX was
conveying horse race programming.

WTUX said the hearing proved its
false and that the accusations
that WTUX owners were collect-
ing money from local bookie rooms,
that WTUX explained on the air
how to use the Armstrong pub-
lization to place bets and that
WTUX broadcast the statement,
"This will not interfere with the
races."

WTUX said all of these factors
"convinced the station that Kavan-
ough was insincere and untrust-
worthy."

In light of this, the peti-
tion stated, the WTUX owners did
not believe Mr. Kavanaugh's alle-
ciation that a number of horse race
rooms raised during past months
had receivers tuned to WTUX.

If all the allegations had been
correct, the petition contended,
this last allegation "would have
been heard and as a result, the
station's racing format would
have been altered many months
earlier than it was."

As to FCC's conclusion the
WTUX owners failed to heed Com-
mmission policy on racing programs
as defined in the February 1948
Capital Broadcasting Co. (WVDC
Washington) decision, the petition
claimed WTUX had heeded this policy
and considered WTUX program-
moving to be in accord. The petition
said the Capital Broadcasting rul-
ing "is very confusing and except
for the dissenting opinion, seems
to endorse horse racing programs
in general."

The petition explained WTUX owners
believed this opinion correct because
"scores of stations" throughout the
U. S. continued to broadcast horse
racing programs "in approximately
the same manner" as WTUX. The peti-
tion further stated WVDC "was giving
race results on a rapid basis and was
giving most if not all of the details
(with the exception of the Armstrong
numbers) that WTUX was broadcast-
ing.

The petition presented a tabulation of
race results allegedly broadcast by
WVDC on May 16, 1949, "which format
is believed to be generally the type
which had been employed by the sta-
ton for the entire period being ques-
tioned" for WTUX. Similarly, a tabula-
tion of information aiding in the
recognition of racing programs by
WGAY Silver Spring, Md., a Wash-
ington suburban outlet, was presented
for the same date.

The "confession on the part of the
owners of WTUX as to the meaning
of the WWDC decision" was further
eversed by the fact that horse
racing was illegal under the laws of the
District of Columbia and as found
by the Commission in its WTUX decision.

(Continued on page 89)

In Percentage Increase Of Sales 1939-49*

Miami

Among the 53 metropolitan
areas in its own population
group...Miami ranks

1st in retail sales
1st in drug sales
1st in furniture-household-
radio sales

3rd in automotive sales
6th in general merchandise
7th in food sales

In addition to the rankings
in this group, Miami stands
exceedingly high among all
metropolitan areas with a
rating of 4th in retail sales; 6th
in furniture-household-radio
sales; 7th in food store sales;
10th in drug sales; 14th in
automotive sales.

For a two-fisted selling
job here, call on WIOD, For
details, see our Rep, George
P. Hollingbery Co.

SM Estimate

JAMES M. LeGATE, General Manager
5,000 WATTS - 610 KC - NBC

November 13, 1950 - Page 83
FCC Actions
(Continued from page 78)

Decisions Cont’d:

BY COMMISSION EN BANC

Hearing Designated

Charles L. Cais, Grand Prairie, Tex. — Application for new station on 1480 kc 500 w D, in consolidated proceeding involving applications of KRMD and Lakewoood Bost., C, scheduled to be held at Washington on Nov. 20.

ACTION ON MOTIONS

By Commissioner Geo. E. Sterling

Cecil W. Roberts, Kewannee, Ill. — Denial of continuance of hearing, presently scheduled for Nov. 15 at Washington, D. C. on the application.

WXRN Winston, Washington — Grant of continuance of hearing in proceeding re application from Nov. 15 to Jan. 17, 1951.

WVOW Logan, West Virginia — Grant of continuance of hearing in proceeding upon application to March 1, 1951, at Washington, D. C.

Tribune Pub. Co., Tacoma, Wash. — Grant request that Commission accept late appearance in hearing upon its application at all.

WMER New Orleans, La. — Grant extension of time in which to file reply, on the justification that the request was issued in proceeding re application and time extended to Nov. 12.

FCC General Counsel — Grant of extension of time to Nov. 16, in which to file proposed findings of fact in the matter of revocation of license Station WHTN Fort Morgan, Colo.

Dalrad Associates, Memphis, Tex. — Grant of petition of Dalrad Music, requesting dismissal without prejudice of application.

Formby, Spar, Tex. — Application of Formby is removed from the hearing docket.

By Examiner J. D. Bond

WFTC Kinston, N. C. — Grant of continuance of proceeding for the taking of depositions in proceeding re its application.

By Examiner Fanney N. Litvin

WBBM Toledo, Ohio — Grant of extension of time to Nov. 4, in which to reply to objections to its application, and the WBBM Kinston, N. C. statement of appearance filed Oct. 25, is accepted.

By Examiner Ralph R. Cooper

WRFC Athens, Ga. — Grant of leave to amend application so as to specify new DA-N with power of 500 w, said permit and being so designed as to permit WRFC to operate until, without causing interference within the normally protected contours of any existing or proposed station granted insofar as it requests that application, amended, be removed from hearing docket; dismissed as moot, per. record, and grant without hearing.

By Examiner R. E. Hatchison

The Central Ohio Broadcasting Company, Columbus, Ohio — Grant of leave to amend application so as to request frequency 1250 kc, with 1 kw ERP, employing DA-DN, in lieu of 500 kc 1 kw D, and removal of application, as amended, from hearing docket.

November 8 Decisions

BY COMMISSION EN BANC

KMRL Monroe, La. — Grant of extension of temporary authority for period of 6 months from Nov. 3 to operate night hours with non-directional antenna, and power reduced to 500 w pending restoration of west tower and submission of sufficient proof that array is in proper adjustment together with submission of Forms 302, power to be determined by indirect method.

WIOO Miami, Fla. — Grant of extension of temporary authority for a period of 6 months from Nov. 3 to operate with power reduced to 1 kw, and non-directional antenna pending reconstitution of the authorized directional array.

WINZ Hollywood, Fla. — Grant of extension of temporary authority for period of 36 months from Nov. 3 to operate 90 ft. vertical temporary antenna, with power of 1 kw D, 300 kw ERP, to be determined by indirect method.

November 8 Applications

ACCEPTED FOR FILING

Modification of CP

WILK Wilkes-Barre, Pa. — Mod. CP AM station to change frequency, power etc. for extension of completion date.

License for CP

License for CP new FM station: IOAI Bakerfield, Calif., WKNM-FM Youngstown, Ohio.

FM-98.5 mc

WKPT-FM Kingsport, Tenn. — CP FM station to change ERP to 4.8 kw, ant to minus 89 ft.

November 9 Applications

ACCEPTED FOR FILING

License for CP

WEED Bosco, N. Y. — License for CP to increase power etc. install DA 12. AM station.

WAMA Winston-Salem, N. C. — License for CP new AM station.

AM-1090

WIVY Jacksonville, Fla. — CP AM station to change from 1500 kc to 1480 kc, 1 kw D, 5 kw D from DA-N.

AM-1300

KMMO Marshall, Mo. — CP AM station to change from 1300 kc, 500 w D, to 1200 kc, 1 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: WDAE-FM Tampa, Fla. — KIRO-FM Seattle, Wash.

NEW ENGLAND UNIT

Names Three Radio Executives

THREE radio executives have been appointed members of the Committee of New England, the National Planning Assn. announced Friday. They are Harold E. Fellows, general manager of WEEI Boston; Craig Lawrence, general manager of WCPD Boston, and Paul H. Morency, vice president of WTVT Hartford.

The committee holds its first meeting today (Nov. 15) in Boston to form its program for analysing the effects of government policies on the full development of New England’s economy.

RWG ELECTION
Marion Named President

RADIO WRITERS GUILD faction alleging pro-Communist leanings among the Eastern Council membership was in effect voted down by the national RWG membership in election of officers announced last week. Ira Marion, senior ABC staff writer, was elected national president and promptly signed the anti-Communist affidavit required by law.

Others elected to the council from the same slate included Jim Hart, Bob Cenedella, Sam Moore, Jack Bentkover, David Kogan and Jack Gerber, representing news writers. Alternates elected were Sig Miller, Addie Richion, George Fass, Abe Ginnes and Fred Freed.

Mr. Marion won over Knowles Entrieski, who represented the defeated faction, by about two-to-one in the national vote and by 175 to 108 in the eastern region vote. The election leaves none of the dissenting members on the eastern region council, but the group is reportedly holding together with the intention of continuing its opposition.

Holiday Package

ASSOCIATED Program Service, New York, has provided its subscribers with a special 9-hour-and-45-minute holiday package program which includes 18 quarter hours of holiday music and stories, a one-hour Christmas Show, three half-hour children’s programs, one 16-minute choral program, a half-hour review of 1950 and two-hour New Years Eve Dance Party.

WCDL Joins MBS

WCDL Carbondale, Pa., has become an affiliate of MBS. The call letters of WCOL, an ABC affiliate in Columbus, Ohio, were inadvertently used in a story reporting the affiliation of WCDL in the Nov. 6 BROADCASTING. WCOL retains its ABC affiliation.
Rumpus Room
(Continued from page 85)

studio prop—man...to assure that all essential steps of the commercial are completed in the allotted minute and a half time.

Working on cue, the demonstrator moves from table to stove and back again while the prop assistant replaces the dish in preparation with one showing the finished product.

Besides finding TV an effective selling medium, Premier likewise has derived useful applications as a merchandising aid.

One of the most productive was a recipe contest, which not only provided new basic recipes but opened the eyes of the firm to the versatility of its product. Premier, taking its cue from Madame Housewife, changed the label on the can from "Extraordinary Sauce" to "Sauce of Many Uses." Premier also uses Rumpus Room to build good will with grocers and housewives. It has equipped one of its giant demonstration trailers with DuMont television sets. Trailer is moved each day to different neighborhood grocer where Johnny Olsen salute the grocer and introduces customers to the program.

Tickets Allocated

Tickets are allotted to grocers who have booked Mr. Olsen’s itinerant studio for coming months. Upwards of 10,000 ticket requests are on file.

The choice of Mr. Olsen as Premier’s personality man, competing only with Premier Pete, doubtless was a fortuitous one and had its inspiration largely in the fact that the likeable m.c. has won and held his female audiences, not only in New York, but also in Chicago where he previously presided over ABC’s Ladies Be Seated.

Mr. Olsen is assisted on the popular DuMont show by his able wife Penny, Announcer Russell, the demonstrator, and such inanimate objects as pop up from time to time. Mr. Olsen’s duties consist of stump the press and audience participation features which invariably transform the studio into a rumpus room.

Premier’s campaign for its sauce Johnny Olsen (r) with Penny Olsen and Announcer Don Russell.

also created somewhat of a rumpus in wholesaling circles by the manner in which it disappeared from dealers’ shelves. One salesman wrote the company:

"An account of mine in Bloomburg, N. J., who took six months time to sell one case of Sauce Arturo, gave me an order for 10 cases two weeks ago and has called me for five more cases this week. He says, ‘All these people down here watch television. They have been buying two and three cans at a clip.’"

Within 60 days after Premier undertook sponsorship of Rumpus Room, demand for the sauce within WABD viewing range became so heavy that the company had to restrict its distribution to stores, according to Mr. Alexander. In one day alone, he noted, Premier received more orders than it had recorded in a two-month period before using television.

Wholesome Effects

The show had some other wholesome effects, too. TV housewives pressured chain stores so persistently that several groups which had never handled the product began stocking up.

Last April Premier besieched South Jersey tomato growers to supply a quota five times the quantity it had canned last year. Meeting with no success, and unable to replenish its supply, Premier May 15 switched products, placing video’s impact behind two other products, mayonnaise and Rouquefort cheese dressing.

And now, once again, Premier is pushing its Sauce Arturo, which it began promoting last Jan. 2, 1960, with every indication that it will continue to do so for some time to come, for nothing succeeds like success, the sponsor and station say.

Excess Tax
(Continued from page 81)

including some radio-TV manufacturers, who have common problems arising from expansion and growth during the base period.

Two broadcasting firms—Meredith, Syracuse TV Corp. [WHEN (TV) Syracuse] and May Broadcasting Co. [KMA Shenandoah, Iowa]—have asked to file statements with the Ways and Means Committee.

Confusing the tax picture is the result of the Nov. 7 national elections. A lame duck Congress has been the legislative body subjected to pressure by a harassed Administration to come up with a workable tax profit levy, retroactive Oct. 1 or July 1, 1960.

What enthusiasm legislators will carry with them to Washington on the entire tax problem, is questionable. A decline in enthusiasm for settling the issue this year already had been noticed.

There have been comments, like that of Sen. Ralph Flanders (R-Vt.), to the effect that an increase in corporation taxes would be more desirable than a war profits levy [BROADCASTING, Nov. 6].

In addition, President Truman is not on the same ground as he was prior to the elections in regard to calling Congress back before the Nov. 27 date set for a last brief sitting of the outgoing 81st Congress. The new 82nd Congress convenes next January.

To further complicate the tax picture, recommendations have been made to abandon the relief provision as contained in the profits law in effect during World War II. In its place, some experts advance the idea of including a mechanical formula that would apply to individual tax problems of industries—like radio-TV—which could be considered to be in the ‘hardship’ category [CLOSED CIRCUIT, Nov. 6].


You can CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota...use the Arrowhead Network. You’re interested in sales—and that’s what we deliver!

BROADCASTING • Telecasting

Mr. Al Cagle
Lake-Spru-Sumner, Inc.
Memphis, Tenn.

Dear Al:

That’s y’ldite ter know jest what a bargain yuh bought when yuh started sellin’ St. Joseph Asperin on WCHS! Yeasir, Al, yuh made th’ best buy in West Virginia! F’r instance, yuh gits $2.50 Regu- lar kisses ever’ day on WCHS for only 12 cents a day! Yuh made th’ best buy in West Virginia!

Yrs.,
Algy

WCHS
Charleston, W. Va.

November 13, 1950 • Page 85
Congressional
(Continued from page 16)
be torn by internal strife on the color television question. Rep. Crosser promised to bring up the issue to his committee when the 81st Congress returns this month. If Congress is not ready to act, the demands probably will receive more attention than they would have been given a few months ago.

Rep. Charles Wolpert (R-N. J.) was named as a ranking minority member on the committee. Specification has mounted that Rep. Wolpert may be prevailed upon to push for an inquiry on color. Two leading TV manufacturing firms, DuMont and RCA, both opposed violently to CBS color, have plant facilities in New Jersey.

In the Senate, most outspoken critic of FCC's position on color TV is Sen. Capel. He had asked FCC, prior to its final decision, to hold back until the 81st Congress reconvened. The Indiana Senator is a former owner of the radio manufacturing firm bearing his name and is now active in a commercial photograph producing firm.

Other demands for a full dress inquiry may be forthcoming during 1951 Senate and House debate, providing the color TV question still burns in that year.

In the Senate, most outspoken critic of FCC's position on color TV is Sen. Capel. He had asked FCC, prior to its final decision, to hold back until the 81st Congress reconvened. The Indiana Senator is a former owner of the radio manufacturing firm bearing his name and is now active in a commercial photograph producing firm.

Other demands for a full dress inquiry may be forthcoming during 1951 Senate and House debate, providing the color TV question still burns in that year.

The following Democratic members of Congress, whose minority group will not be in the 82d Congress: Reps. George G. Sadowski, defeated in the Michigan primaries; Andrew J. Biemiller of Wisconsin; George J. Johnson of Oklahoma; Neil J. Linehan of Illinois, and the late Alfred L. Bulwinkle of North Carolina who died earlier this month. The Republicans on the committee were all re-elected, including Rep. Harris Eilsworth, who has part interest in KRNR Roseburg, Ore.

Tuesday's elections climax the most extensive radio and television campaigning by candidates ever witnessed before in the annals of American politics. Standout in the media's use was Gov. Thomas E. Dewey, who was re-elected in New York. (See separate stories).

The balloting also brought new names to the Washington political scene of many of them long familiar in radio circles. Among them is Frank T. Bow, successful in his bid for the Republican seat in Ohio's District 16. The former commentator at WPAY Portsmouth, Ohio, has a background of particular interest to government and radio people. He served as counsel for the House Select Committee to Investigate FCC during the 80th Congress.

Most dramatic Senatorial race was in Connecticut where Sen. William D. Benton, advocate of world radio and champion of the Voice of America, squeezed by his challenger, Prescott S. Bush, a CBS stockholder and New York businessman.

Democrats Benton, former partner of Benton & Bowles, New York, was re-elected by a narrow margin of less than a thousand votes.

Formal action by Connecticut Republicans for recount is expected. If Mr. Bush were to win, the Senate would find itself in a 48-48 party tie. A U. S. attorney in the Nutmeg State was quoted last week as ready to ask help of the FBI if evidence is found to support allegations of irregularities at the polls.

Sen. Benton's former agency associate, Gov. Chester Bowles, is no longer a political partner in the New England state. Incumbent Bowles was defeated by Rep. John Davis Lodge, a Republican.

Taft Family Holding
Sen. Robert A. Taft served candidate Joe Ferguson a crushing defeat in the Ohio Senatorial contest. Republican Taft's family holds interests in WKRC Cincinnati and the Times Star, as well as Transit Radio Inc.

The Taft heavy plurality is seen as the factor which may spur a bold bid to capture the Republican nomination for President in 1962. Sen. Taft took to the air in the Buckeye State to answer President Truman's last-minute radio appeal to voters in the final heat of the election campaign. [Broadcasting, Nov. 6].

An Ohio radio executive was newly elected to Congress. Frasier Reams, president of Community Broadcasting Co., which operates WOTL-AM-FM Toledo, won the Ninth District in a three-party contest. Defeated were Democrat Thomas H. Burke, the incumbent, and Republican Joseph A. Raney.

Mr. Reams, a Toledo attorney, has been active in Democratic Party affairs for many years, as an independent.

Rep. H. R. Gross (R-Iowa) was returned to Congress. He is formerly a radio news commentator, as was Rep. Kari Stefan (R-Nebr.), re-elected. Rep. Mike Mansfield (D-Mont.), who heads a special House Committee to Investigate Campaign Expenditures, was re-elected. His committee was scheduled to open hearings on campaign funds, including candidates' radio and television spending.

Also returned was Rep. Richard W. Hoffman of Illinois, licensee of WHFC, Ill. Mr. Hoffman is a Republican in Illinois' Tenth District. Rep. Alvin E. O'Konski, president and owner of WLIN Merrill, Wis., was re-elected. He is a Republican in Wisconsin's Tenth District. Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ San Diego in 1946, is a Democrat.

Back for another term were Reps. John Phillips (R-Calif.), former part-owner of KAS Banning, Calif., and Frank C. Warle, who has often been at odds with FCC.

In California, Rep. Harry R. Sheppard, Democrat, outspent critical radio networks and author of legislation proposing their licensing was, re-elected although the contest was in doubt for some time after the polls closed. Even while engaged in his campaign, Rep. Sheppard last week found time to demand of FCC that

1950

OCTOBER SURVEY

FACTS FOR MADISON ARE NOW AVAILABLE

AND WIBA STILL TOPS THE LIST

FOR THE DETAILS CALL OUR REPS

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 Watts on 1310...Established 1925

BROADCASTING • Telecasting
it amend its rules to free network sponsors to contract with other stations for rebroadcasts of their programs (see story page 20).

In a contest for State Governor, Howard Pyle, vice president and program director, KSTAR Phoenix, staged an upset in Arizona. In a see-saw battle, Mr. Pyle defeated Mrs. Ann Fröhmler, the Democratic standard-bearer, when late returns assure re-election of GOP candidate who had been given only an outside chance. James F. Byrnes, former Secretary of State and minority stockholder of WORD WDXY (FM) Spartanburg, S. C., is the new Democratic governor of South Carolina. C. R. Person, former owner of WSFA Montgomery, Ala., was elected governor of Alabama.


Significant popular vote on an initiative measure in Oregon defeated an attempt to bar the sale of alcoholic beverages "promotively" advertised within the state. The proposal, sponsored by the Temperance League of Oregon, was fought by broadcasters who warned Washington State radio executives that if the proposal had succeeded in Oregon, its neighbor Far West State would be next.

'Milestones of WFHR'
WFHR Wisconsin Rapids, Wis., celebrated its 10th anniversary Sunday, Nov. 5, with a one-hour program, Milestones of WFHR, during which highlights of the decade were reviewed and recorded, and congratulatory messages aired. Among those commending the station and its general manager, George T. Frecette, were Wisconsin's Gov. Rennebohm, NAB President Justin Miller, NAB District 9 Director Charles C. Caley, WMWD Peoria, and such radio notables as Fulton Lewis Jr., Jack Bailey and Walter Mason.

open mike

'One Big Market'

EDITOR, BROADCASTING: I have spent the past two weeks introducing WQUA, the newest CBS affiliate, to the time buyers of both Chicago and New York, and on several occasions I was told that it was impossible for WQUA to cover the Quad-Cities market. I found these timebuyers had their information from your 1949 Broadcasting map on the wall of their office. . . . We make a considerable point of the fact that the Quad-Cities—one big market—are as close together as the boroughs of New York City. . . .

John Grandy
Commercial Manager
WQUA Moline, Ill.
* * *

EDITOR, BROADCASTING: I have just returned from a week in New York.

Everywhere we went it seems we saw the map from your Broadcasting Yearbook either prominently framed or conveniently handy. Unfortunately for WQUA, the city of Moline, Ill., is improperly located on your otherwise flawless map. Several prospects refused to believe that WQUA, located in Moline some 20 or 30 miles away from Rock Island and Davenport, could possibly do a job in the Quad Cities. It took an aerial photograph to convince some of them that Broadcasting could be wrong . . .

Dalton LeManusier
General Manager
KDALL Dubuque, Iowa.

[EDITOR'S NOTE: Our apologies to Moline. Our map-maker will correct the location on the next issue of the map.]

* * *

The 'Early Bird'

EDITOR, BROADCASTING: Maybe stories about Al Jolson memorial shows are a little supershauous now, but I've been surprised by all the to-do about such programs being run mid-morning or afternoon of Oct. 24. . . . What's so speedy about that? . . .

First news of Jolson's death was aired to WPIC listeners on our 7 a.m. newcast, Oct. 24. When his Early Bird program took to the air, 8:05 to 9 . . . M. C. Joe Prelee threw out his prepared show and devoted the entire 55 minutes to Jolson records.

The Early Bird has since flown the coop. Joe Prelee enlisted with the Air Corps yesterday. The city of Sharon gave him a warm send-off. His last day here began with a spectacular half-million-dollar feed mill fire at 5 a.m. Joe was on hand with a tape recorder.

Evelyn L. Keller
Publicity Director
WPIC Sharon, Pa.

* * *

Hurricane Service

EDITOR, BROADCASTING: In the recent hurricane . . . WORZ remained on the air on a 24-hour basis. WORZ also made over 300 announcements of special interest to different groups such as churches, schools, and various other organizations.

The response to this public service has been phenomenal. . . .

Sammy Roen
Promotion Manager
WORZ Orlando, Fla.

CHRISTMAS PARTY

Hodacol Plans 600 Dec. 23

WHAT may well be one of the biggest Christmas parties on record is being planned by Sen. Dudley J. LeBlanc, president of the radio-minded LeBlanc Corp. (Hodacol). The firm is planning to hold parties in 600 theatres throughout its distribution area on Dec. 23. A live Santa Claus is slated to be on hand at each theatre. Admission will be one Hodacol box top.

Sen. LeBlanc reportedly closed a deal last Thursday with Fred Jack, United Artists' southern and western sales manager, for Hopalong Cassidy features in all theatres. In addition there will be cartoons, stars from local radio stations and gifts for all the children.

The 600 stations which are reportedly used a minimum of four times daily by Hodacol are to join in local promotions. Extra spots will be purchased by the firm and $5,000 in cash prizes will be given to stations doing the best merchandising jobs, the LeBlanc Corp. reports.
JOHN BLAIR & Co. and Blair-TV Inc., representatives, were feted recently by WBNS and WBNS-TV Columbus with a weekend of entertainment in the Ohio capital. Chatting after luncheon meeting were (l to r): I. Orr, WBNS sales director; Lindsay Spight, John Blair & Co. vice president, San Francisco; Paul Ray, John Blair, Chicago; Jack Denninger, Blair-TV, New York; Robert D. Thomas, WENS-TV sales director.

in such places as South America and Australia during times of high sun spot activity would interfere with TV and FM stations in the U.S. When asked in November 1947 during another proceeding by Prof. E. H. Armstrong whether 90 mc was right at all, all parties were wrong and about 40 mc should have been specified.

- In 1944, testifying in Docket 6651, Mr. Norton said service range increased with frequency, noise fields decreasing with frequency. Mr. Norton termed this "fundamental" in locating TV and FM in the spectrum. In 1948 he testified high band stations would have smaller service areas than low band stations and said abandonment of channels lower than 90 mc would mean abandoning hopes of providing extensive rural and suburban TV service.

- Mr. Norton testified in 1944 that expected range for a transmitting antenna at 100 ft. would be a maximum in the band between 500 and 1500 mc.

- In 1945 Mr. Norton and Mr. Allen presented a paper before the Institute of Radio Engineers, later published under Mr. Allen's name, which said service area increased with frequency, based upon Mr. Norton's calculations.

"Here is a man who has contradicted himself," Mr. deMars exclaimed. He explained that he had serious doubts on his qualifications.

Mr. Norton's earlier predictions were proved wrong, Mr. deMars said, and the factors which he took into account in 1948 were known in 1944 "and many years before that." He made such "flat statements" up to and beyond 1946, Mr. deMars told FCC.

With point at which FCC should disqualify the testimony of an engineer. Mr. deMars replied, "Just as soon as it's established that his testimony has been in error according to the known facts.

"Do you think he should be disbarred from appearing before this commission?" Comr. Webster asked after several attempts to learn Mr. deMars' "formula" for determining qualification.

"I think that is so," Mr. deMars replied as far as Mr. Norton's qualifications relate to propagation.

At this point Mr. Plotkin asked Mr. deMars if he ever testified that stations higher in frequency should be spaced farther apart. "I have no such recollection. I can't believe that I did," Mr. deMars replied.

"As I view it, there are many factors to be considered, but every evidence is that such separation should be at least as far as those of lower frequency.

Mr. Plotkin observed that if Mr. deMars was only attacking the weight which should be given Norton data he was "wasting time," but if he was attacking qualifications it was "something else." He indicated while he did not believe Mr. deMars should be allowed to examine Mr. Norton or the witness stand, he should be given full opportunity to show how the mistakes since the dispute has been so "bruited about."

Comr. Webster noted that, if the situation was going as far as to involve disbarment, FCC may consider a separate proceeding necessary. Mr. deMars explained his plea was not for disbarment of the witness. "I was the asked the question and I answered it," he said.

"You can see what this leads to when you get into it," Comr. Webster added.

"I think I have established he is not qualified as a propagation authority," Mr. deMars contended.

"If an expert makes a mistake and is honest enough to admit it, is he still an expert?" Mr. Plotkin asked.

That depends on the number of times" he does this, Mr. deMars replied.

He makes a mistake and is not honest enough to admit it, is he still an expert?" was Mr. Plotkin's next query.

"Until he is exposed," was Mr. deMars' answer.

FCC's proposal to allocate community UHF channels to some cities and not others [TELECASTING, Nov. 6]. It wants such channels to be available equally to communities on demand basis which would consider important economic and technical factors. He also urged that minimum power requirements be relaxed where good service can be obtained at less power so as to encourage UHF development.

Mr. deMars, only individual to refuse to endorse Volume I of the Ad Hoc Committee and one of several to decline endorsement of Volume II [TELECASTING, Sept. 18], said he appeared "reluctantly" but felt it his duty to challenge Mr. Norton's expert qualifications since they concern basic concepts relied upon by FCC in deciding television's future. He indicated it as personal animosity was involved.

Mr. deMars indicated he planned first to interrogate Mr. Norton on his practical experience and then submit evidence concerning the NBS authority's qualifications, but upon insistence by FCC's counsel, Harry Plotkin, his direct questioning of Mr. Norton was delayed until Friday.

His Conclusions
Both Volumes I and II of the Ad Hoc Committee were based upon references C and E by Mr. Norton, Mr. deMars asserted. He claimed certain conclusions in both of these supporting documents are "contrary to known fact" and not all assumptions involved are "technically sound."

The consulting engineer alleged Mr. Norton has made mistakes before, which he has "belatedly acknowledged." Questioned by Comr. Webster, Mr. deMars said he did not differ in opinion with Mr. Norton but specifically questioned his qualifications as an authority on wave propagation.

The alleged errors of Mr. Norton cited by Mr. deMars included:
- Statement in 1944-45 allocation proceedings by Mr. Norton that VHF stations of high power on 80 mc
ing, who presented the RCA-NBC Bridgeport report. He said interpretation as to service area was different, however.

Mr. Allen contended Mr. Guy in effect included the terrain factor twice in his results, which reduced the service area circles more than they should be.

The Technical Research Division chief presented several highly technical reports dealing with effects of antenna height on adjacent channel stations, relation between antenna height and Grade A service under FCC's proposed rules, a summary of research on tropospheric propagation measurements over southern and midwestern paths by George V. Waldo, and a report on long distance tropospheric propagation in the UHF, 288-700 mc by Harry Fine and Frank V. Higgins.

E. W. Chapin, chief of FCC's Laboratory Division, submitted similar technical reports out with the Commission's observation of NBC's tests on 500 and 850 mc in 1948, 400 mc troposphere recording test in Maryland, determination of minimum separation for simultaneous interference-free operation in the 152-162 mc band in the same area, interference in this band from intermodulation products, and tests of TV receiver and converter for the UHF.

**Horse Race Issue**

(Continued from page 88)

is legal under the laws of Delaware," the petition said.

"The lack of truthfulness and honesty on the part of Andrew J. Kavanagh which was first discerned by the owners ofWTUX in their conference with him in October of 1948," the petition concluded, "is further borne out and substantiated by very important developments which have taken place since the record in this case was closed.

"WTUX alleged that in hearings last April before a subcommittee of the Senate Committee on interstate and foreign commerce (Broadcasting, April 24), Mr. Kavanagh "knowingly gave false testimony and made misrepresentations which have either been later retracted or refuted by other witnesses appearing before this committee." The petition alleged the testimony dealt with his relations with WTUX owners as well as the local telephone company and other matters.

The petition asserted it is "quite understandable that Machin and Robinson did not amend their programming in the fall of 1948 because they "did not believe the allegations made by Mr. Kavanagh to this Commission.""

"WTUX contended FCC erred in stating it had submitted a copy of the Kavanagh complaint when it sent the station in October 1948 a copy of the WWDG opinion. WTUX said it did not get a copy of the complaint "until sometime later" when its owners visited FCC and then "only after threatening to see the Chairman" was a copy supplied.

"WTUX owners were first aware of the use being made of the programs during the actual hearing of the case in May 1948, the petition indicated the record of which was taken in March, it stated, in order to comply with the WWDG policy ruling of the Commission. This change was suitable to the local police authority and WTUX asked, according to a letter to FCC by Mr. Kavanagh.

"WTUX entered a detailed summary of the programs in horse racing which citizens in the WWDG area and cited a Robert S. Conlan & Assoc. audience survey showing that many indicated the widespread interest of the listening public to the 1980 Sports Parade. The petition said the WTUX owners reasoned that a few people who might be placing illegal bets "could not possibly influence this audience survey which was conducted by selecting radio listeners at random."

**Hits FCC Findings**

WTUX held FCC improperly found imbalance in the station's programming. The station pointed out that "news and information concerning sports other than horse racing takes three and four times as much time as the racing newscast in program imbalance."

"If this is program imbalance, WTUX asked, "the same objection could be raised with respect to the programs of every radio station in the United States carrying baseball broadcasts during the baseball season which extends from May to October each year." Through renewals to such stations FCC has found "such baseball programming does not create program imbal-

**Metropolitan Growth**

(Continued from page 88)

or more.

"All of the counties which more than doubled in size were in the south or in the west. In the northeast, more than 4 out of 5 counties and in the west more than 3 out of 5 counties gained population. Of the 217 counties in the northeast, 177, or 81.6%, had population gains. In the west, 254 out of 414 counties, or 61.4%, gained during the decade. In the north central region and in the south, 43.9 and 47.0%, respectively, of all counties had population increases.

"The fastest growing county in the United States was Benton County, Washington, which increased by 324.3%. At the other extreme, the county with the greatest percentage decline in population was the relatively small Esmeralda County, Nevada, which declined by 61.1%.

**Milk Sales Up**

WTMA Charleston, S. C., sponsor, The West Side Dairy, reports outstanding success, in terms of a 30,000 quart weekly increase in milk sales, by originating promotion stunts to stimulate interest in The Cisco Kid program featured by the dairy. According to WTMA, a ponymame contest, theatre presentation of two Cisco Kid shows, giveaway of whirling lariats and adornment of stationary groceries and dairy personnel with colorful Cisco Kid sombreros contributed to the overwhelming interest aroused in the Frederic W. Ziv package show. WTMA has already been assured of a 52 week renewal upon expiration of the present contract.

**Sylvania Electric Products Inc., Towanda, Pa., developed two groups of fluorescent powders, now available in engineering sample quantities, as TV color phosphors.**

**When It's BMI It's Yours**

Another BMI "Pin Up" Hit—Published by Gale & Gayles

**THE WINTER WALTZ**

On Records: Russ Morgan — Dec. 27258; Frankie Carle—Vic. 20-3952; George Cates—Coral 60238; Trudy Richards—MGM 10831.

November 13, 1950 • Page 89
Closed Circuit  
(Continued from page 4)

...at deadline

CHICAGO IBEW LOCAL, 4 TV MAKERS IN COLOR SUIT

CHICAGO’s IBEW Local 1031 (AFL) and five television firms, including Emerson Radio, sought permission Friday to intervene on side of RCA in its suit to upset FCC’s approval of CBS color television system (early story page 61). RCA also filed affidavit charging FCC’s decision forced “inferior” color system on U. S. “arbitrarily and capriciously,” and Chicago’s Federal District Court, where preliminary arguments in suit will be heard Tuesday, gave CBS until today (Monday) to file counter affidavit.

District Judge Philip Sullivan, one of three judges named to hear suit, said he hoped decision on Tuesday’s arguments can be reached before Nov. 20, when CBS commercial color standards become effective. He also said court would rule this week on intervention petitions, which were filed by following in addition to earlier one by Pilot Radio Corp.: Wells-Gardner & Co., set manufacturer; Television Installation Assn., composed of 23 Chicago area service firms; Radio Craftsmen Inc.; Sight-master Corp., Emerson and IBEW Local 1031.

Television firms claimed CBS system is inferior and charged its adoption would cause financial hardship to present set owners and industry.

Early operation of CBS color TV would create unemployment and retard entire TV industry, IBEW contended. Attorneys Joseph M. Jacobs and Alfred Kamin filed on behalf of local president, N. Frank Darling, who said more than 18,000 members work in manufacture of TV sets or parts in Chicago and Bloomington.

Union has responsibility to maintain decent wages and conditions for members and opposes any “ill-considered program likely to resolve in unemployment and earnings losses,” union officials said. Local officers would stand to lose estimated $50 million yearly in wages, it was added. Union move made “to eliminate confusion in TV and guarantee stability of production,” one affidavit stated.

FCC’s brief answering RCA’s charges and defending its decision due to be filed over weekend by Assistant General Counsel Max Goldman, who will argue FCC’s case.

RCA-IT&T SIGN PACT

BRIG. GEN. DAVID SARNOFF, RCA board chairman, and Sosthenes Behn, chairman of International Telephone & Telegraph Corp., Friday announced agreements to exchange licenses permitting each company and subsidiaries to manufacture and sell under radio, television, and electronic inventions owned by the other, including those of color television, transmitters, radars, cathode-ray and power tubes. Agreements effective immediately and extend to Dec. 31, 1954.

POST PROMOTES EBEI

EDWIN W. EBEI promoted to sales and advertising director of Post Cereals Division, General Foods Corp.; D. B. Flanigan, of Associated Program Service, named counsel.

STATIONS URGED TO LEARN PROBLEMS OF RETAILERS

BROADCASTERS should study retailer operations and help them solve their problems, Tim Kilduff, manager of H. S. Pogue Co., Cincinnati department store, told Ohio Assn. of Broadcasters sales clinic Friday at Columbus meeting (early story page 38). Mr. Kilduff said network stations, with good time sold, offer stores only second-rate periods.

Carl George, WGAR Cleveland, president of OAB, presided at meetings, based on theme radio is a business and the key to its success lies in advertising.

Mr. Kilduff pointed out major reasons why some retail sales are made through radio.

...and Help

Top-ranking Congressional Democrats unseated Tuesday, President Truman is better able to resolve problem of filling proposed Civil Defense Administrator post. Sen. Scott Lucas (D-Ill.) and Gov. Chester Bowles men- tioned for the job, and both are expected to indicate their decision on Monday.

Immigrant drying up of cobalt supply for private industry has radio-TV set makers scurrying for substitutes in speaker portions of receivers. No cobalt, no magnets, according to high officials of TV manufacturers.

WITH top-ranking Congressional Democrats unseated Tuesday, President Truman is better able to resolve problem of filling proposed Civil Defense Administrator post. Sen. Scott Lucas (D-Ill.) and Gov. Chester Bowles men- tioned for the job, and both are expected to indicate their decision on Monday.

BBDO, New York, preparing annual television campaign for Hamilton Watch Co. Five-minute units will feature famous Peg & Jim se- ries, starting Nov. 27 in 52 markets for four weeks.

GODFREY HAWAIIAN SHOW TO OPEN CBS COLORCASTS

FIRST color television program to appear on CBS Nov. 20, day FCC has authorized begin- ning of commercial colorcasting, will be special half-hour featuring Arthur Godfrey in Hawaiian show. On Dec. 20 CBS will teletcast Mr. Godfrey 12-12:30 p.m. and still unscheduled program from 12:30-1 p.m.

Rest of that week CBS will carry two hours daily of color, 11 a.m.-1 p.m. with program not yet chosen. Colorcasts will be aired on WCBS-TV New York and WTOP-T Washington, originating in New York and networked via AT&T coaxial cable to Washington.

NARBA PROGRESS SLOW

“SUBSTANTIAL differences” still persisted between U.S. and Cuban delegations Friday, authorities reported, as NARBA conference continued slowly with task of working out technical details of proposed new interna- tional FM treaty and casting them in language acceptable to all delegations (see story page 21). Despite several night meetings and prospect of Saturday and Sunday sessions, chances of meeting weekend target for com- pletion were considered remote.

SET OUTPUT REMAINS HIGH

RADIO set production continued high pace in first week of November, according to Radio-Television Mfrs. Assn. estimate for entire in- dustry, with 365,761 receivers produced. They consisted of 235,746 home, 20,827 portable and 111,378 auto sets. TV receivers also main- tained October rate, 218,378 having been produced. This compares with record 219,000 production in mid-October.

STREIBERT, HENNOCK TO TALK

THEODORE C. STREIBERT, MBS board chairman and president of WOR and WOR- TV New York, and FriedaHennoek, of FCC, will speak before Advertising Women of New York. The luncheon will be held Friday at noon in the Astoria. Mr. Streibert will discuss “The Listener Speaks,” and Miss Hennoek will speak on “Seeing Is Believing.”

BROADCASTING * Telecasting
15 half-hours weekly on WLW Television

October 11, 1950

Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio

Dear Mr. Henderson:

Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.

You know, thinking the matter over, less than a year has elapsed since we first started televising on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.

This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just for the largest user, but because of the phenomenal results which television has accomplished for us to date.

In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.

Thanks again for the marvelous cooperation, and with best wishes.

Sincerely,

Moore's

[Signature]

William S. Moore

For further information, contact any of these sales offices:

WLW-D 360 North Michigan
Dayton 2, Ohio

WLW-T 630 Fifth Avenue
Chicago 1, Illinois

WLW-C 6381 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION
During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get BIG business out of Detroit via WWJ-TV.